

### OVERVIEW

The Chicago READII project is focusing on raising immunization rates among Chicago's African American and Hispanic seniors age 65 and older through a coordinated effort focused on increasing implementation of effective provider-based interventions, influencing seniors' knowledge and attitudes about influenza and pneumococcal diseases and immunizations, and improving access to immunization services.

### POPULATION DATA

Chicago Total Population: 2.9 million  
African American Population 65 and Older: 108,000  
Hispanic Population 65 and Older: 27,000

### COVERAGE DATA

Influenza Immunization Rate for Population 65 and Older (Illinois-wide)\*  
African American: 48% Hispanic: Unknown Caucasian: 67%

Pneumococcal Immunization Rate for Population 65 and Older (Illinois-wide)\*  
African American: 38% Hispanic: Unknown Caucasian: 54%

\*Behavioral Risk Factor Surveillance System data, 1999 and 2001 combined average

### KEY PARTNERS

In this initiative, the Chicago Department of Public Health is partnering with the 21st Century for Life Adult Immunization Coalition, Centers for Medicare and Medicaid Services—Region V Office, Chicago Department of Aging, Chicago Housing Authority, African American Health Care Council, Chicago Hispanic Health Coalition, American Lung Association of Metropolitan Chicago, White Crane Wellness Center and the Cook County Bureau of Health Services.

### PROJECT ACTIVITIES

The Chicago READII project developed a community-based action plan that is focused on 14 communities with large populations of African American and Hispanic seniors. The goals of this plan are to increase the demand for influenza and pneumococcal immunizations and to improve the quality and availability of immunization services in the 14 READII communities.

Activities include:

- Increasing community knowledge and demand for immunizations through a media campaign and community outreach.
- Increasing provider awareness about *Standards for Adult Immunization Practices*, Advisory Committee on Immunization Practices recommendations, Medicare billing procedures and the use of other office-based interventions (e.g., reminder/recall and standing orders) proven to be effective in raising immunization rates.
- Increasing immunization services in non-traditional settings identified by community and faith-based organizations.