

Strategy 3.1.3: Ensure the provision and distribution of information and educational materials to target populations.

Objective 3.2 Improve the Knowledge and Immunization Practices of All Health Care Providers

Strategy 3.2.1: Stimulate public- and private-sector initiatives, including those of voluntary organizations and industry, to provide information and educational materials designed to increase the immunization knowledge of providers and encourage provider action to improve age-appropriate immunization levels.

Strategy 3.2.2: Develop special initiatives for providers serving populations at risk of underimmunization.

Strategy 3.2.3: Encourage self-assessment by health care providers of their immunization practices and patient coverage levels.

Objective 3.3 Increase Awareness of the Benefits of Immunization Among Special Target Audiences (for example, Third-Party Payers, Employers, Legislators, Community Leaders, Hospital administrators)

Strategy 3.3.1: Stimulate public-, private-, and voluntary-sector initiatives to promote informational and educational interventions to increase the level of knowledge among special target audiences about the benefits of immunization and enlist their help in improving immunization levels.

Objective 3.4 Develop More Effective Methods of Communicating the Benefits and Risks of Immunization to Health Care Providers, Patients, and Parents/Guardians

Strategy 3.4.1: Design and initiate studies to determine effective communication principles and methods for reaching (1) health care providers; (2) patients and parents/guardians; and (3) employers, insurance providers, legislators, community health workers, and community leaders, and develop social marketing approaches to increase the acceptance of immunization in these target audiences.

Strategy 3.4.2: Assess and improve health provider knowledge and patient awareness of the National Vaccine Injury Compensation Program (NVICP).

Objective 3.5 Continue to Evaluate the Benefits and Impact of Immunization Through the Use of Cost-Effectiveness Studies

Strategy 3.5.1: Enhance support for the collection and analysis of information on the costs of immunization, the cost savings associated with sound immunization practices, and the social or individual benefits to be derived from immunization.

GOAL 4: ACHIEVE BETTER USE OF EXISTING VACCINES TO PREVENT DISEASE, DISABILITY, AND DEATH

There are 11 objectives for this goal.

Objective 4.1 Ensure an Adequate Supply of Vaccines

Strategy 4.4.1: Determine optimal policies and methods for vaccine supply, vaccine purchase, and distribution of existing and new vaccines. Make sure that vaccines are readily available at a reasonable price for routine use and during times of national emergency.