



# The National Vaccine Injury Compensation Program (VICP)

## Outreach Activities

Advisory Commission on Childhood Vaccines

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Captain Narayan Nair M.D.

Department of Health and Human Services  
Health Resources and Services Administration



# Overview



- Provide historical background on VICP Outreach
- Discuss Outreach Strategies
- Discuss recent and upcoming activities



# Background on VICP Outreach



- The National Childhood Vaccine Injury Act of 1986 states that “the Secretary shall undertake reasonable efforts to inform the public of the availability of the Vaccine Injury Compensation Program.”
- In the past, VICP formed two groups involved with outreach :
  - ACCV Outreach Workgroup
  - Communications, Liaison and Outreach Group (CLOG)
- VICP contracted with Banyan Communications to develop a Marketing and Communications Plan
  - Presented to ACCV in 2010
  - Led to development of VICP current approach



# Purpose



Main purposes for the outreach efforts:

- To increase awareness about the availability of VICP and increase knowledge about how the Program works
- To develop partnerships with credible organizations that facilitate effective dissemination of VICP messages



# VICP Outreach Plan – Internal Strategies



- Identify and engage HRSA's bureaus and offices to implement outreach opportunities
- Leverage HRSA's partnerships to display and disseminate VICP information at key conferences for providers and grantees
- HRSA grantees include
  - Community Health Centers
  - Maternal, Infant, and Early Childhood Home Visit Program
  - Healthy Start



# VICP Outreach Plan – External Strategies



- Build and sustain partnerships with other HHS government agencies, and professional organizations
- Promote VICP at topic-specific and/or audience specific meetings
- Develop relationships with the media through the HRSA Office of Communications
- Develop and disseminate web outreach materials, newsletter articles, and social media posts



# Recent Accomplishments



- Maintained a toll-free number for the public to call to obtain information about the VICP and respond to these calls
- Responded to written inquiries via e-mail and letter about the VICP from the public
- Responded to Media inquiries
- Provided talking points to HRSA Staff for speaking engagements
- Presented to Johns Hopkins public health policy future decision makers



# Future Activities - Website



- We will upgrade the VICP website to improve navigation and create more user-friendly content
- Areas for improvement
  - Content can be difficult to understand
  - No supporting graphics
  - Not clear from website that adults can receive compensation





# Future Activities



- Review VICP booklets and brochure and revise, as necessary, to adhere to plain language principles
- Identify digital media (e.g. blogs, freelance writer sites) as well as other social media opportunities to enhance outreach efforts and pitch stories, blog posts, etc.
- Ask partners to include VICP messages in their communication vehicles and outreach activities
- Develop process measures to evaluate effectiveness of Outreach efforts



# Questions?

