

TO: EZIZ Users
FROM: CDPH
SUBJECT: National Influenza Vaccination Week is December 3-9, 2017
DATE: 12/4/17

Dear EZIZ Users,

[National Influenza Vaccination Week](#) (NIVW), December 3-9, 2017, is the perfect opportunity to remind your patients that it's not too late to get a flu vaccine. Promote these FREE NIVW resources such as [print materials](#), [web images](#) /[animated web images](#), and [sample social media messages](#) to increase your flu vaccination rates this season. Also, check out these modifiable, Centers for Medicare and Medicaid Services [postcards](#) promoting flu vaccination in 12 different languages.

Here are some additional steps you can take during flu season to ensure your patients are vaccinated:

1. **Consider hosting a drop-in, weekend, or night flu vaccination clinic** to increase access and accommodate busy schedules.
2. **Utilize your Electronic Health Record (EHR) system (and immunization registry) to generate reports of patients who may need influenza and pneumococcal vaccines.** You may decide to prioritize reminder/recall for those with [chronic conditions](#) such as asthma, diabetes, or heart disease.
3. **Implement reminder/recall systems for flu vaccination.** In [a recent study](#), researchers found that reminder text messages can be a low-cost, moderately effective way to increase flu vaccination rates among at-risk patients. You may also consider reminding them of needed vaccines during appointment reminder calls.
4. **Give all of your patients a [vaccination questionnaire](#) to fill out upon check-in.** This form can help the provider assess for other needed vaccines. You may also wish to reinforce patient education with a [flyer](#).
5. **Incorporate provider reminders into your EHR system or patient records** to avoid missing opportunities to immunize patients while they are at the clinic. Talk to your IT or EHR representative about incorporating vaccine reminders.
6. **Make a strong recommendation for vaccination** and [SHARE](#) important information to help patients make informed decisions about vaccinations. For example, "Getting the flu can increase your risk of having another heart attack. Let's protect you and get that flu vaccine taken care of today."

Meet with your staff, providers, and management to determine and implement a proactive vaccination strategy that meets the unique needs of your clinic this flu season!