



**VFA**  
California Vaccines  
for Adults

 **VFC**  
California Vaccines  
For Children

 **CDPH**  
Immunization  
Branch

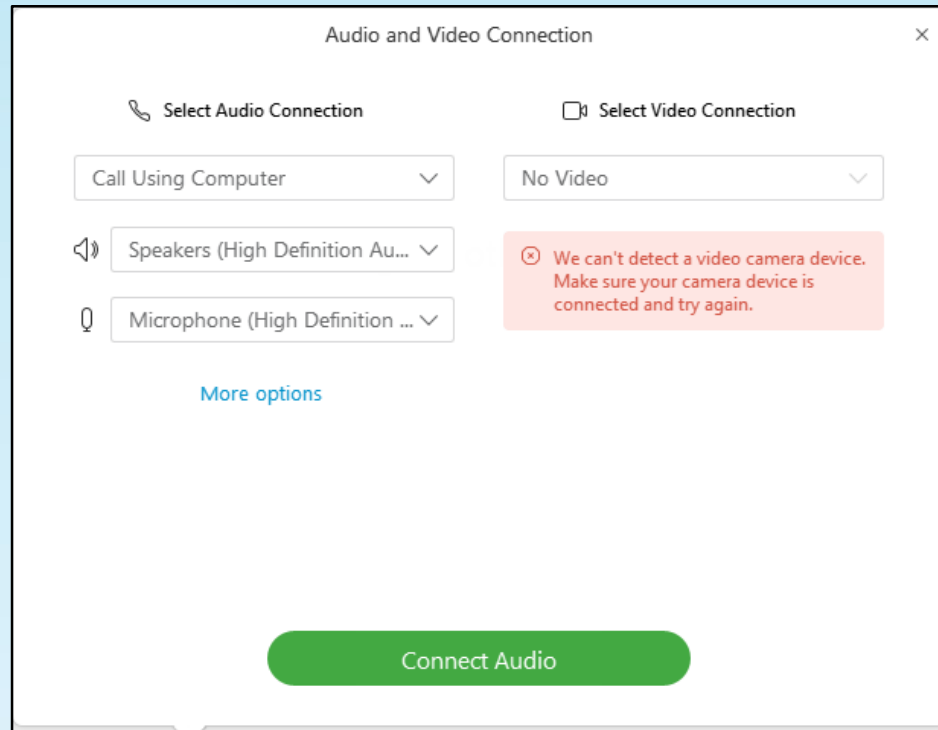
# How to Increase Influenza Vaccine Coverage in Your Clinic

California Department of Public Health  
Immunization Branch



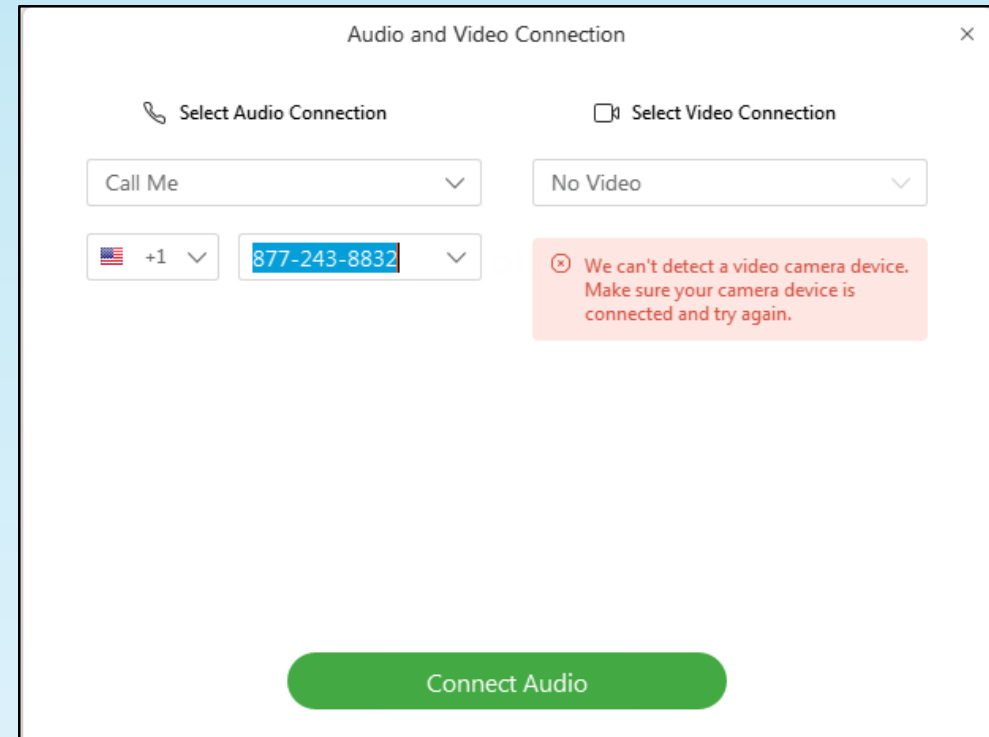
# Webinar Tech Tips!

1. Listen to today's webinar through the computer audio



The screenshot shows the 'Audio and Video Connection' window. Under 'Select Audio Connection', 'Call Using Computer' is selected. Under 'Select Video Connection', 'No Video' is selected. The audio output is set to 'Speakers (High Definition Au...)' and the input is 'Microphone (High Definition ...)'. A red error message states: 'We can't detect a video camera device. Make sure your camera device is connected and try again.' A green 'Connect Audio' button is at the bottom.

2. If you cannot connect through the computer audio, have WebEx call you



The screenshot shows the 'Audio and Video Connection' window. Under 'Select Audio Connection', 'Call Me' is selected. Under 'Select Video Connection', 'No Video' is selected. The audio output is set to '+1' and the input is '877-243-8832'. A red error message states: 'We can't detect a video camera device. Make sure your camera device is connected and try again.' A green 'Connect Audio' button is at the bottom.



# Getting Your Question(s) and Answer(s) Submitted

Write down your questions in the Chat box as we move through the presentation



A screenshot of a chat window titled "Chat" with a close button (X) in the top right corner. The window is mostly empty. At the bottom, there is a "Send to:" dropdown menu currently set to "All panelists", a text input field, and a "Send" button. A dashed blue circle highlights the "Chat" title bar, and a dashed blue rectangle highlights the "Send to:" dropdown menu. A large blue arrow points from the teapot logo on the left towards the chat window.



In case you have technical difficulties during the webinar use the email address below for assistance.

[Cecilia.LaVu@cdph.ca.gov](mailto:Cecilia.LaVu@cdph.ca.gov)



# Webinar's Objectives

- Describe the importance of changing current influenza prevention strategies in order to protect your patients this influenza season
- Describe provider-based strategies for increasing immunization coverage levels among pediatric populations
- Consider the adoption of steps your practice can take now to prepare your clinic and enhance influenza vaccine administration this season



# Today's Speakers

## **CDPH Speakers:**

Cora Hoover, MD, MPH

Erin Murray, PhD

## **Special Guest Speakers:**

Elaine Soriano, MD

Mitali Weiglein, MHA

## **Host:**

Edgar Ednacot, EdD, MPH



# The Potential to Prevent Seasonal Flu: Setting the Stage for a Call to Action

Dr. Cora Hoover

California Department of Public Health

Immunization Branch





# Influenza Disease

- Influenza (flu) is a contagious respiratory illness caused by influenza viruses
- Can cause spectrum of illness from mild to severe
- Severe outcomes of flu infection include hospitalization or death
- Some people are at higher risk severe outcomes and flu complications
  - Children <5 years of age, especially children <2 years of age
  - Adults 65 years of age and older
  - Persons with certain health conditions, such as asthma, diabetes, and heart disease
  - Pregnant women



# Signs and Symptoms

- Abrupt onset of fever
- Cough
- Sore throat
- Runny or stuffy nose
- Muscle or body aches
- Headache
- Fatigue
- Vomiting and diarrhea (more common among children)

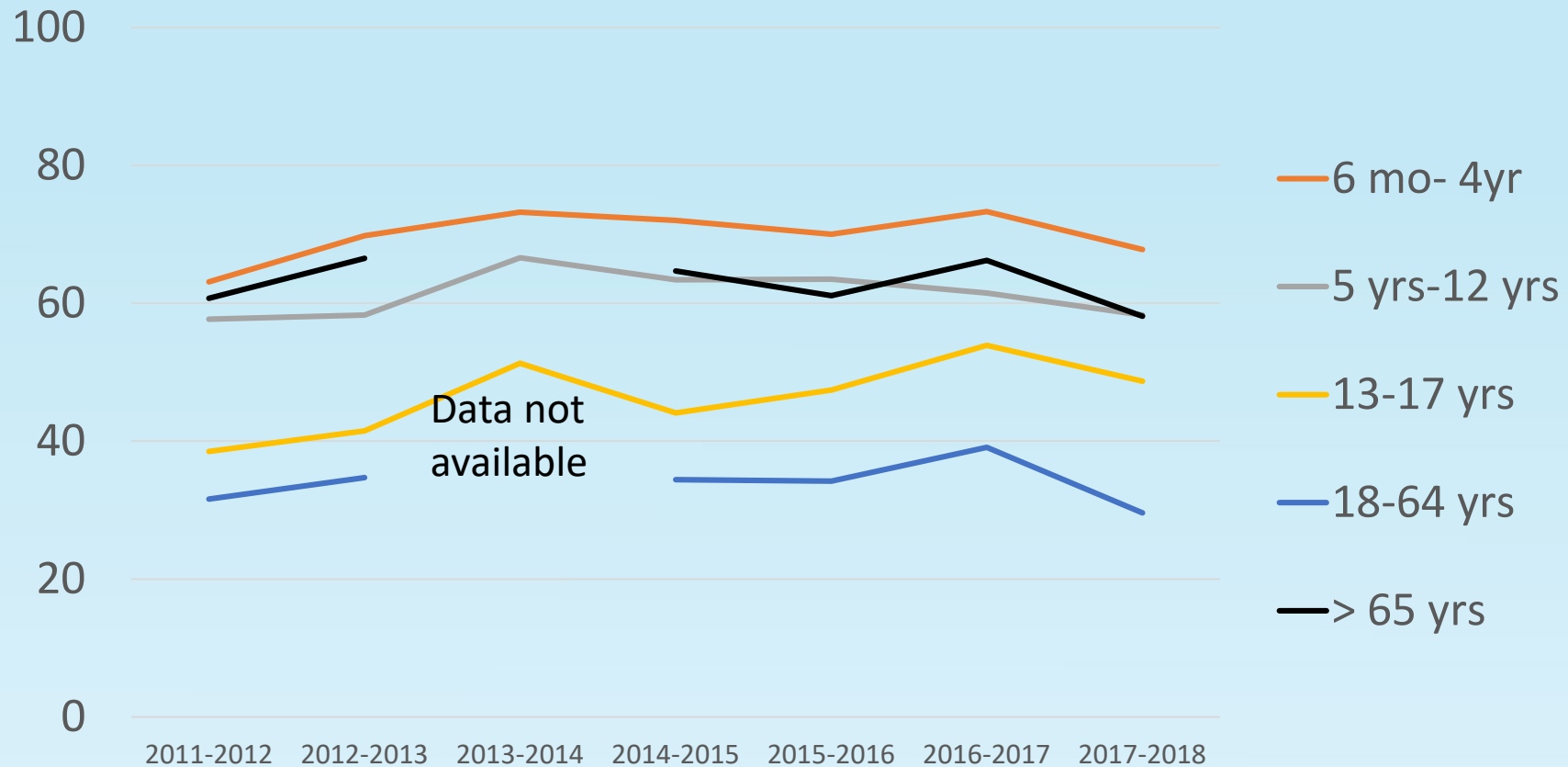


# Complications of Influenza Infections

- Ear infections
- Sinus infections
- Viral pneumonia due to influenza
- Bacterial pneumonia
- Sepsis
- Inflammation of the heart (myocarditis); inflammation of the brain (encephalitis)
- Worsening of chronic medical conditions (i.e., congestive heart failure, asthma, or diabetes)



# Influenza Vaccination Coverage Estimates by Age, California 2011-2018



National Immunization Survey-Flu (NIS-Flu) and Behavioral Risk Factor Surveillance System (BRFSS)  
<https://www.cdc.gov/flu/fluview/interactive.htm>



# Measles vs. Flu Vaccination Levels of Infants/Toddlers, Provider Verified, CA

Measles vaccination of 19-35 month olds (2017)

• **93%** --one dose MMR

Flu vaccination of 6-23 month olds (2015-16)

• **46%** up to date --2 doses (or 1)



Source: National Immunization Survey (NIS), personal communication, Jim Singleton (CDC)



# Influenza Prevention

- The best way to prevent influenza AND to decrease severity of influenza is to get vaccinated every year
  - Influenza vaccine has been shown to reduce the risk of hospitalization and death among vaccinated persons who get influenza
- CDC also recommends everyday preventive actions:
  - Stay away from people who are sick
  - Stay home if you are ill
  - Covering coughs and sneezes
  - Frequent and proper handwashing





**Approximately 40% of the U.S. population chose to get a flu vaccine during the 2017-2018 flu season, and this prevented an estimated:**

**7million**

flu illnesses,



about the population of  
New York City.

**109,000**

flu hospitalizations,



about the number of vehicles  
crossing the Golden Gate Bridge  
each day.

**8,000**

flu deaths,



twice the number of hospitals in  
the United States.

**Imagine the impact if more Americans chose to get a flu vaccine.  
Many more flu illnesses, flu hospitalizations and flu deaths could be prevented.**



# Even though ....

- Flu vaccine is not perfect
  - Cuts in half the chances of children having to go to doctor with flu
  - Reduces risk of death in children by 65%
- With only 40% of US population immunized and ~40% vaccine effectiveness in 2017-18
  - Large burden of disease averted
- Flu seasons vary in severity; “predictably unpredictable”

<https://www.cdc.gov/flu/professionals/vaccination/prepare-practice-tools.htm>



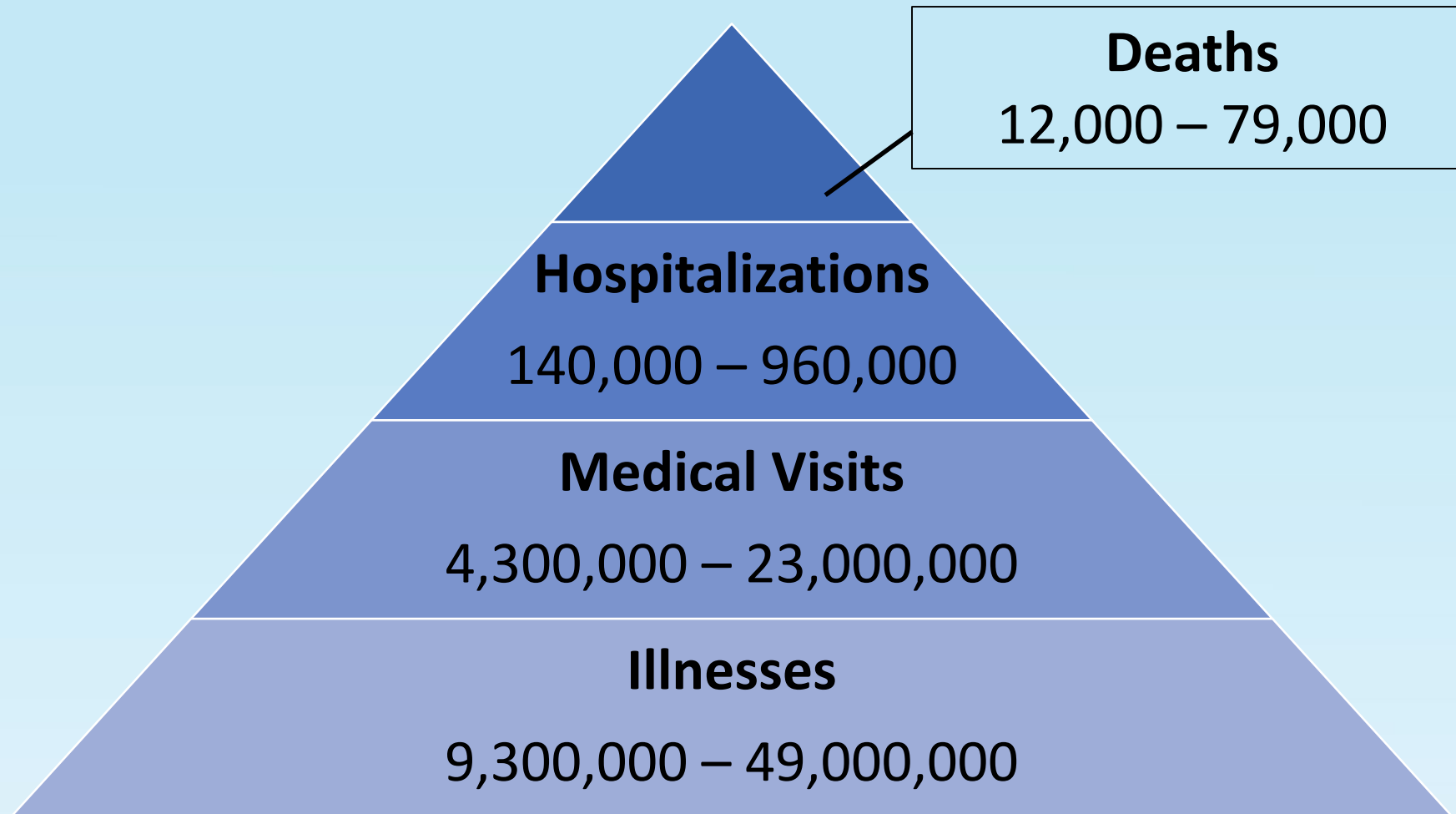


# Influenza: Morbidity and Mortality

**Dr. Erin Murray-** Epidemiologist  
California Department of Public Health  
Immunization Branch



# Annual Influenza Burden in the United States

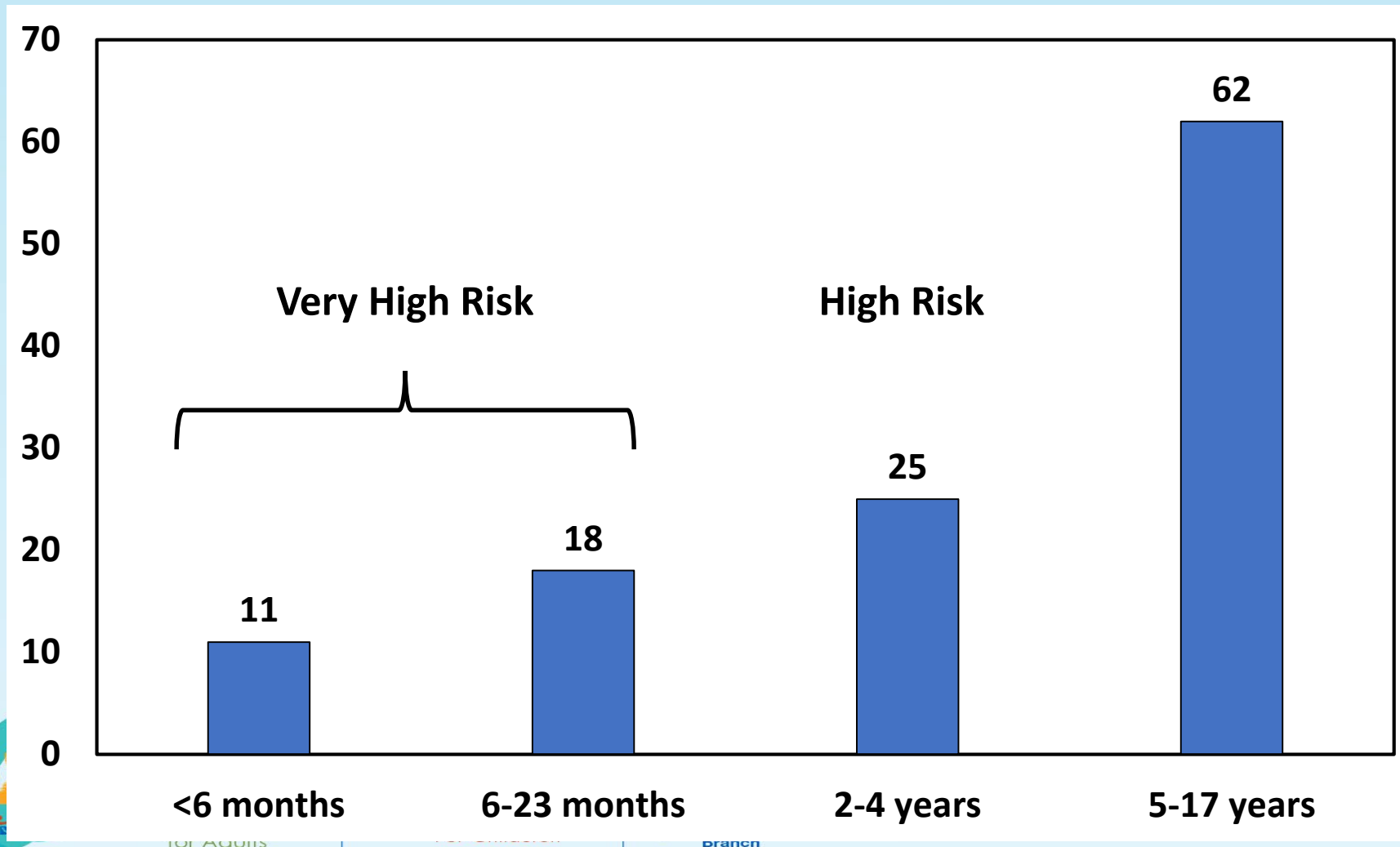


# Influenza-associated Pediatric Deaths

- Nationally notifiable condition
- Reportable condition in California
- Since the 2010–2011 influenza season, 1,107 influenza-associated pediatric deaths have been reported nationally
- Likely only represents tip of the iceberg

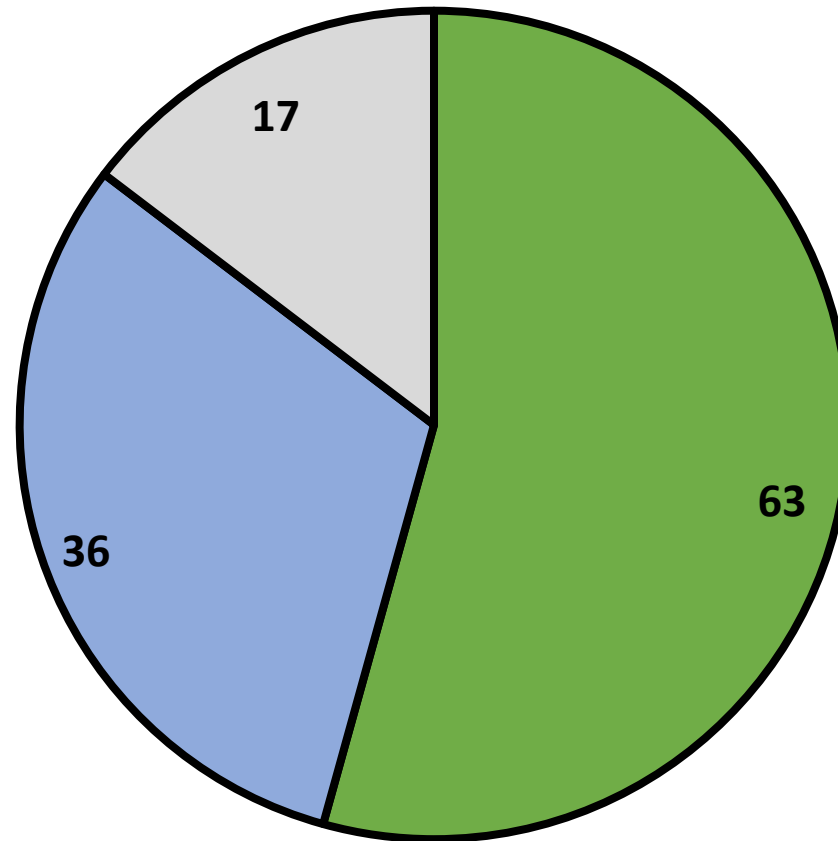


# Age Distribution of California Influenza-associated Pediatric Deaths , 2010–2019



# Underlying Medical Conditions

## California Influenza-associated Pediatric Deaths , 2010–2019

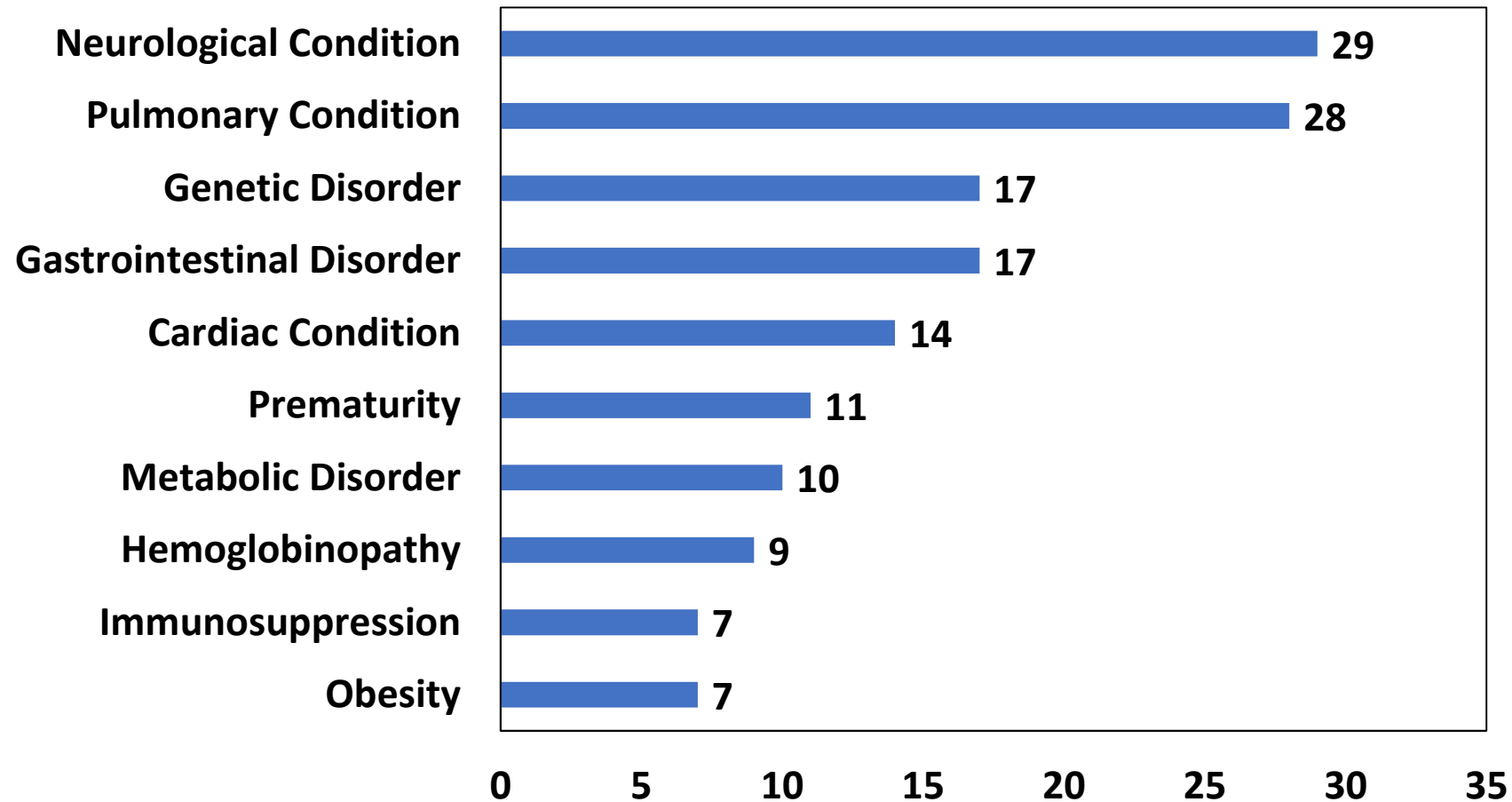


■ Yes ■ No ■ Unknown



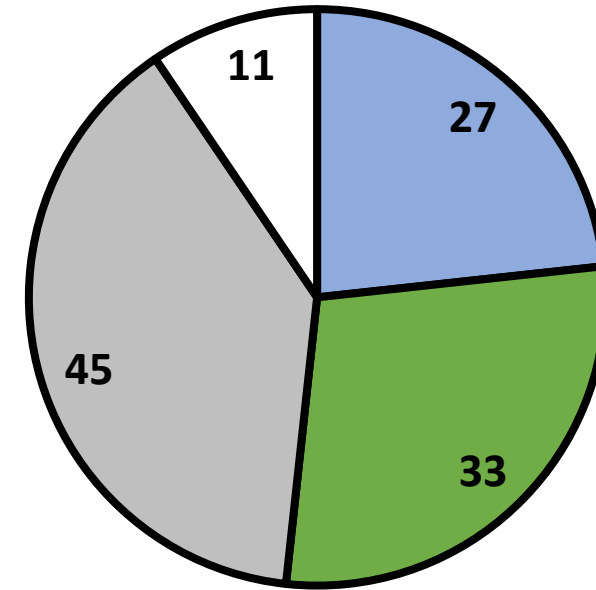
# Underlying Medical Conditions

## California Influenza-associated Pediatric Deaths , 2010–2019



# Received at Least One Dose of Influenza Vaccine

## California Influenza-associated Pediatric Deaths , 2010–2019



■ Yes

■ No

■ Unknown

■ <6 months of age



# Scarlet's Story

California Department of Public Health  
Immunization Branch







Influenza A.

# Provider Spotlight: A Private Provider's Perspective





Dr. Elaine Soriano

Golden Valley Health Centers, FQHC



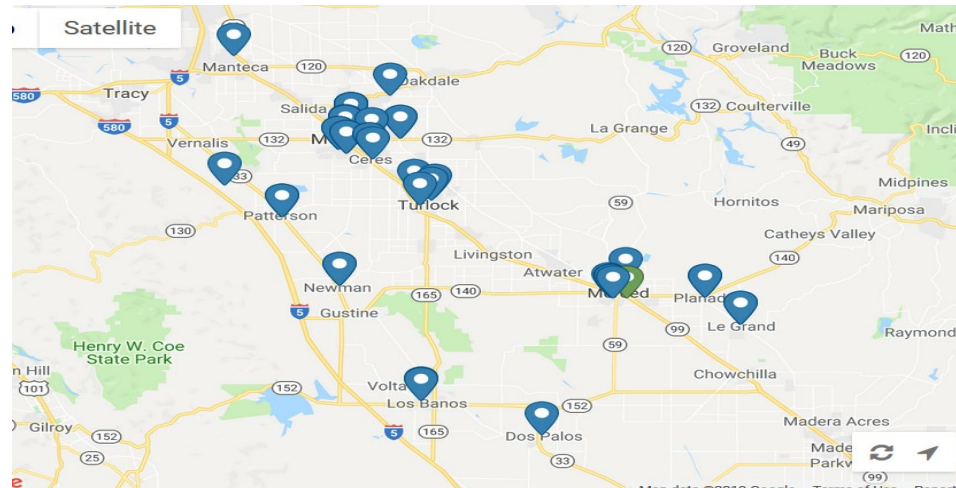


# A JOURNEY TOWARDS IMPROVED FLU VACCINATION AT GVHC 2018-2019

Elaine Joy Soriano, MD, FAAP, ACP Member  
Regional Medical Director  
Golden Valley Health Centers

# WHO WE ARE....

- Golden Valley Health Centers, FQHC
- 40+ locations throughout Stanislaus, Merced and San Joaquin Counties, 150,000 unique patients with 450,000 encounters per year, diverse population of patients
- NCQA (PCMH), The Joint Commission Certified
- Scope of Practice : Medical , Dental, Behavioral including Psychiatry, Podiatry, Sports medicine
- Chiropractor
- Inpatient Pediatrics
- Comprehensive support



**GOLDEN VALLEY**  
HEALTH CENTERS

Ceres • Dos Palos • Newman • Le Grand • Los Banos • Merced  
Modesto • Patterson • Planada • Turlock • Westley • Riverbank



# OUR MISSION

- To improve the health of our patients by providing **quality, primary health care services to people in the communities we serve** regardless of:
- Language
- Financial Barriers
- Cultural barriers





**GOLDEN VALLEY**  
HEALTH CENTERS

# OUR VISION

Golden Valley Health Centers will be known as a premier organization ensuring **access to high quality**, culturally, responsive and comprehensive primary health care for all, especially the underserved.

## OUR VALUES

- Advocacy
- Access
- Efficiency
- Respect
- Innovation
- Excellence



# OBJECTIVES



- To share our journey towards an improved flu vaccination rate
- To share our strategies, challenges and lessons learned





# *THE CHALLENGE*



- Low Immunization Rate < 2 years old
- Low overall Flu immunization rate of 27%

## GOALS

- To promote awareness of flu as a disease, prevention of flu and the flu vaccine. Also to increase knowledge regarding the reasons everyone should be vaccinated.
- To improve overall Flu vaccination rates from 27 % to 40% by implementing the “ Be a Flu Fighter “ campaign.

# *OUR JOURNEY AS FLU FIGHTERS*



# Brainstorming on the Barriers Identified

FLU VACCINE CAMPAIGN			
QUALITY TOUCHPOINTS	INTERVENTION	ACCOUNTABILITY	Action Items
Shortage of Vaccines on site	PAR level/Inventory Training of Clinical Supervisors/CM	CM/CS	Communicate the Workflow and tools At the CS/CM meeting by the ITF rep
Lack of Awareness of Flu Vaccine schedule	Share the scheduled	PORD and POR	Send email to the employees first week of August about Flu and Flu vaccine
Lack of Awareness of the Standing Order	Review of the Standing order	PORD /CM/CS	Review the Standing order at the CM/ CS meeting by Mhaiki
Late Flu Vaccine Campaign	Campaign to start Mid–August	Marketing/ Health Education Team	Follow up the Flyers, Posters, Stickers , Buttons
STAFF Engagement	Initiate internal competition	OPS	Create guideline & logistics of the competition, Verbiage change when recommending the flu vaccine
Support Staff	Initiate Internal Competition	QI/OPS	Create the guideline and logistics for the competition
Provider	Initiate Internal Competition	QI/OPS	Motivate providers to be engaged
Access for Flu Vaccine Administration	Flu vaccine Clinics?-Low flu rates from 2017, Review need every visit with AZARA alert/Chart Prep	Operations and Nursing	Plan for intervention-data to be shared
Lack of awareness of the importance of flu vaccine	Flu vaccine tid bits, Marketing (social media posters, flyers, pins)	Marketing, Dr Soriano	Weekly to biweekly tid bits , marketing campaign



# MARKETING

## GOLDEN VALLEY HEALTH CENTERS

To improve the awareness of the staff , patients and the community on the importance of flu vaccination and GVHC's " Be a Flu Fighter Campaign"

- Social Media campaign- Facebook, Instagram with competition
- Bill boards , Flyers , Posters in the rooms, stickers for recipients and "I got my flu shot " and Flu Fighter button.
- "Blue the Flu" Mascot
- Flu Ad scripts in radios

**HASHTAG CONTEST**

**GOLDEN VALLEY HEALTH CENTERS**

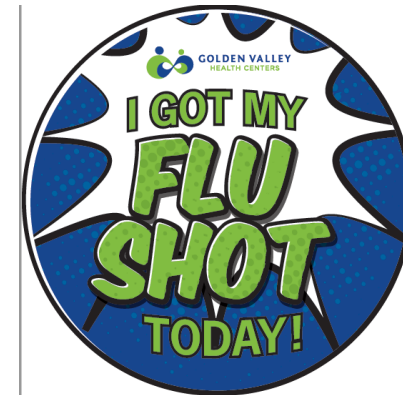
Enter for a chance to win a GVHC Prize Pack with a \$50 Visa Gift Card!

Twitter Facebook Instagram

**HOW TO WIN:**

- LIKE US ON FACEBOOK
- UPLOAD A PHOTO OF YOU AND BLU THE FLU USING HASHTAG #GVHCFLUFIGHTER ON EITHER FACEBOOK, INSTAGRAM OR TWITTER
- ONE PIC = ONE ENTRY SO POST AWAY!

UNLIMITED ENTRIES UNTIL OCTOBER 31!







# Posters



 Get healthy. Stay healthy.  
**GET YOUR FLU SHOT!**

Ask our staff for more information  
on how to get your flu shot today!

**Immunization protects you  
and others you care about.**  
Getting vaccinated is one of the most  
important things you can do to keep  
yourself and your family healthy.

To Schedule an Appointment  
call or text **1.866.682.4842**  
**www.gvhc.org**

 **GOLDEN VALLEY**  
HEALTH CENTERS



 Pongase Sano. Mantenganse Sano.  
**OBTENGA SU VACUNA  
CONTRA LA GRIPE!**

Preguntenos sobre información de como  
obtener su vacuna contra la gripe hoy!

**Inmunizaciones lo protegen a  
usted y a sus seres queridos.**  
Vacunándose es una de las cosas más  
importantes que puede hacer para  
mantenerse a usted y a su familia sanos.

Para hacer su cita,  
llame o mande un mensaje  
de texto a **1.866.682.4842**  
**www.gvhc.org**

 **GOLDEN VALLEY**  
HEALTH CENTERS







# SCHEDULING

- Text messaging system of patients
- Live recalls
- Text messaging and proactive scheduling of patients needing second dose before the patient leaves the clinic



# Text messages

*“Be a flu fighter by getting your flu shot now to protect you and your loved ones from the dangerous flu!  
Text us at 209-384-6672 to make an appointment”*

*“Your child did not get the two flu shots that are needed to be fully protected from the flu.  
Please text or call us for an appointment at 866-682-4842.  
If your child did get the second shot at a different clinic or pharmacy, please let your child’s provider know.”*



# IMPROVEMENT OF ACCESS

- Designated flu vaccine clinic sessions at the sites –nurses standing orders
- WCC Saturday Care gap clinics
- GVHC Moving Flu clinics





# GVHC Flu Vaccine Clinics



*InstaMag*

**GVHC MOVING VACCINE CLINICS!**

**BLUE THE FLU!**  
9:18 AM





# ENGAGING THE CARE TEAM

- Workflows
- PRV planning report by Azara
- Chart Preps
- Improved VERBIAGE



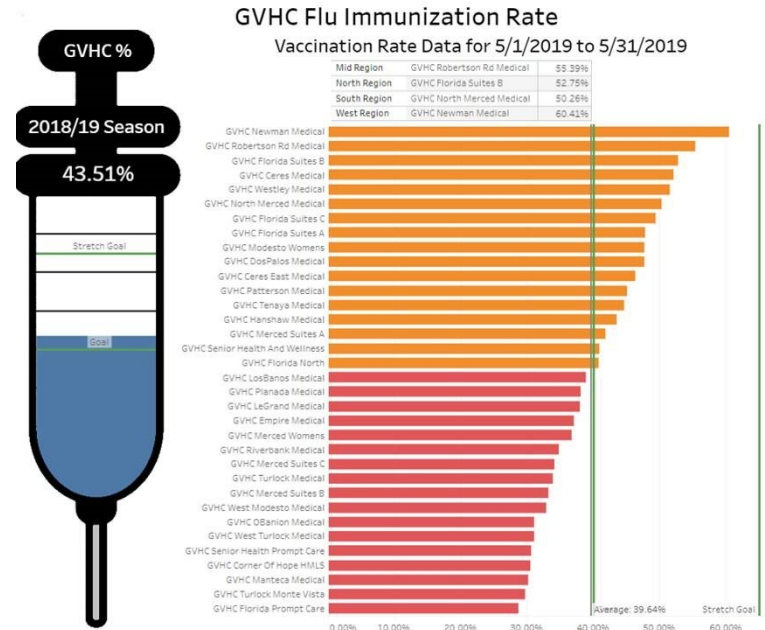


# MA Verbiage

*“Our records show that you are due for the flu shot. The flu shot is safe and cannot give you the flu. The most common side effects of the vaccine are mild, like redness, swelling, or pain in your arm where the shot was given. This should go away within a few days. **Your provider strongly recommends giving you the flu shot today to protect you and your family from getting sick from the flu, missing doctors’ visits, work, or school.** Do you want us to give your flu shot now or after the provider sees you?”*

# HEALTHY COMPETITION

- Pizza party of winning Care Team per region every month
- Acknowledgement of winning Care team per region mid-month by email announcement





## OTHER STRATEGIES

- ❑ Improved availability of flu vaccines on site ( VFC, State donated and Private vaccines)
- ❑ Continuous communication and education on the importance of flu vaccination

*“Annual flu vaccination remains our **Best Flu Protection** not only for our patients but also for health care personnel like us. Join the fight against flu to protect yourself, your family, and your patients----- **Be a Flu Fighter**, get vaccinated!”*





- *As healthcare providers, we all know that prevention of flu is really important. and **Annual flu vaccine is the best way to protect against this potentially serious disease.** Flu vaccine does not only reduce the course of the illness but it protects the people around us, including those who are more vulnerable to serious flu illness such as babies and young children, older people, and people with chronic health conditions. We need to strongly recommend flu vaccine to all our patients 6 months old and older! We need all of your help as it has been proven that the **strongest predictor of getting vaccinated is a provider's recommendation!***
- ***Myths and Facts about Flu Vaccination***
- ***Flu activity and our vaccination rate***
- ***Be a Flu Fighter Tidbits***



## OTHER STRATEGIES

- ☐ Extended Flu vaccination time until expiration date- June 30, 2019 if possible
- ☐ QI team engagement- identifying barriers in sites with lowest Flu vaccination rates



# Challenges

1. Provider engagement- compliance with HR requirement and the publication of the competition
2. Staff engagement- Culture change on how we recommend vaccination, constant coaching on the verbiage, competition
3. Shortage of vaccines on site- Robust inventory, other resources
4. Workforce limitations
5. Text messaging system- constant phone change- live confirmation

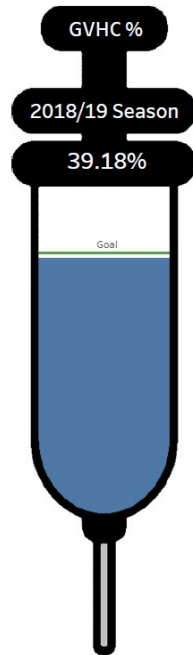


# *THE RESULT*

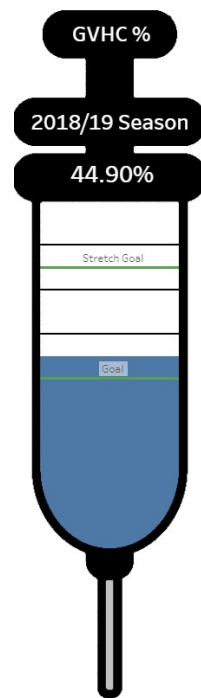
2018-2019 GVHC Flu Campaign

# Month by Month (Season Summary)

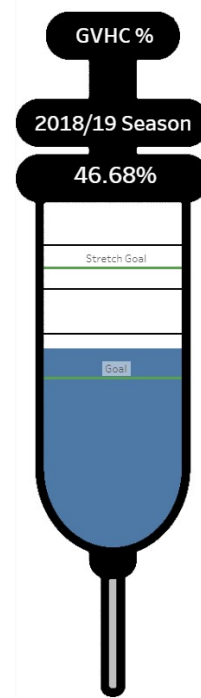
October 2018



November 2018



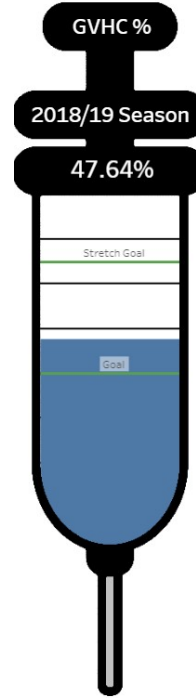
December 2018



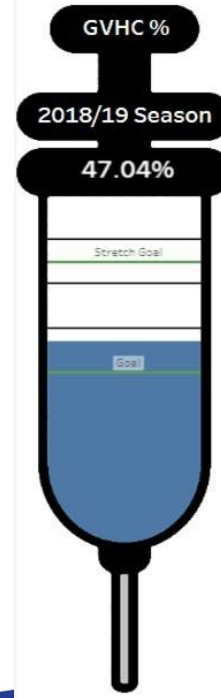
January 2019



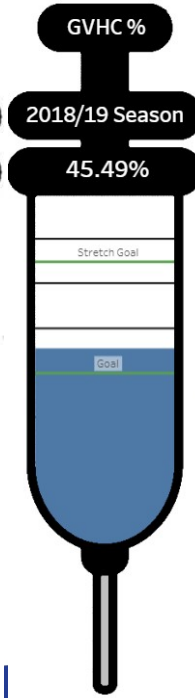
February 2019



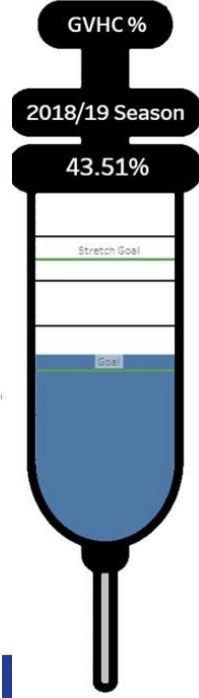
March 2019



April 2019



May 2019



# Year over Year Growth

Metric	2017-18 Season	2018-19 Season	Increase in people served	% Increase in people served (over 2017-18)
Overall Patients Vaccinated	25,147	40,937	15,790	62.8%
Children (6 months-17yo) Vaccinated	13,496	21,313	7,817	57.9%
Adults (18+) Vaccinated	11,707	19,706	7,999	68.3%
Patients under the age of 2 Vaccinated (at least 1 dose)	2,483	3,559	1,076	43.3%



# *LESSONS LEARNED*



# Lessons Learned

- Team involvement is crucial to the success of an immunization campaign
- Consistent recommendation by the staff and providers lead to improved outcome
- Competition is engaging
- Flu vaccination continues to be a challenge
- There is light at the end of the tunnel, we just need to keep on going and take the journey together
- Strategies should be diverse and multidisciplinary





# Acknowledgement

- Flu Vaccine Campaign Team
- Immunization Task Force
- QI Department, Marketing, Health Education, HIT, Nursing , and Operations

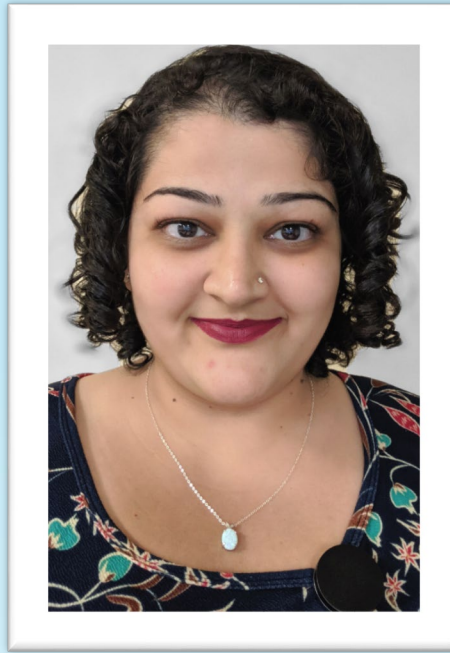


Thank you!

Elaine Joy Soriano  
[elsoriano@gvhc.org](mailto:elsoriano@gvhc.org)

# Provider Spotlight: Pediatric Program Manager's Perspective





**Mitali Weiglein, MHA**

**Salud Para La Gente**





# VFC: Afternoon TEAch

## Salud's Strategies for Flu Season Success

July 24, 2019

Mitali Weiglein, MHA  
*Pediatric Program Manager*

**Salud Para La Gente**

*Working Together for a Healthy Community*

## Organizational Background

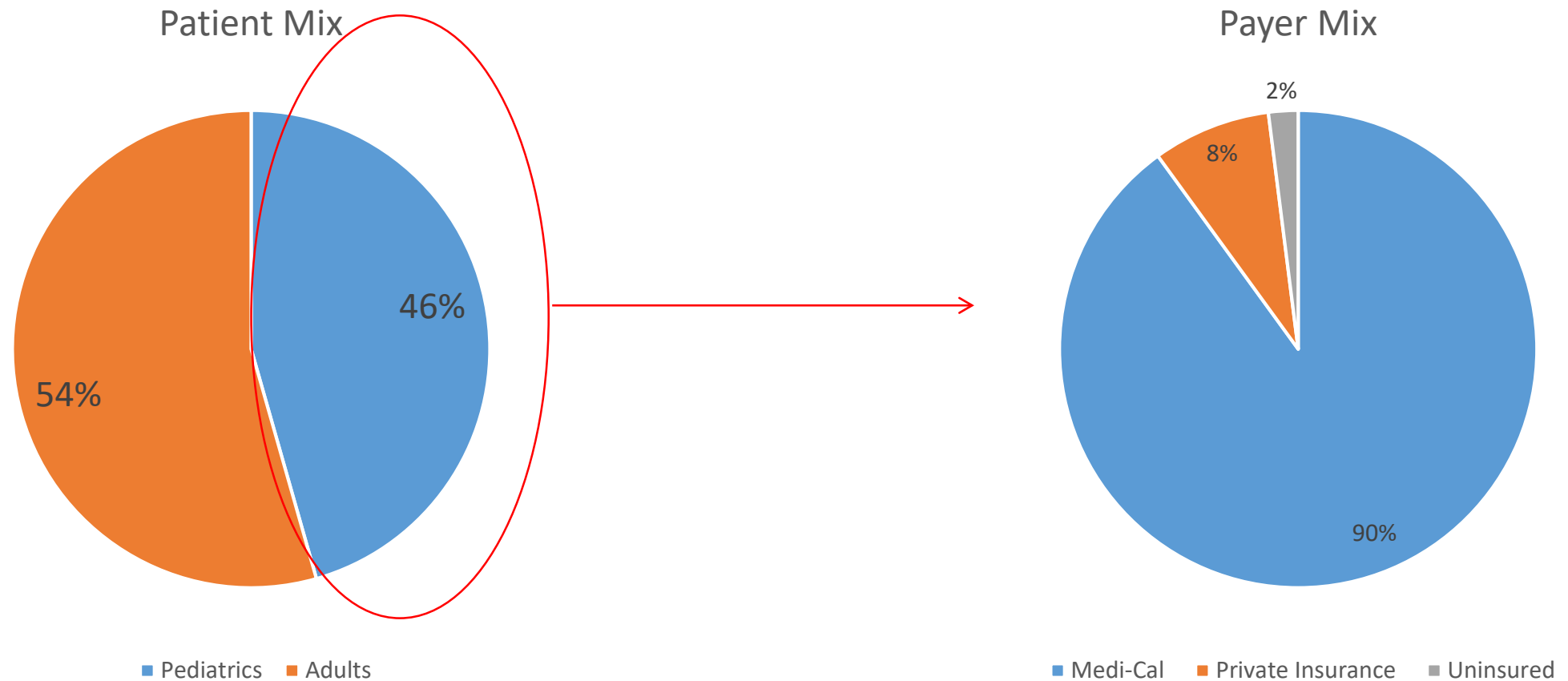
**Salud Para La Gente**

*Working Together for a Healthy Community*



- Founded in 1978 as a single free clinic offering healthcare primarily to farmworkers living and working on California's Central Coast (Santa Cruz County and North Monterey County)
- 5 clinics and 6 school-based health centers
- 93 providers serving ~27,000 patients, 75% of whom are non-English speaking
  - Family Medicine | Pediatrics | Women's Health (OB/GYN)
  - Dental | Optometry | Behavioral Health | SUD Counseling
  - Specialty Care Services: Chiropractic, Nephrology, Nursing, Lactation, Case Management, Telehealth
- Patient-Centered Medical Home (PCMH) Recognition by the National Committee for Quality Assurance (NCQA).

## Salud's Pediatric Program





## Strategies for Salud's Success

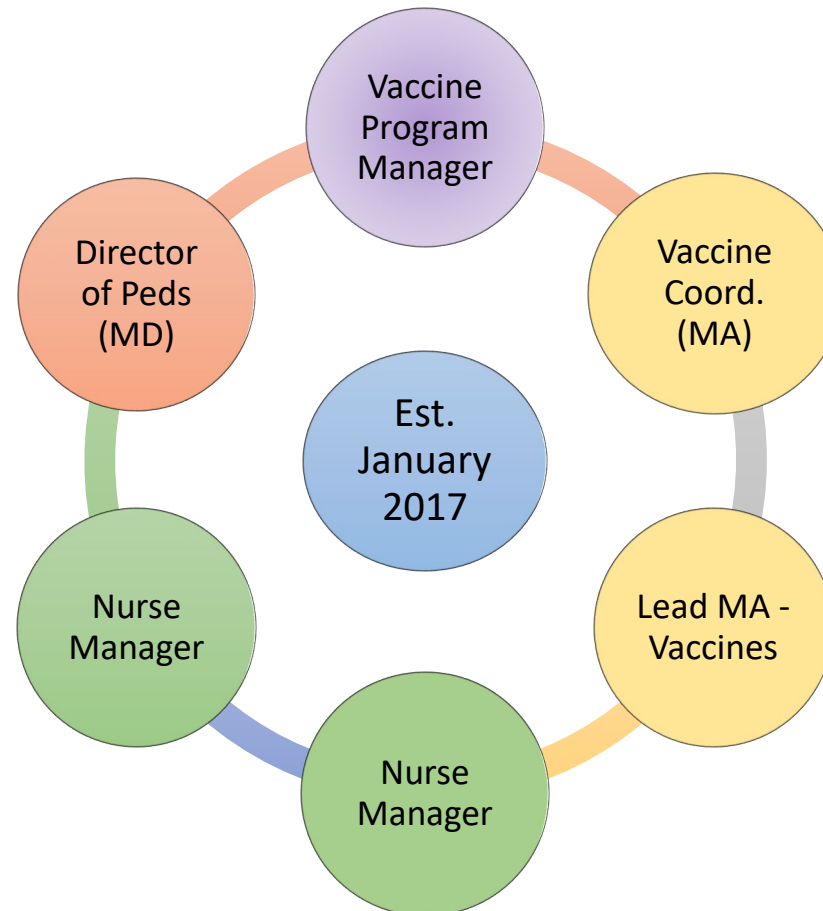
- Formal Vaccine Team
- MA Vaccine Training
- Preparing for Flu Season
- During Flu Season
- Reference Guide/Cheat Sheets
- Plan for 2019-2020



## Formal Vaccine Team

System improvements  
and solutions

Increase  
immunization rates



Increase compliance:  
measures & audits

Increase MA skill  
levels

## MA Vaccine Training

- 8 hours classroom training
- 12 hours clinical skills
  - IZ workflow, administration, patient interaction, safety, disposal, etc.
- 1-1 with MA trainer
  - 2 weeks per department
- Check off with 3 MA trainers, then with RN
- Refreshers:
  - Yearly: In September for flu
  - Monthly: During flu season at staff meetings
  - Emails: As appropriate

## MA Vaccine Checklist

	Date	Initials	Date	Initials	Date	Initials
<b>PRIOR TO ADMINISTRATION</b>						
CAIR routing slip is printed and ready for provider to review						
Vaccine order is verified in EHR; provide VIS to patient						
Registry Consent active status if new patient in CAIR and SPLG						
Insurance status checked with type of vaccine to select; VFC, VFA (317), Private (340)						
Check 6 rights: medication, time, dose, patient, route, documentation						
Check lot and expiration date						
Correct syringe utilized to match route of administration						
Draw up correct vaccine using sterile technique; check if vaccine requires diluent						
All necessary supplies are gathered						
Enter vaccines into EHR						
Verify Vaccines transferred to CAIR once "administered" in EHR						
Vaccine/medication checked by provider (to include diluents and vials)						
Prior to admin: MA verbalizes sites and route with training MA						
<b>ADMINISTRATION: Once vaccines have been checked by provider:</b>						
Confirm identity - name and DOB of patient prior to administration						
Patient receives VIS sheet						
Depending on age: pt is verbally or positionally prepped for administration						
Proper PPE: Gloves and area of injections properly prepped						
Administer vaccine at correct angle						
Safe technique utilized when retracting needle and proper disposal of supplies						
Provide pt or parent with CAIR record and follow up appointment						

Name of Registered Nurse: \_\_\_\_\_

Date of Completion/Approval: \_\_\_\_\_

Signature of Registered Nurse: \_\_\_\_\_

\*\*\*\*With RN approval MA is permitted to give vaccines and medications in room independently. All vaccines must be double checked by training MA prior to administration until assigned an official schedule\*\*\*\*

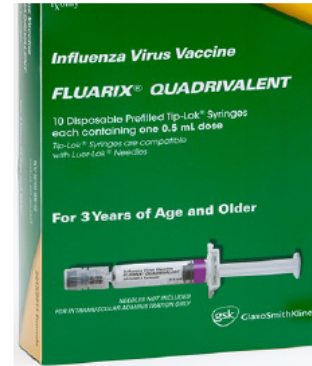
## Preparing for Flu Season

- Review past season's numbers; pre-book in February

9/1/16 – 4/30/17	9/1/17 – 4/30/18	9/1/18 – 4/30/19
8785	10543 (20% inc.)	12063 (14.4% inc.)

- Create flu resources for MAs and providers
  - Stock Guide
  - Options in EHR
  - 2-dose schedule
- Employee flu clinic
- Match flu stock to pt profile at each site
- Review walk-in vaccine workflow

## Flu Season 2018-2019 Cheat Sheet



### Fluarix (Prefilled)

- County stock— 6m & up
- **VFC Stock at PVH ONLY**
- Preservative-Free



### Flulaval (Prefilled)

- VFC and Private stock
- 6 mos & up/Prenatal
- Preservative-Free



### Fluzone High Dose (Prefilled)

- Private stock 65 yrs & up
- Preservative-Free



### Flucelvax (MDV)

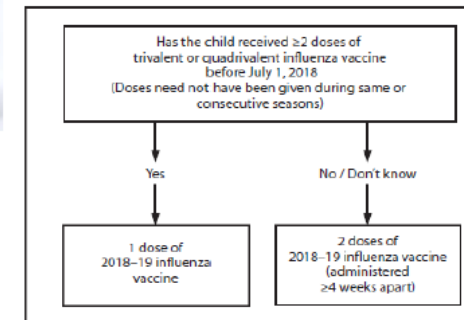
- County Stock 19 yrs & up



### Flulaval (MDV)

- County Stock 19 yrs & up

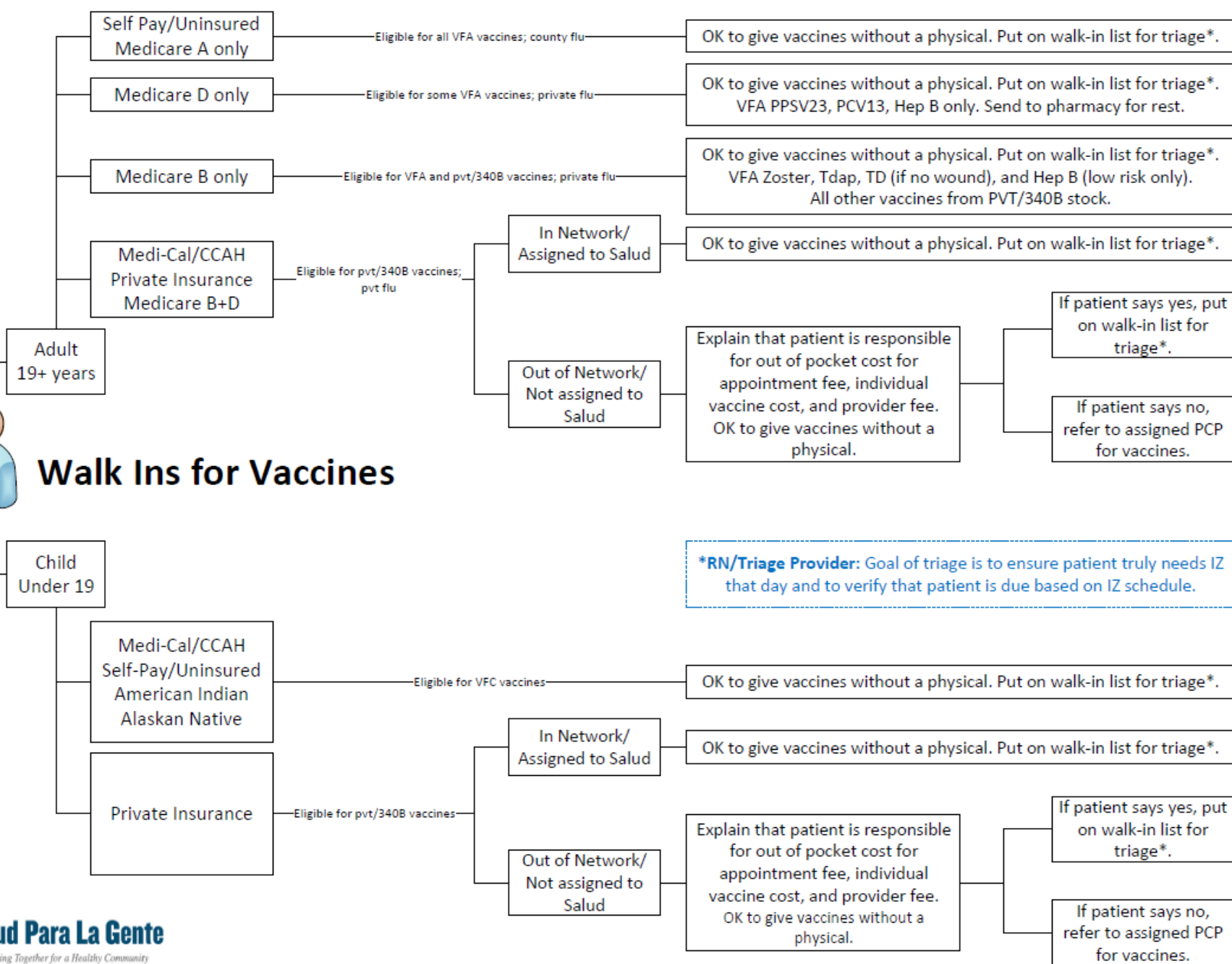
FIGURE. Influenza vaccine dosing algorithm for children aged 6 months through 8 years — Advisory Committee on Immunization Practices, United States, 2018–19 influenza season



Created 09/10/2018



## Walk Ins for Vaccines



## During Flu Season

- Coordinated push in Peds, OB/Gyn, and FP depts
  - Vaccinate family members of patient (newborn visits, prenatal, sick visits)
  - Discuss cocooning: newborns and immunocompromised
  - Provider language: “Today you will get...” vs “Would you like...?”
- Recall lists (call 3x, send letter)
  - Beginning of season
    - 6 months to 8 years
    - Prenatal
    - 65+
  - Mid-season
    - 2<sup>nd</sup> dose for 6m-8y
- “Vaccine Tip of the Week” emails re: flu



## Flu Vaccines

Flu season begins in October and typically ends in May.

**All patients 6 months and older should be offered a flu vaccine once every flu season.**

Children between 6 months and 8 years should receive two doses of flu vaccine if:

- a) they have never been vaccinated against influenza; or
- b) their vaccination history is unknown; or
- c) they have not received at least 2 doses of seasonal influenza vaccine.

If you have any questions about flu vaccines, flu season, dosages, etc., please reach out to us at [vaccines@splg.org](mailto:vaccines@splg.org) for assistance.

*Sent by the Vaccine Team*

## Examples

## **“Vaccine Tip of the Week” emails re: flu**

### Vaccine Refusal Forms

1. Any time a patient refuses a vaccine, for themselves or their children, we must ask them to sign a vaccine refusal form.
2. This refusal form needs to be completed each time they are offered and they decline that vaccine.
3. The only exception is for the flu shot: we only need one refusal form per patient, per season.
4. Please mark the vaccine as “refused” and be sure to send the refusal form to Medical Records for uploading. During an audit, the auditor needs to see a signed refusal form for every refused vaccine.

Special note: If a patient declines to sign the vaccine refusal form, ***the provider must document in the chart that the patient refused the vaccine, and refused to sign the vaccine refusal form.***

If you have any questions about vaccine refusal forms, please reach out to us at [vaccines@splg.org](mailto:vaccines@splg.org) for assistance.

*Sent by The Vaccine Team*

## During Flu Season (contd.)

- RNs schedules for flu-only visits
- Double- or triple-book flu appointments
  - Counters high no-show rate
- Assign provider (MD/NP/PA) for flu walk-ins
- IZ Inventory: weekly for all sites
  - Place order when running low and based on usage
- Recognize high performing Provider-MA teams
  - Bragging rights only! 😊

## Plan for 2019-2020 – New Items

- New digital signage in waiting rooms
  - Display flu poster, reminders to patients about flu season
- Decrease missed opportunities
  - 26% missed opportunities in peds; chart review to identify patterns
  - Share data with providers and MAs
- Weekly monitoring of refusal rates + documentation
- Add to on-hold message for callers
  - 13,000-15,000 calls per month at call center

# California Department of Public Health, Immunization Branch:

## Helping Providers Increase Flu Immunization for Children this Upcoming Season



# A Combination of Improvements Works Best!

- Standardized operating procedures to make immunization routine (such as standing orders, workflow changes)
- Reminders and feedback for providers
- Use of EHR to identify patients and track immunizations
- Involve nursing staff in process
- Policies to avoid “missed opportunities”
  - Can immunize at any visit
  - OK to immunize if child has mild illness
- Patient reminder/recall (letters, text message)
- Parent education



# Spotlight on the Provider Role

- Provider recommendation; pursue recommendation despite resistance
  - Children whose providers recommended the vaccine were twice as likely to be immunized
  - When providers pursued the recommendation despite initial hesitancy or resistance, the majority of parents agreed to immunization
- Concurrent and presumptive recommendations
  - Assume that vaccine will be accepted and discuss it together with other routine vaccines
  - “Today we’ll do the Hep A and flu vaccine”
  - The majority of parents who received the concurrent and presumptive recommendations agreed to immunization
- These strategies did not decrease parent satisfaction with the visit!



# Routinizing Influenza Vaccine Ordering

Are you a Vaccines for Children Program Provider?

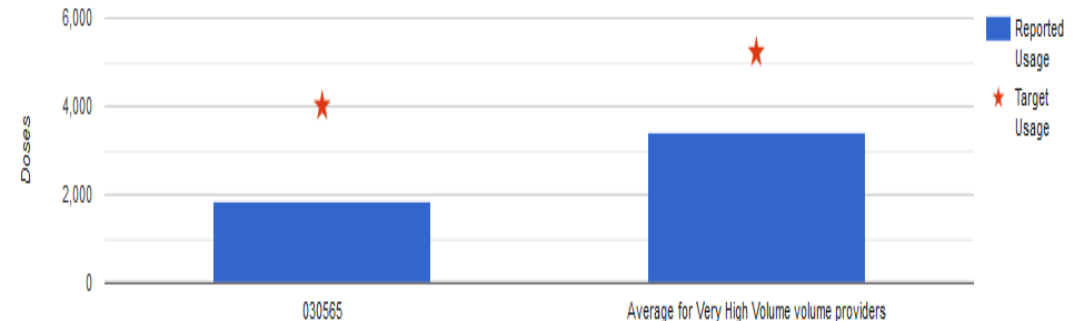
- Vaccine allocations based on non-influenza pediatric vaccine utilization
  - Moving away from basing provider orders on just historical orders from previous seasons
  - Comparison of Flu ordering vs. routine vaccine ordering
- Seasonal Targets
  - Be on the lookout for seasonal flu vaccine targets based on reported pediatric vaccine usage
- Shifting from supplemental ordering if needed to ordering along with routine vaccines

Look at sentinel vaccines:

- DTaP, PCV, MMR, Hep A (Pediatric)
- HPV, Tdap and MCV (Adolescent)

## ARE YOU ON TARGET?

Please review the graph below to see if the 2018-2019 flu doses administered for your practice are in line with target vaccine usage and how it compares to similar sized practices.





# What Actions Will Your Clinic Take?

- Who will be your champion?
- How will you set goals?
- How will you involve staff?
- How will you prepare for questions from parents?
- How will you monitor progress?



6 35 MONTHS OLD  
6 MONTHS & OLDER  
36 MONTHS & OLDER  
4 YEARS & OLDER  
5 YEARS & OLDER  
2 49 YEARS OLD & HEALTHY  
18 YEARS & OLDER

6 MONTHS & OLDER

36 MONTHS & OLDER

4 YEARS & OLDER

5 YEARS & OLDER

2 49 YEARS OLD & HEALTHY

18 YEARS & OLDER

All influenza vaccines are  
Multi-dose vials contain preservatives per California law (Health Code 125000). Children under 9 years of age with egg allergy should be vaccinated with an egg-free vaccine. See bit.do/fluaccACIP

Vaccines with the VFC logo are for VFC eligible children (≤18 years)

Flu—It's N  
Vac  
Getting a flu vaccine n



Everyone  
and older  
every year

Remember — Flu v  
For more information on flu a  
near you, go to: www.flu.gov

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- Home
- Vaccine Programs
- Vaccine Management
- Storage Units
- Temperature Monitoring
- EZIZ Training
- Job Aids & Resources

Contact VFC  
Phone: 1-877-243-8832  
Business hours: 9-5  
Fax: 1-877-329-9832

- Find a VFC field representative in your area
- Find other VFC provider offices in your area
- Send us your comments at MyVFCvaccines@cdph.ca.gov

Sign up to receive  
EZIZ news and  
VFC letters  
via email!



## California VFC Program



About the  
VFC Program

Requirements for  
Storage Units

Digital Data Loggers

EZIZ Training Login

MyVFCvaccines: Order,  
Transfer, Return,  
Report Excursions

Forms



INFLUENZA WEBINAR:  
July 24th, 2019  
Register Now!

## VFC Memos Vaccine Order Status From CDPH

### Program Letters

- New School Immunization Requirements Reminder June 13
- Notice to VFC Providers: Importance of MMR Vaccination before Overseas Travel March 7  
-Think Measles Flyer  
-Traveled Recently? Measles Flyer
- 2019 Recommended Immunization Schedule for Persons 0 Through 18 Years March 1
- 2019 Program Provider Operations Manual (POM) February 21  
-POM Replacement Pages
- Pre-Book VFC Flu Vaccine for the Upcoming 2019-2020 Influenza Season January 23

### Program Updates

- June/July 2019 VFC Program Updates July 1
- TEAch Webinar: July 24th, 2019. Register Now! June 28
- 2019-2020 Flu Pre-book Confirmation Emails Coming Soon! May 31

## New

- Flu Vaccine Resources
- Temperature Logs and Job Aids
- 2019 IZ Schedule Birth to 18 yrs
- 2019 IZ Schedule 19+ yrs
- 2019 Provider Operations Manual
- TEAch Webinar: July 24th, 2019. Register Now!



## Popular

### Resources

- For Patients and Staff
- Flu
- Measles
- Pertussis
- Schedules & Recommendations
- VFC Vaccine Fact Sheets
- For Pharmacies
- Archived Afternoon TEACH Webinars

### VFA/317 Vaccines

- California Vaccines for Adults (VFA) Program
- California VFA Resources
- 317 for Local Health Departments

- EZIZ influenza resources: [EZIZ.org](http://EZIZ.org)
- For more influenza stories, visit [ShotbyShot.org](http://ShotbyShot.org)



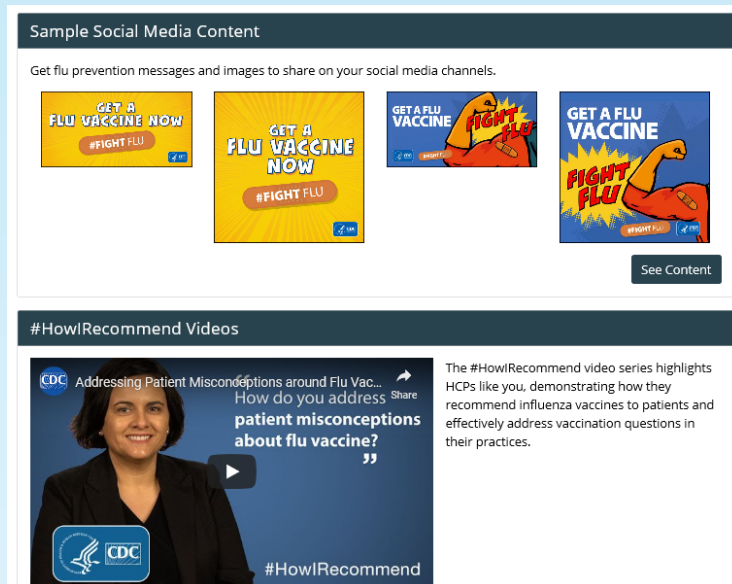
# References for Pediatric Immunization Strategies

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- Hofstetter, AM. Clinician-parent discussions about influenza vaccination of children and their association with vaccine acceptance. *Vaccine* 2017.
- Kahn, KE. Association between provider recommendation and influenza vaccination status among children. *Vaccine* 2018.

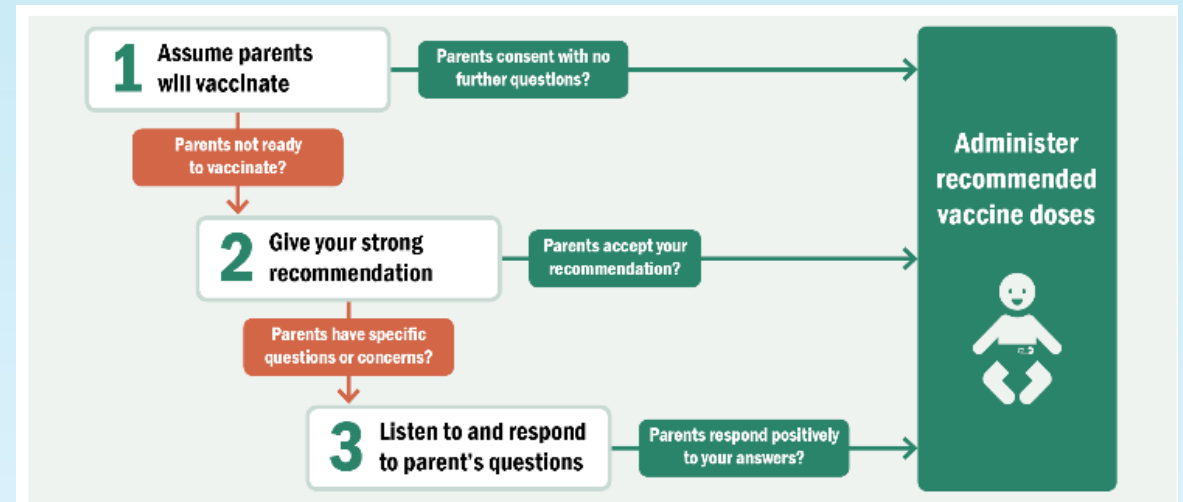


# CDC Online Flu Resources

- CDC “Prepare your practice for seasonal influenza toolkit”



- CDC “Talking to Parents about Vaccines”



# Questions and Answers





# Thank You for Protecting California Children!

Your commitment today can make a difference this upcoming season.

