FLU Vaccination Action Plan

3 Habits of Highly Successful VFC Clinics
Use any of these top flu strategies—gathered from providers like you. Choose a few that you can easily do now and develop a plan to slowly implement the others.

1. Empower Your Staff

Designate a “flu lead” to plan and implement strategies.
- Identify strategies that can be easily used in your practice.
- Assign staff to each task.
- Develop a plan to implement more strategies over time.

Train all staff to communicate about flu vaccine in the same way.
- Use the “presumptive approach” to set the tone that getting flu vaccine is routine like other vaccines. Assume that patients will get vaccinated. Examples:
  - “I see that Maria has not received her flu shot yet! I’ll get that ready for her now.” Or “Today we’ll be protecting your baby from flu by giving him/her the flu vaccine.”
- Review Tips for Talking with Parents about Flu Vaccine to address common concerns.
- Discuss sick visits as an opportunity to immunize and under what circumstances.
- Arrange annual training for Medical Assistants (MAs) on your flu vaccine products (appropriate ages, who is due for a second dose, etc.). See CDC webinar on Influenza Updates.
- Encourage your team to use every interaction to promote flu vaccine:
  - Front desk staff can share VIS ahead of time via email or at check-in.
  - MA encourages vaccination.
  - If parent declines, then the provider can ease specific concerns.

Walk the talk. Ensure clinic staff get flu shots.
- Purchase and offer flu vaccine onsite to staff.
- Require staff to get a flu shot or offer raffle prizes to encourage vaccination.
- Document flu vaccine declinations.
- Create “I got my flu shot” stickers or buttons for staff.
2. Set Goals and Monitor Progress

Assess your flu vaccine needs and set a goal.

☐ Estimate your flu vaccine needs through June. Using an EHR or immunization registry, calculate your patient population. Add estimated number of new patients.

☐ Review your flu vaccination rates from last season. Compare number of flu doses administered to other routine vaccines.

☐ Review your annual “VFC Flu Target” to help you set your practice goals.

Order enough flu vaccine and track your inventory regularly.

☐ Order age-appropriate flu vaccine to reach your target.

☐ Pre-book all flu vaccine doses you need for the upcoming season every January. Vaccine arrives in multiple shipments.

☐ Check flu vaccine inventory weekly once flu vaccine arrives.

☐ Place additional orders through June, as needed.

Schedule team meetings 1-2 times a month to:

☐ Review flu coverage reports and compare rates to your target goal.

☐ Compare rates by provider to identify successes.

☐ Troubleshoot barriers (e.g., how to address patient concerns).

3. Enhance Your Clinic Workflow

Use your EHR or immunization registry to screen all patients.

☐ Regularly generate a list of patients who still need flu vaccine.

☐ Review charts before the start of each day.

☐ Use prompts/flags to remind clinicians when patients are due.

☐ Encourage MAs to use routing slips or other reports to remind physicians.

Create demand for flu vaccine throughout the year.

☐ Administer flu vaccine until the last dose expires (usually June).

☐ Empower parents with reliable flu vaccine information before the appointment.

☐ Recall patients due for flu vaccine: Call, text, or use your patient portals. Try: “Did you know? Flu can cause serious complications, including pneumonia, hospitalization, and death. Flu vaccine is especially important now because flu can be easily confused with COVID-19. Call us to schedule an appointment today!”

☐ Distribute flu factsheets to patients in their language.

☐ Display flu posters in the office or reminders on TV screens and your website.

Make it easy for patients to come in.

☐ Start scheduling flu shot appointments early; prioritize high-risk patients and children who need 2 doses.

☐ Offer shot-only, drive-up, weekend or evening appointments.

☐ Offer flu shots for siblings (or the entire family) at the same visit.

☐ Administer flu vaccine and any other shot due during all appointments, including sick visits.

☐ For kids 6 months - 8 years receiving their first flu vaccine ever, schedule their appointment for the 2nd dose before they leave the office.