

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 clinical staff to effectively communicate about flu vaccines.

- Use the “[presumptive approach](#)” to set the tone that getting flu vaccine is **routine**. 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.
- Promote [VFC’s Afternoon TEAch Flu Webinar](#) to office colleagues.
- Discuss sick visits as an opportunity to immunize and under what circumstances.
- Arrange annual training for Medical Assistants on your flu vaccine products (appropriate ages, who is due for a second dose, etc.). See [CDC webinar on Influenza Updates](#).

Walk the talk. Ensure clinic staff get flu shots.

- Offer free 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.

Assigned to:

2. Set Goals and Monitor Progress

Assigned to:

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.
- Check flu vaccine inventory **weekly**.
- Place additional orders before your stock runs out; prepare for surges in demand (e.g., upcoming flu clinic).
- Pre-book your flu vaccine for next year in January.

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).
- 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. Come in to get flu vaccine as soon as possible! Call us to schedule an appointment or drop in any time on _____ day."
- 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 before the season begins.
- Offer drop-in or evening appointments.
- Offer flu shots for siblings (or the entire family) at the same visit.
- Administer flu vaccine 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.**

