

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

Assigned to:

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](#).
- 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

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 annual **"VFC Flu Target"** in your MyVFCvaccines account 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 VFC Flu Reports. Compare your order and admin data to your flu target.
- 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. If your child has not yet had COVID-19 vaccine, you may be able to get it at the same time as the flu shot. 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. Consider co-administering with COVID-19 vaccine.
- For kids 6 months - 8 years receiving their first flu vaccine ever, **schedule their appointment for the 2nd dose before they leave the office.**

