

# National Adult Immunization SUMMIT

## Adult Vaccination: What Works

**Name of the Organization: American Nurses Association**

### **What They Did**

Beginning in 2009, the ANA made a strong organizational commitment to promoting immunization among its membership, totaling 3.1 million registered nurses. Through the “Bringing Immunity to the Community “ project and other efforts, ANA implemented numerous project activities all aimed at educating and mobilizing its members. ANA’s multi-component approach was designed to improve the ability of nurses to answer their patients’ questions about vaccination. The project also aimed to promote the vaccination rates of nurses themselves.

These synergistic project components included a dedicated immunization website, a newsletter, a webcast, social media and twitter feeds, video messages of advocacy from the ANA president, targeted educational products, and policy statements with other professional groups.

**Dedicated immunization website:** ANA built a website dedicated to the immunization information needs of its members: [www.anaimmunize.org](http://www.anaimmunize.org)

**Communication to members:** In addition to its website, ANA communicated important immunization information to its members through other channels such the *ImmuNews E-Newsletter*, *American Nurses Today Online* and in an *ANA SmartBrief*. ANA dispatched social media messages through Twitter and Facebook. ANA also served as liaison to its member organizations representing sub-specialties in nursing and state chapters.

**Awards program for immunization champions:** ANA honors nurses for their commitment and dedication to immunization. Through this awards program, they have recognized innovative nurses dedicated to immunization in a variety of ways. One example from Ohio, Denise Abbott, was recognized for her extra outreach to persons in drug treatment centers, homeless shelters and domestic violence agencies.

**Education of members:** ANA developed numerous educational products including a 90 minute educational webcast, which now has had 8000 learners. One of the key parts of this webcast is the video vignettes, demonstrating communication skills and techniques for talking with a variety of patient audiences. Other education products include a three-part nurse seminar series, developed in collaboration with several groups including CDC.

**Champions/Leadership:** Within ANA, a few individual champions emerged. These are individuals who made things happen. One of these is ANA President Karen Daley, PhD, MPH, RN, FAAN, who championed flu vaccination for nurses in this video message:

<http://www.anaimmunize.org/Main-Menu-Category/nurse-education/ANA-Flu-Toolkit/Unite-to-Fight-the-Flu.html>

**Advocacy and Policy:** ANA provided a strong presence and participation in the Advisory Committee on Immunization Practice, along with numerous other national meetings and forums.

ANA also encouraged nurses to take action to get vaccinated themselves and to support immunizations in their workplaces and communities. To help demonstrate nursing commitment to being vaccinated, ANA developed and advertised an immunization pledge on the ANA website.

ANA participated in the National Vaccine Advisory Committee’s working group to develop a comprehensive national plan for achieving the *Healthy People 2020* goal of 90% influenza vaccination of healthcare workers. The issue of influenza vaccination of healthcare personnel is an area of controversy among the nation’s nurses. ANA is an organization that can speak with understanding both sides of the controversy and has the capacity to build the communication and consensus that must now occur within the nurse community nationwide.

### **Outcome or Results They Got:**

Between 2010 and 2012, influenza vaccination rates among nurses increased significantly. While the ANA project was not wholly responsible for this improvement, the *Bringing Immunity to Every Community* has made an important contribution.

“Flu vaccination coverage increased from mid-season 2010-11 to mid-season 2012-13, the coverage increased among nurses from 61.5% to 81.5%.”

Citation; <http://www.cdc.gov/flu/fluview/hcp-ips-nov2012.htm>

In 2012, Americans again voted nurses the most trusted profession in America for the 13th time in 14 years in the annual Gallup poll that ranks professions for their honesty and ethical standards. Nurses' honesty and ethics were rated "very high" or "high" by 85 percent of poll respondents. This quality of being a trusted messenger, has proven hugely important in innumerable patient encounters, especially with hesitant parents and/or with persons from diverse minority communities.

**About Our Organization:**

The American Nurses Association (ANA) is the only full-service professional organization representing the interests of the nation's 3.1 million registered nurses through its constituent and state nurses associations and its organizational affiliates. The ANA advances the nursing profession by fostering high standards of nursing practice, promoting the rights of nurses in the workplace, projecting a positive and realistic view of nursing, and by lobbying the Congress and regulatory agencies on health care issues affecting nurses and the public.

Website: [www.anaimmunize.org](http://www.anaimmunize.org)