

2024
Immunization
Excellence Awards
Ceremony

August 15, 2024
12:15pm – 2:15pm ET





National Adult
and Influenza
Immunization
Summit

2024 Immunization Excellence Awards

Awards Ceremony

NATIONAL ADULT & INFLUENZA IMMUNIZATION SUMMIT

2024 Immunization Excellence Awards



National Adult
and Influenza
Immunization
Summit

Awards Presentation

August 15, 2024
Atlanta, GA



Champions in Action

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2024 IMMUNIZATION EXCELLENCE AWARDS

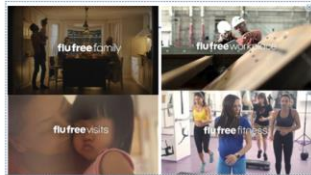
Honoring the Memory of Laura Scott

"She made the world a better place for our children and all of us."



In 2011, the National Adult and Influenza Immunization Summit (NAIIS) created the Laura Scott Award for Outstanding Achievement in the Influenza Season Campaign to the Laura Scott NAIIS Immunization Excellence Award for Outstanding Achievement in the Influenza Season Campaign. The award recognizes community and healthcare professionals who have made a significant difference in the lives of their patients, residents and/or school children, showcasing the spirit and dedication to the prevention of influenza and protecting individuals from vaccine-preventable diseases attributed to Laura Scott in her role as Executive Director of Families Fighting Flu. The only death was her loss to the flu she had lived with for years.

On March 3, 2011, Families Fighting Flu (FFL) lost its long-time Executive Director and co-founder, Laura Scott. Laura was also an active participant in NAIIS and within the immunization movement, as described by the FFL team, "Laura was truly the heart and soul of the organization for the last 10 years of our existence. Laura began much of her career in public health and was involved in many, many ways in the prevention of influenza and protecting individuals from vaccine-preventable diseases. From the very beginning, Laura was a dedicated leader and a tireless advocate for the prevention of influenza and protecting individuals from vaccine-preventable diseases. Laura's passion for the prevention of influenza and protecting individuals from vaccine-preventable diseases was a driving force in the organization's success. Laura's legacy is a testament to her dedication and the impact she had on the organization and the community. Laura's death was a significant loss to the organization and the community, but her legacy lives on through the work of the organization and the dedication of its staff and volunteers. Laura's memory will be honored through the Laura Scott Award for Outstanding Achievement in the Influenza Season Campaign, which was established in her honor. Laura's legacy is a testament to her dedication and the impact she had on the organization and the community. Laura's death was a significant loss to the organization and the community, but her legacy lives on through the work of the organization and the dedication of its staff and volunteers. Laura's memory will be honored through the Laura Scott Award for Outstanding Achievement in the Influenza Season Campaign, which was established in her honor."



National Adult
and Influenza
Immunization
Summit

Laura Scott 2023-24 Outstanding Influenza Season Activities Award

"Immunization Neighborhood" Champion Award

"Immunization Neighborhood" Champion Award



National Winners

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2024 IMMUNIZATION EXCELLENCE AWARDS

Thank You...

Awards Selection Committee

- Shelle Allen (FFF)
- Carolyn Bridges (Immunize.org)
- Susan Farrall (HHS/OASH)
- Claire Hannan (AIM)
- Joe Lastinger (FFF)
- Charlaine Muhammad (HHS/OASH)CDC
- *Mitchel Rothholz, (Three-C Consulting), chair
- Elizabeth Sobczyk (AMDA)
- LJ Tan (Immunize.org)



National Adult
and Influenza
Immunization
Summit

*=did not vote

NATIONAL ADULT & INFLUENZA IMMUNIZATION SUMMIT

2024 Immunization Excellence Awards



National Adult
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Awards Presentation

August 15, 2024
Atlanta, GA

Summit Honorable Mention Award Winners

“Immunization Neighborhood” Champion Award

Recipient:

**Extension Collaborative on Immunization
Teaching and Engagement (EXCITE)**

Indiana Immunization Coalition

Summit Honorable Mention Award Winner

“Immunization Neighborhood” Champion Award

- Recipient: **Extension Collaborative on Immunization Teaching and Engagement (EXCITE)**



Ruth Hursman, MSN, RN
EXCITE Project Coach



Summit Honorable Mention Award Winner

“Immunization Neighborhood” Champion Award



Summit Honorable Mention Award Winner

“Immunization Neighborhood” Champion Award

- Recipient: **Indiana Immunization Coalition**



Lisa Robertson, MPH,
Executive Director, IIC



INDIANA
IMMUNIZATION
COALITION
#VACCINATEINDIANA



Summit Honorable Mention Award Winner

“Immunization Neighborhood” Champion Award



INDIANA
IMMUNIZATION
COALITION
#VACCINATEINDIANA



National Adult
and Influenza
Immunization
Summit



Summit National Award Winners



**Laura Scott 2023-24 Outstanding Influenza
Season Activities Award**

Parkland Health Cancer Program

“Immunization Neighborhood” Champion Award

**USAging - Aging and Disability Vaccination Collaborative
(ADVC)**

Southern Nevada Health District





“Laura Scott 2023-24 Outstanding Influenza Season Activities” Award Honoring the Memory of Laura Scott



Laura Scott

“She made the world a better place for our children and all of us.”

Summit National Award Winner

Laura Scott 2023-24 Outstanding Influenza Season Activities Award

Parkland Health Cancer Program



Andrea R. Semlow, MS, MPH
Global Cancer Program Manager



Summit National Award Winner

“Laura Scott 2023-24 Outstanding Influenza Season Activities” Award



Parkland



Parkland Health

About Parkland Health

- Safety-net hospital system located in Dallas County, TX
- 878-bed acute-care hospital
- 16 community health centers and multiple specialty clinics
- Academic affiliation with UT Southwestern
- Over 1 million outpatient visits per year
- Parkland serves a high percentage of medically underserved patients, with many who are under- and uninsured.

Cancer Program at Parkland Health

- Cancer Program sees 2000 new cancer cases per year
- Over 70,000 visits annually



**More information about the
Parkland Cancer Program**



Acknowledgments

Influenza QI Project Team

Umber Dickerson
Andrea Semlow
Iza Delgado
Dr. Navid Sadeghi
Tennessee Spannagel
Michelle Kuchta
Dr. Ashraf Mohamed

**Thank you to our Oncology Nurses and Providers
who made this project a success!**

Grant-funded Project Supported by



**Thank you to the American Society of Clinical Oncology
(ASCO) for nominating Parkland Health for this award and your
support through the Quality Training Program**



Importance of Vaccines in Outpatient Oncology Care

Because cancer and cancer treatment can weaken the immune system, patients with cancer are more likely to get sick or develop serious flu-related conditions.

Our outpatient oncology clinic has adopted an Oncology Medical Home Approach that incorporates a focus on primary care-related activities.

Oncology Medical Home

- **Patient-centered:** Prioritizes the patient's needs and preferences.
- **Comprehensive care:** Provides a full spectrum of care, including prevention, diagnosis, treatment, and survivorship.
- **Coordination:** Ensures seamless communication and collaboration among healthcare providers.
- **Accessibility:** Offers convenient and timely access to care.
- **Focus:** Primarily on primary and outpatient care.



Influenza Vaccine Season Activities

Tailoring the Message

At the start of the 2023-2024 flu season:

- Hosted clinician roundtables, front-line staff focus groups, and patient interviews to identify areas of opportunity to improve vaccine administration rates
- Implemented “your doctor recommends” scripting based on interviews with adult patients with cancer
- Created easy-to-use decision-tree diagrams for staff to increase administration confidence

Championing the Message

Clinic leaders and RN Vaccine Project Coordinator – Iza Delgado - communicated initiatives and expectations in daily staff huddles and staff in-services



Iza Delgado and Tennessee Spannagel at safety huddle



Vaccine Skills Training Lab

Piloted Scripting Language Example

First Draft of RN Scripting Language Cycle 2

RNs adopted the following script for each patient:

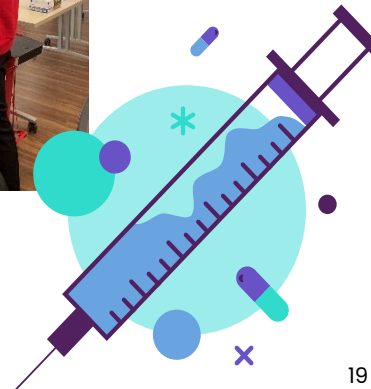
"I was reviewing your immunization/vaccine history, and I noticed you are not up to date on the flu vaccine for this season. Your doctor recommends you get the vaccine during this visit or before you leave today."

If Patients declines, use ASK-TELL-ASK Framework:

Ask: "I understand you don't want the flu shot today. Can you help me understand why not?"

Tell: Do you mind if I share some information with you about the vaccine?
*Hand patient VIS form and highlight information based on patient's belief.

Ask: Would you like to discuss it more with your Provider to help you have a safe and healthy winter?



Influenza Vaccine Season Activities



Oncology Nurse Residents 2023 Cohort

Flu Champions Driving Change

A nurse-driven initiative appointed RN/LVN “Flu Champions” and designated Oncology RN residents to increase vaccination administration.

Identified “Flu Champions” were expected to complete a health-system-based training and 20 flu shots between September 2023 and March 2024.

Oncology Nurse Residents were embedded vaccine-designated staff during high-volume clinic days to identify scheduled patients needing the flu vaccine and to counsel and administer the vaccine to hesitant patients.

Seeing a Difference

Increased Vaccination Assessment Rate from 6% to 87%

Vaccination assessments were embedded in RN intake workflow and standardized across clinics

Increased Influenza Vaccination Rate by 11.7%

As part of the designated Flu Champion project – 203 patients were assessed and counseled by flu champions or RN residents between December 2023 and February 2024.

By 3/31/2024, 3602 patients (49.1%) seen within the oncology clinics were up to date on their influenza vaccine compared to 37.8% in previous flu season.



Next Steps

Upcoming 2024–2025 Flu Season

- To create a long-term sustainable approach, we expanding vaccine administration to additional clinical roles in the oncology outpatient setting
- Increase the number of Oncology and Infusion staff who opt into the Flu Champion program
- Embedding designated “Flu Champion” staff for high-volume clinic days and engagement for new flu season campaign activities



Contact for Questions:
Andrea Semlow, MS, MPH
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Influenza QI Project Team

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Michelle Kuchta
Dr. Ashraf Mohamed

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Summit National Award Winner

“Immunization Neighborhood” Champion Award

Recipient: **USAging - Aging and Disability Vaccination Collaborative (ADVC)**



Deborah Stone-Walls, MC, LMHC, CSAC
Chief, Programs & Services



Summit National Award Winner

“Immunization Neighborhood” Champion Award





AGING & DISABILITY

Vaccination Collaborative

powered by **USA**Aging

Reaching Diverse and Hard-to- Reach Communities With Vaccinations

8/15/24

ADVC Overview

- **Goal:** increase the number of older adults and people with disabilities who get COVID-19 and flu vaccine
- **Partnerships:** ~1,600 Area Agencies on Aging, Centers for Independent Living, community-based organizations, local partner agencies
- **Collaboration:** health departments, pharmacies, independent pharmacists
- **Funding:** U.S. Administration for Community Living

National Partners



*The United Voice
of Independent Living
in Rural America*



ADVC Activities

Vaccinations

- Community-based
- In-home

Supportive Services

- Appointments
- Transportation
- Help receiving vaccinations
- Referral to other services

Outreach and Education

- In-person events (community/ one-on-one)
- Phone calls, emails, texts
- Social media, digital outreach
- Flyers, mailings, billboard
- Newspaper, radio, TV Ads

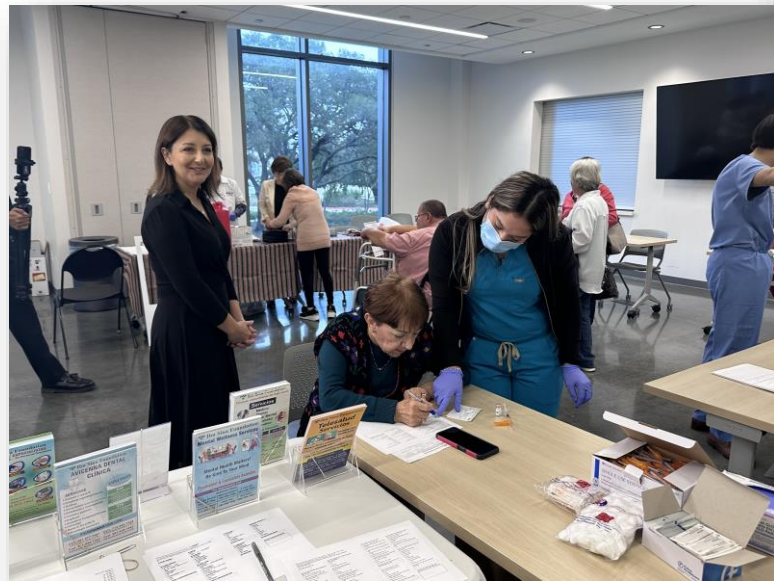
Trusted Messengers



Innovative Events and Clinics



Federal Support



USAging Support



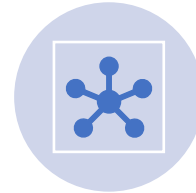
Technical assistance
meetings/ 1:1
meetings



Office hours



Cumulus platform



USAging's Resource
Hub



Updates on vaccines
and messaging



ACL, USAging
collaboration

Speaking to Diverse Audiences



✓ Get vaccinated.
✓ Boost your confidence.

If you are immunocompromised or have a disability, protect yourself by adding the COVID-19 and flu vaccines to your list and we'll help you check it off.

YOU'VE GOT THIS.
We've got you.

AGING & DISABILITY Vaccination Collaborative
powered by **USAgging**

ACL
Administration for Community Living

This project is supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) through USAgging as part of a financial assistance award to USAgging totaling \$74,999,835 with 100 percent funding by ACL/HHS. The contents are those of the authority and do not necessarily represent the official view of, nor an endorsement, by USAgging, ACL, HHS, or the U.S. Government.

The Aging and Disability Vaccination Collaborative, powered by USAgging has partnered with community providers in your area to make getting your annual shots the easiest thing you'll do today. With access to services such as:

- Free vaccine clinics
- Transportation to and from the clinics
- In-home vaccinations
- Onsite consultations from healthcare experts

Visit YouGotThis.usaging.org to find your nearest community provider.

✓ Get vaccinated.
✓ Get your yearly dose of confidence.

Protect yourself by adding annual vaccines to your checklist and we'll make it your easiest to-do.

YOU'VE GOT THIS.
We've got you.

[Insert Event Name Here]
Hosted by: [Insert Organization Name Here]

Vaccines Provided: [Insert vaccine names here]

Please call 1-800-XXX-XXXX
• [Insert provided service]
• [Insert provided service]
• [Insert provided service]

Date: XX/XX/XX
Location: [Address Goes Here]
Call XXX-XXX-XXXX or visit [website url here]

AGING & DISABILITY Vaccination Collaborative
powered by **USAgging**

[Logo Here]

✓ Get vaccinated.
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Protect yourself by adding annual vaccines to your checklist and we'll make it your easiest to-do.

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AGING & DISABILITY Vaccination Collaborative
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Lessons

- Meaningful partnerships
- Advanced planning
- Targeted messaging
- Know your audience for the events
- Robust technical assistance
- User friendly database and reporting tools

Challenges

- COVID-19 message fatigue, confusion, mis/disinformation
- Bridge Access Program start/end
- Public health emergency end
- Vaccine availability
- Staffing

Results (as of 7/23/24)



376,115 COVID-19 and Influenza vaccines (11% first time COVID)



111,339 RSV, Shingles, Pneumococcal and other vaccines



434,709 supportive services



451,239,936 million for education and outreach (7-8 touches to make an impact)

Community Impact

"Delores Sallis, our partner, meets people where they are at. She uses a lot of 'word-of-mouth' outreach. She knew a man whose brother was homeless. Over time she became friends with the man who was homeless. She knew the bridge where he often spent time, so she'd take him food. She recently asked him if he'd gotten a COVID shot. He'd said no because they cost money.

She explained that they were free and offered to come with the pharmacy nurse to give shots to him and his friends. People who got a shot would get a soda. He agreed. When she came back to the bridge, he had 27 people ready to get their COVID shots. One person asked if it would hurt. Delores felt happy for them because they got educated. Nobody had ever explained COVID to them."

- Molly Cooney, Wisconsin Board for People with Developmental Disabilities

Summit National Award Winner

“Immunization Neighborhood” Champion Award

Recipient: **Southern Nevada Health District**



Sarah Hall-Lugo, MSN, APRN, FNP-BC, FNP-C

Community Health Nurse Supervisor



Summit National Award Winner

“Immunization Neighborhood” Champion Award





Southern Nevada Health District

**National Adult and Influenza Immunization Summit (NAIIS)-
“Immunization Neighborhood” Immunization Champion-
National Winner**

Sarah Hall, MSN, APRN-CNP, FNP-BC, FNP-C
Community Health Nurse Supervisor
Division of Public Health and Preventative Care
Southern Nevada Health District



Collaboration and Coordination

People experiencing homelessness

- Initiated due to Hepatitis A Outbreak (2017-2019)
- Vulnerable population living in underground tunnels and encampments that did not have access to vaccination
- Launched public health initiative to increase access and education
 - Expanded to CDC recommended vaccines
 - State's Immunization Information System (IIS) system assessed for immunization status

Strong collaborative network of community partners for a multi-resource approach (sexual health testing, housing assessments, drug rehabilitation, wound care, etc.)



GET IT. GIVE IT. FOR OUR HEALTH CARE LEADERS!

Take the lead and administer COVID-19 vaccine on-site

DO YOU KNOW?

- COVID-19 vaccines are on the 2023 ACIP recommended immunization schedule.
- Many health care providers, hospitals and long-term care facilities across Clark County are enrolled to administer COVID-19 vaccine. However, only a few carry and administer COVID-19 vaccines on-site.
- If you carry influenza or other vaccines, you can carry the COVID-19 vaccines as well.
- If you do not have COVID-19 vaccines, the SNHD Health Care Provider Team can help set it up.



REASON TO CARRY:



- Health care providers are the most trusted source for COVID-19 vaccine information.
- Increase availability and convenience for your patients.
- Billable administration fee.
- Easier storage and handling methods.

WHAT'S THE CATCH?

There is no catch. Our goal is to help health care providers vaccinate patients at their site. The SNHD Health Care Provider Team will provide you with the following support:

- One-on-one training with office staff for vaccine schedules, reconciliation, inventory, data entry, etc.
- Identify and assist in overcoming potential barriers
- Storage and handling
- Developing easy individualize processes
- Smaller dose distribution
- Assistance with enrollment, if needed



TO GET STARTED CONTACT:

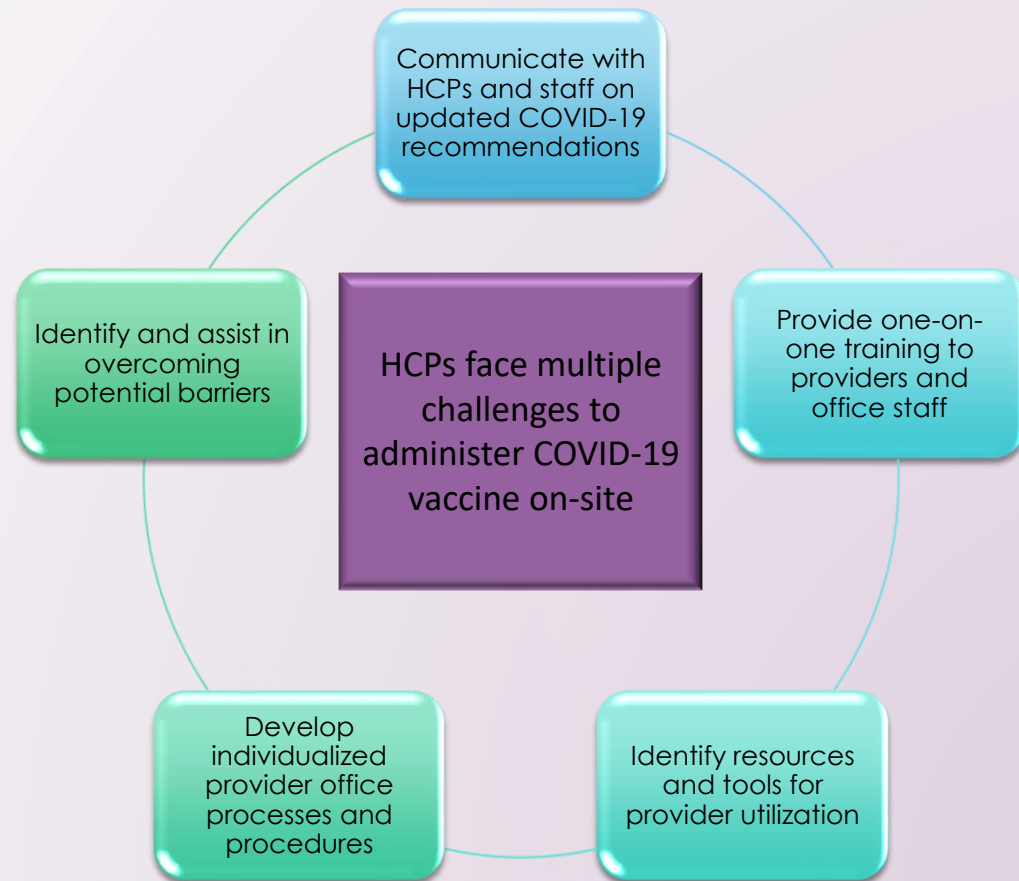
Markia Jefferson,
Program Coordinator
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Jeffersonm@snhd.org



Michelle Wong,
Community Health RN
(725) 272-8563
wongm@snhd.org

Communication and Messaging

- Get It. Give It. Initiative for Healthcare Providers (HCPs)
 - Healthcare Provider Team provides support and education for healthcare providers and staff
- Extended to Long Term Care Skilled Nursing Facilities



Originality

Special Needs Strike Team provides in-home vaccinations to assist adults and children with cognitive and behavioral disabilities

- Specialized training for common disabilities and strategies
- Coordinated vaccination plan between nurse and caregiver/parent (safe place, routine, etc.)
- Sensory kits with desensitizing and distraction objects



Participation and Impact

Residential Care Home Program

- Residents live in assisted-care congregate settings of 10 people or less
- Population is at higher risk of complications from transmissible diseases due to age and/or underlying conditions
- Gap in vaccine accessibility
- Team educates, recommends, and vaccinates residents and staff based on immunization status
- Expanded to include available CDC recommended vaccine

Long Term Care Facilities (LTCFs) Strike Team

- On-site vaccination
- Coordination and partnership with local pharmacy
- HCP Team collaborates with LTCFs to educate and act as a liaison for support and resources



Healthier Together

PROTECT YOUR RESIDENTS AND STAFF

Severe illness, hospitalization and death due to COVID-19 increases with age. **Most COVID-19 deaths occur in people older than 65.** Staying up to date with COVID-19 vaccines is the best way to protect your residents and those around them.

Our vaccine care team will come to your location to provide vaccines and education.

For more information, please contact
(702) 759-1910

Participation and Impact

In-Home Vaccination Program

- In-home vaccination for qualifying people who may have difficulty receiving a vaccine due to cognitive, physical, or medical conditions
- Coordinated vaccination plan between nurse and client/caregiver
- Expanded to include available CDC recommended vaccine



People with qualifying disabilities can receive a COVID-19 vaccine in the comfort of their own home.

The Southern Nevada Health District provides in-home COVID-19 vaccinations to qualifying people who may have difficulty receiving a vaccination due to a cognitive, physical, or medical condition.

Qualifying conditions for adults may include those who:

- Require the help of another person or medical equipment (such as crutches, a walker or a wheelchair) to leave their home.
- Have been advised by their medical provider that their health would be at risk if they left their home.
- Have cognitive special needs.
- Are bedridden.



Scan to learn more

To schedule and confirm eligibility call
(702) 759-INFO (4636)
Between 9 a.m. and 4:30 p.m., Monday through Friday. In-home COVID-19 vaccination services are provided at no out-of-pocket cost for the patient.



RTC Bus Program

- Targeted health equity populations with transportation barriers
 - Refugees and specific community groups
- Bus transported clients to vaccine sites and vaccine was administered on the bus
- Initiated in collaboration with Regional Transit Authority, Clark County Fire Department, and Clark County Office of Emergency Management



Health Equity and Access- Mpox Outbreak

Late night mobile unit provided mpox education and vaccine on-site at high-risk venues (bathhouses, clubs, festivals, etc.)

- Collaboration with Office of Disease Surveillance and Control for coordination and hepatitis C and HIV testing on-site

Collaboration with SNHD's Sexual Health Clinic

- In-room education, provider recommendation, and vaccination
- PEP offered at all static and non-traditional sites

Coordinated effort with multiple community partners

- Expanded vaccine availability to HCPs with highest risk population group
- Trained community partner vaccinators on mpox vaccine administration



Health Equity and Access

Collaboration with SNHD's Office of Epidemiology identifies high risk and low vaccine uptake populations

Strategically located in health equity areas to increase access and improve convenience for targeted populations groups

Strong community partnerships provide awareness and coordination in the community

Client immunization status assessed through Nevada's IIS and education is provided on recommended vaccines



Vaccine outreaches conducted in non-traditional settings (churches, malls, schools, etc.)

Static Sites

- Located for convenience
- Expanded hours and days
- Walk-in availability

Pop-Up Outreaches

- Located to reach identified low uptake population groups
- Vaccine education
- On-site vaccine administration





Sarah Hall, MSN, APRN-CNP, FNP-BC, FNP-C
Community Health Nurse Supervisor
Division of Public Health and Preventative Care
Southern Nevada Health District
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Questions?





2024 Immunization Excellence Awards

Q&A





2024 Immunization Excellence Awards





Thank You To All
Who Contributed
to the Effort...



National Adult
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