Expanding Flu Vaccination and Awareness among Specialty Providers

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CMSS Mission

- **Support and strengthen** specialty societies to meet future challenges
- **Catalyze improvement** through convening, collaboration, collective voice, and action across specialties
- **Provide a proactive platform** to assess and address emerging and critical issues across specialty societies that influence the future of healthcare and the patients we serve
Collective Voice of Specialty Societies During Pandemic

- Maintaining the Nation’s Physician Workforce during the Covid-19 Pandemic (5/19/20)
- Statement on Temporary Payment Parity for Telephone Visits (4/10/20)
- Statement on Personal Protective Equipment (4/2/20)
- Statement on Restrictions to Slow the COVID-19 Pandemic (3/27/20)
- Joint Statement with ACEP: Supporting Clinician Health in the Post-COVID Pandemic Era (6/2/20)
- Statement – Respect Science, Wear Masks (7/2/20)
- IDSA Coalition Letter to FDA: Covid-19 Vaccines (9/17/20)
- Rebuttal to False Statements on Overcounting of Covid-19 Deaths (10/25/20)
- Coalition for Physician Accountability Statement on Public Health (12/1/20)
- Coalition for Physician Accountability Statement on Safeguarding the Public and Health Care Workforce During COVID-19 (April 9, 2020)
Specialty Societies: Trusted Source of Information to Clinicians

Covid-19 example:

- Rapid feedback on needs from frontline clinicians
- Rapid sharing and collaboration across world
- Expedited research in published journals
- Webinars on emerging best practices
- Guidelines and clinical alerts
- Toolkits and field guides
- Dedicated webpages across all societies
Specialty Societies: Dissemination Reach

- Clinicians
- Patients
- Practices/Facilities
- High-risk Patients
CMSS and CDC Partnership on Flu Vaccination Campaign

- CMSS worked with CDC’s National Center for Immunization and Respiratory Disease to engage with specialty societies on flu vaccination
- Focus on populations at higher risk for poor influenza outcomes (e.g., cardiovascular disease, pulmonary disease, diabetes, renal disease, pregnant women)
- Provided information to specialty societies for “Sleeve Up” campaign for National Influenza Vaccination Week
- Connected CDC staff with specialty society leads and residency program director associations for targeted outreach
Direct Outreach to Society Membership

- Prior to availability of Covid-19 vaccination (October)
  - CMSS worked with CDC to build template letters for “Dear Colleague” letters for specialty societies
  - Emphasized importance of flu vaccination and potential for co-circulation of influenza and Covid-19

- After availability of Covid-19 vaccination (December)
  - CMSS shared updated “Dear Colleague” letters with societies noting 14-day waiting period between flu and Covid vaccination
  - Shared directly with specialty society leadership and communication staff to rapidly disseminate this information
Examples: Specialty Society Flu Outreach

➢ IDSA:
  • Congressional briefings on COVID-19 and flu season
  • Worked in partnership with Coalition to Stop Flu

➢ ACP:
  • “I Raise the Rates “adult immunization program
  • ACP's 2021 ACIP Adult Immunization Video Series
  • Curbsiders Internal Medicine Podcast

  ➢ AAFP:
    • AAFP blog about preparing for flu season during a pandemic
    • COVID vs the Flu article on Familydoctor.org

➢ ACEP:
  • Influenza vaccine programs for patients discharged from ED
  • ACEP toolkit on providing vaccines in the ED
  • Planning webinar on vaccine administration in the ED
Maternal Immunization Task Force released a **Call to Action for Immunizations for Pregnant Women**
- Led by ACOG through CDC cooperative agreement with AAFP, American College of Nurse Midwives, and the Association of Women’s Health Obstetric and Neonatal Nurses (August 2020)
- Highlight benefits of influenza and Tdap immunization during pregnancy, current recommendations, and steps to increase vaccination rates

Participated in National Immunization Awareness Month
- Shared CDC social media messages and newsletter content in email blasts to all members

**ACOG President Annual Letter to ACOG District and Section Leadership:**
- Encouraged leaders to focus on influenza at upcoming District meetings

**Social media campaign:** “Flu Fact Friday” social media campaign

**Monthly Immunization Newsletter:** Sent to all members featured updates on flu season activity and resources
Thrombosis with Thrombocytopenia Syndrome (also termed Vaccine-induced Thrombotic Thrombocytopenia)

(Version 1.4; last updated April 29, 2021)
CMSS and specialty societies:
- Serve as conduit to full range of specialty societies on vaccination (and related issues)
- Provide rapid access to specific clinical expertise when needed by CDC
- Convene listening sessions across societies to identify promising practices to promote vaccination
- Identify preferred methods for dissemination based on learner preferences
- Track specialty society actions and vaccination
Comments/Questions

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