



# National Adult and Influenza Immunization Summit

## NEWS RELEASE

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### **National Awards Program Recognizes Outstanding Efforts in Immunizations**

*Healthcare Providers improve access, knowledge and administration rates for vaccinations*

WASHINGTON, D.C. – Recognizing the value and extraordinary contributions of individuals and organizations towards improved vaccination rates within their communities during the past year, the [National Adult and Influenza Immunization Summit](#) is pleased to announce the recipients of the 2016 Immunization Excellence Awards. The awards will be presented during the National Adult and Influenza Immunization Summit in Atlanta, Georgia, May 11, 2016.

There are five categories of recognition: overall influenza season activities, “immunization neighborhood” champion, corporate campaign, adult immunization champion, and adult immunization publication award. Nominees were evaluated based on the areas of impact, originality, challenges, opportunities, collaboration, coordination, and communication with partners and stakeholders.

Many exciting and innovative programs were nominated this year. The Summit applauds all nominees who are working towards improving the health of their communities.

Complete descriptions of the award winners will be within the Summit Awards booklet available on May 11<sup>th</sup> at: <http://www.izsummitpartners.org/immunization-excellence-awards/>

The 2016 Immunization Excellence Award winners are as follows:

#### **Laura Scott 2014-15 Outstanding Influenza Season Activities Award**

National Winner: Central Texas Flu Immunization Campaign (Austin, TX)

#### **Adult Immunization Champion Award**

National Winner: Bon Secours Health System (Marriottsville, MD)

Susan Lett, MD (Jamaica Plains, MA)

Honorable Mention: AMGA Foundation (Alexandria, VA)

Giant Eagle Pharmacy (Pittsburgh, PA)

## **Corporate Campaign Award**

National Winner: Seqirus (King of Prussia, PA)

## **“Immunization Neighborhood” Award**

National Winner: Telligen and Flu Fighters (Oak Brook, IL)

## **Adult Immunization Publication Award**

National Winner: University of Texas Southwestern/ Parkland Health and Hospital System/ Dallas County Department of Health  
Article: Association of a Best-Practice Alert and Prenatal Administration With Tetanus Toxoid, Reduced Diphtheria Toxoid, and Acellular Pertussis Vaccination Rates. Publication: *Obstet Gynecol* 2015;126:333–7

## **Summary About Winners**

### **Laura Scott 2015-16 Outstanding Influenza Season Activities Award**

#### ***National Winner***

#### **Central Texas Flu Immunization Campaign (Austin, TX)**

At the request of 12 partnering Central Texas school district superintendents, E3 Alliance, the nonprofit P-16 Council based in Austin, TX, launched the Missing School Matters campaign to improve student attendance and performance. Since almost no research exists on why and which students are absent—as well as when and where—E3 Alliance designed and executed a ground-breaking Absence Reasons Study. The study found that the single largest reported cause of Central Texas student absences—at 48 percent—is acute illness. E3 Alliance, along with partnering school districts, thus determined that addressing causes of preventable illness would have the greatest potential impact on student absenteeism. E3 then overlaid student absence data on county flu incident reports and found that the spikes coincided. The conclusion was clear to them: if they could bring flu vaccines directly to students and minimize barriers (cost, access, parents being required to be present, etc.) they should be able to improve student attendance, student health, and ultimately academic achievement. And because young students are the most important “vectors” of spreading illness to families, they could improve community health and lost work time by increasing student immunizations to flu.

## **Adult Immunization Champions**

#### ***National Winner***

#### **Bon Secours Health System (Marriottsville, MD)**

Bon Secours Health System, Inc. (BSHSI) is an integrated faith-based nonprofit health system with 21,000 caregivers across 9 communities in 6 states. They also have 830 contracted physician FTEs and 500 salaried advanced practice clinicians. The health system made preventive services an equal priority with medical management of acute and chronic illnesses by holding executives accountable for completion rates of the Medicare Annual Wellness Visit (AWV) over multiple states. Targets for AWV completion rates were on their system dashboard and incentives in the form of bonuses for executives were tied to meeting these targets. In addition to prioritizing the AWV, they vaccinate thousands of adults who are not insured or underinsured who are not Medicare beneficiaries every year at no charge through community events. Their community outreach activities provided more than 5,000 vaccines per year and served the uninsured.

## **Adult Immunization Champions (continued)**

### ***National Winner***

**Susan Lett, MD**  
**(Jamaica Plain, MA)**

Dr. Susan Lett has been recognized locally, regionally and nationally as a leader and expert in immunization. She has promoted numerous activities and partnerships in alignment with the NVAC Adult Immunization Standards. She has been with the Massachusetts Department of Public Health for 27 years where she is the Medical Director of the Immunization Program, building collaboration within the immunization neighborhood that has resulted in improvements in access and delivery of immunizations across the lifespan. As a result of many of her efforts, Massachusetts has benefited by consistently ranking in the top tier (often number one) for immunization rates in the US.

### ***Honorable Mention***

**AMGA Foundation**  
**(Alexandria, VA)**

AMGA Foundation formed a learning collaborative comprised of seven healthcare organizations located in six states (FL, IA, IL, IN, MA, VA) which improved adult immunization coverage rates for pneumococcal and influenza vaccine. The learning collaborative utilizes a quality improvement approach in real world, medical clinic settings. All of the organizations utilize the same population health tool (Optum™ One), which provides the means to systematically track and report their progress. After 9 months, documented receipt of any pneumococcal vaccine among age 65+ increased 10.7% with 21,952 more patients age 65+ documented to receiving any pneumococcal vaccine. Five out of seven groups have increased their influenza immunization rates for the 2015-2016 flu season. This has resulted in 12,678 more patients with documentation of influenza vaccine.

### ***Honorable Mention***

**Giant Eagle Pharmacy**  
**(Pittsburgh, PA)**

Giant Eagle Pharmacy is an integral part of Giant Eagle, one of the 40 largest privately held and family-operated companies in the United States. Its clinical coordinator team has administered more than 14,000 immunizations across 435 on-site clinics, representing an 80% increase in immunizations from the prior year. Their immunization programs have implemented key components of the NVAC Adult Immunization Standards including assessing patient immunization status, recommendations, administration and documentation. The flexibility of their program allows for on-site immunization for influenza, pneumococcal disease, shingles, tetanus, and hepatitis B. “Lunch and Learn” sessions led by pharmacists educated employees on common adult immunizations and have resulted in increased immunization rates. Their community outreach includes on-site clinics within multiple school districts, police departments, and senior centers.

## **Corporate Campaign**

### ***National Winner***

**Seqirus**  
**(King of Prussia, PA)**

Despite current CDC recommendations that all individuals six months of age and older receive an annual influenza vaccination, rates among college students remain low (8-30 percent), and below Healthy People 2020 goals. Moreover, college students are at high risk of getting and spreading flu due to close contact in shared areas like living spaces and classrooms, and through common social activities. To address these challenges, Seqirus and Families Fighting Flu partnered to increase awareness and promote flu vaccination among college-aged students at five participating universities across the United States during the 2015-2016 flu season. In total, more than nine million college-aged students received flu prevention messaging through on-campus and online activations. This drove action (e.g., getting vaccinated, sharing on social media, clicking to learn more) by more than 25,000 of these individuals. Recognizing the importance of social media among college students, they crafted an overarching campaign hashtag, #KnockOutFlu.

## **“Immunization Neighborhood” Award**

### ***National Winner***

#### **Telligen and Flu Fighters (Oak Brook, IL)**

In an effort to reduce avoidable deaths and hospitalizations, Telligen identified the areas in which immunization rates were the lowest in Illinois. These same communities also had some of the highest rates of admission and readmission for flu and pneumonia-related conditions. Working with the Chicago Housing Authority (CHA) and the Chicago Public Health Department, they identified that many of the flu and pneumonia conditions were found in the communities where seniors lived in public housing and in areas deemed as health professional shortage areas. Knowing that these communities also overlapped with the areas in which gun violence was highest in Chicago, Telligen worked with CHA and other partners to bring the immunizations to the doorsteps of the seniors at their public housing buildings. Throughout the fall and winter months, Telligen partnered with many organizations. They also developed educational materials in English, Spanish, Korean, Chinese, Russian, and Polish as these are the most common languages of the Chicago CHA residents. The partnering organizations labelled themselves the “Flu Fighters!” so people would readily understand who they were and would aid them in their work in the upcoming years. The Flu Fighters! have committed to working together for at least three more years as they believe it will take some time for annual flu immunizations to become a routine health habit for these seniors.

## **Adult Immunization Publication Award**

**About the Award:** This award was created to recognize and stimulate the publishing of articles to document and support implementation of the NVAC Adult Immunization Standards. Eligible nominations come from articles published during the past 2 years.

### ***National Winner***

#### **University of Texas Southwestern/ Parkland Health and Hospital System/ Dallas County Department of Health**

**Article:** *Association of a Best-Practice Alert and Prenatal Administration With Tetanus Toxoid, Reduced Diphtheria Toxoid, and Acellular Pertussis Vaccination Rates.*

Authors: Jamie L. Morgan, MD, Sangameshwar R. Baggari, MBA, Wendy Chung, MD, Julia Ritch, BS, Donald D. McIntire, PhD, and Jeanne S. Sheffield, MD.

Publication: *Obstet Gynecol* 2015;126:333–7

Researchers, clinicians, nurses, and health information systems groups, working with the Dallas County health department staff, in Dallas, Texas utilized their electronic health records (EHR) system capabilities to develop, implement and assess a best-practices alert for obstetrical providers to improve vaccination of pregnant patients with Tdap vaccine. Their efforts resulted in a vaccination rate that increased from 48% before the intervention to 97% of pregnant women having received Tdap after the intervention. This study was published in 2015 and is an excellent best-practices example of implementation of the adult immunization standards through use of an EHR and through ensuring a high level of commitment and actions from clinical providers and the healthcare system. The vaccination level achieved by these researchers is over 230% of the national estimate of Tdap vaccination during pregnancy.

## **About the National Adult & Influenza Immunization Summit**

The National Adult and Influenza Immunization Summit, started in the year 2000 (as the National Influenza Vaccine Summit), is an action-oriented entity with more than 700 members who represent more than 130 public and private organizations with an interest in addressing and resolving influenza and adult vaccine issues and improving vaccination rates for vaccines recommended by the Advisory Committee on Immunization Practices. Visit the Summit’s website at **[izsummitpartners.org](http://izsummitpartners.org)**

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