

May 11, 2016

Atlanta, Georgia



National Adult
and Influenza
Immunization
Summit

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NATIONAL ADULT & INFLUENZA IMMUNIZATION SUMMIT

2016 Immunization Excellence Awards

Awards Lunch & Presentations

- 12:00 PM Awards Lunch begins
- 1:00 PM Introduction to Awards Lunch
Presentations of Awards to Summit
- Honorable Mention Award Winners*
- 1:05 PM Adult Immunization Champion Award
Recipient: AMGA Foundation
- 1:07 PM Adult Immunization Champion Award
Recipient: Giant Eagle Pharmacy
- 1:09 PM *Presentations from Summit National Award Winners*
- 1:12 PM “Immunization Neighborhood” Award
Recipient: Telligen and Flu Fighters
- 1:20 PM Laura Scott 2015-16 Outstanding Influenza Season Activities Award
Recipient: Central Texas Flu Immunization Campaign
- 1:28 PM Adult Immunization Publication Award
Recipient: University of Texas Southwestern/ Parkland Health and Hospital System/ Dallas County DOH
- 1:32 PM Adult Immunization Champion Award
Recipient: Susan Lett, MD
- 1:40 PM Adult Immunization Champion Award
Recipient: Bon Secours Health System
- 1:48 PM Corporate Campaign Award
Recipient: Seqirus
- 1:56 PM Adult Vaccine Video Award Presentation
- 2:10 PM Wrap Up
- 2:15 PM End Lunch

About the Awards Program: The awards program recognizes the value and extraordinary contributions of individuals and organizations towards improved access to adult vaccinations and influenza vaccinations within their communities. The [National Adult and Influenza Immunization Summit](http://izsummitpartners.org) (NAIIS) is pleased to announce the recipients of the 2016 Immunization Excellence Awards. There are six categories of recognition: overall influenza season activities, influencer, “immunization neighborhood” champion, corporate campaign, adult immunization champion, and adult immunization publication award. Nominees were evaluated based on the areas of impact, collaboration, originality, overcoming challenges, and opportunities. The Summit applauds all stakeholders who are working towards improving the health of their communities. Information about the awards program and recipients can be found at izsummitpartners.org

“Immunization Neighborhood” Champion

Telligen and Flu Fighters (Oak Brook, IL)

In an effort to reduce avoidable deaths and hospitalizations, Telligen Quality Innovation Network-Quality Improvement Organization (QIN-QIO) 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. Blue Cross Blue Shield of Illinois provided a mobile van and driver so they could provide the seniors living in 43 public housing buildings immunizations at their doorstep. Walgreens provided the pharmacists and the immunizations and arranged to cover the cost of anyone without insurance coverage through their Foundation.

Working with EverThrive Illinois we 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.



Laura Scott 2015–16 Outstanding Influenza Season Activities

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 in 2011 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 groundbreaking Absence Reasons Study in 2013 funded by St. David’s Foundation and Central Health. 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 exactly coincide. 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 significantly 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. In 2014,

with supporting donations, they brought flu vaccines at no cost to schools or families to more than 6,500 students in 56 elementary schools—the largest in-school flu immunization campaign in the state of Texas. In 2015, the campaign almost quadrupled, providing immunizations at no cost to almost 20,000 students in 136 schools in 9 different Central Texas school districts. Since E3 Alliance launched the Missing School Matters campaign in 2011, almost \$25M has been returned to Central Texas schools because, for the first time in two decades, total student absences have actually dropped while overall enrollment continues to rapidly increase. Plans are underway to expand to other parts of Texas in 2016, expecting the campaign to reach about 75,000 students.

National Winners

Adult Immunization Publication Award

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.

Although they did not see a statistically significant decrease in pertussis cases in infants, pertussis outbreaks are cyclic and infant illnesses, although they can be severe, are not common and this study likely did not have sufficient power to find a statistically significant difference. However, the point estimates suggest that the number of cases did decrease from 13 to 7 cases per 10,000 deliveries. This study provides a proof of concept for the effective use of EHRs with healthcare system commitment to increase Tdap vaccination in pregnant women. Such a system could also be used to improve lagging vaccination for other vaccines and populations as well.

Adult Immunization Champion

Bon Secours Health System (Marriottsville, MD)

Bon Secours Health System, Inc. (BSHSI) is an integrated faith-based non-profit 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. In this health system, for Medicare beneficiaries completing their Annual Wellness Visit (AWV) in 2015, 84.5% had a pneumonia vaccination and 96.9% had an influenza vaccination, or were offered one, versus Medicare beneficiaries who did not have an AWV, 53.5% had a pneumonia vaccination and 92% had an influenza vaccination, or were offered one. In 2013 they embarked on a culture change of value based health delivery by implementing a Medicare Shared Savings Program Accountable Care Organization. From September, 2015 through January, 2016 this system saw 140,883 Medicare beneficiaries. In

their first year following 13 months of data collection ending in December of 2013 they achieved a 38.3% AWV completion rate. For this current fiscal year, from September 2015 through January 2016 the AWV completion rate is up to 39.93%. The national average in 2014 for AWV completion is only 14.5%. Utilizing their electronic health record system they not only nudge providers and other members of the care team that an Annual Wellness Visit is due but also lists any UPSTF recommended vaccinations patients of all ages need with due dates. Through their patient electronic portal, MyChart, they remind patients when a preventive screening or immunization is due. Also, all patients are asked if they have received their flu shot and other vaccines while vital signs are being taken during all office appointments. The health system made preventive services an equal priority with medical management of acute and chronic illnesses by holding executives accountable for com-

pletion rates of the 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 include the Care-A-Van, a level 3 Patient Centered Medical Home providing more than 5,000 vaccines per year and serving the uninsured; free flu shot Fairs; immunizing seniors in a retirement community; providing flu vaccine to indigent patients and others in the communities they serve; and providing vaccinations to employees and contractors.



National Winners

Adult Immunization Champion

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 began her professional career in nursing before becoming a physician. She has been with the Massachusetts Department of Public Health for 29 years, where she is the Medical Director of the Immunization Program. She participates in the development of immunization policy at both the state and national levels and has published numerous articles. Dr. Lett believes that she is most fortunate to be part of such talented and dedicated senior management team and entire immuniza-

tion program staff. All accomplishments in adult immunization are the result of their program's collaboration with the many wonderful and committed partners who participate in the Massachusetts Adult Immunization Coalition. In addition, she would like to acknowledge that the state's achievements in adult immunization are because of the truly visionary leadership and contributions of their former adult immunization coordinator of many years, Donna Lazork.

When influenza vaccine was not a national or medical community priority, she provided leadership in the state to promote immunization against influenza leading to markedly improved levels of adult influenza vaccination. She is a key promoter of standing orders for influenza and pneumococcal vaccine in acute care and long term healthcare facilities. She played important role in MDPH's partnership with the Massachusetts QIO and the Massachusetts Medical Society and

the MA Chapter of the American College of Physicians. She has always been an advocate for adequate funding and reimbursement for both children and adults in our state. She helped support a public billing program for adult immunization and the regulatory approval for pharmacists to administer vaccines to adults.

Her recent efforts leading a coalition promoting cancer preventing vaccines has resulted in increased acceptance of HPV vaccine in Massachusetts. Dr. Lett played a critical role in the creation of the Massachusetts Immunization Information System and led the effort to ensure it would be a lifetime registry. 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.

Corporate Campaign

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. Campaign development was based on learnings gleaned from a 2014 pilot program in Michigan, and social influencer analytics. Based on these learnings, they sought to: use trusted voices: that could credibly deliver messaging about flu risk; tailor communications: to fit each school's resources and needs, resulting in different approaches at different colleges; reach the target audience where they already are: by using targeted on-campus messaging and activities, and complementing those with online activations; and, make the call-to-action simple, yet memorable: and, by using athletes and interactive social components drive interest and simplify the process of getting a vaccination. At Temple University, Seqirus and Families Fighting Flu partnered with the school's Student Health Services

and two student groups to facilitate and host a one-day flu vaccination clinic. Seqirus partnered with the Philadelphia 76ers to bring basketball star Nerlens Noel to the clinic. Noel's presence was critical in driving students to the event and generating widespread social media engagement. Flu vaccination voucher distribution events were held throughout November at Auburn University, Texas A&M University, the University of Rhode Island, and the University of Florida. They included an original mural by street artist Kelsey Montague featuring boxing gloves with flu germs. Students were encouraged to take photos with the mural and post online. Recognizing the importance of social media among college students, they crafted an overarching campaign hashtag, #KnockOutFlu.



National Winners



Mom knows best! Check out this PSA about protecting yourself from the flu. #KnockOutFlu



Get Your Flu Shot To

Protect yourself, protect those you love. Everyone needs a flu vaccine.

The *Flu Fighters!* are coming to your location!

Vaccines can prevent flu, pneumonia, shingles, and other diseases. If you are unsure of what

The *Flu Fighters!* are coming to vaccinate you!

National Winners

Adult Immunization Champion

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 a real world, medical clinic setting. All of the organizations utilize the same population health tool (Optum™ One), which provides the means to systematically track and report their progress. Optum One data is constructed from electronic health records and claims data feeds from the organizations. A panel of experienced advisors assisted the collaborative with curriculum development and provided support. A variety of tools and resources were submitted by the advisors and participants, then posted on a member-only

website for easy access. Monthly webinars provided education on relevant topics selected by the advisors. Collaboration occurred with public health (CDC and two state health departments), community pharmacy chains (CVS, Walgreens), and an insurer (Cigna). After 9 months, documented receipt of any pneumococcal vaccine among age 65+ increased 10.7%, PPSV plus PCV for age 65+ increased 21%, and PCV for age 65+ increased 30%. In the 9 months post-baseline period, 21,952 more patients age 65+ were documented to receive 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.



AMGA Foundation

Adult Immunization Champion

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 last year alone. Founded in 1931, Giant Eagle serves more than five million customers annually at nearly 400 retail locations in Pennsylvania, Ohio, West Virginia and Maryland. Based in Pittsburgh, Giant Eagle fosters relationships with employer groups, vaccine manufacturers, and local universities, as well as within the communities it serves, to increase immunization rates and to improve education among patients and pharmacy team members alike. Col-

laborating with employer groups, such as the Pittsburgh Business Group on Health, Giant Eagle reaches multiple large employers within the Pittsburgh area. The flexibility of their program allows for on-site immunization for influenza, pneumococcal disease, shingles, tetanus, and hepatitis B, either during the same visit or on follow-up visits to the employer. When employees are unable to attend clinics, vouchers allow them to receive immunizations at their convenience at a local Giant Eagle Pharmacy. “Lunch and Learn” sessions, by pharmacists, educate employees on common adult immunizations and have resulted in increased immunization rates with the employer. Their immunization programs have implemented key components of the NVAC Adult Immunization Standards including assessing patient immunization status, recommendations, administration and documentation. Working with an increase

in student pharmacists, the company has teamed up with local pharmacy schools in support of APhA Academy of Student Pharmacists’ Operation Immunization. Their community outreach includes on-site clinics within multiple school districts, police departments, and senior centers. A new collaboration with their protocol physicians expanded the company’s ability to immunize pediatric patients against influenza and other vaccine-preventable diseases as allowed by law in communities within Pennsylvania, Ohio, Maryland, and Indiana. Giant Eagle has also provided educational outreach to improve immunization awareness at several large events, including the American Diabetes Association’s Bridge to Wellness Expo in Pittsburgh.



Honorable Mention Winners



**Adult Immunizations
Best Practices Collaborative**



Honorable Mention Winners

The National Adult and Influenza Immunization Summit (NAIIS) asked the public to help educate adults about the importance of adult vaccines. Each year thousands of adults in the United States get sick from diseases that could be prevented by vaccines—some people are hospitalized, and some even die.

To help raise awareness about the importance of adult vaccines individuals and groups were invited to make and submit a short, creative video that promotes adult immunization. The video could be a rap, sketch, dance, slide show, or anything they wanted it to be, as long as it was appropriate for all audiences and followed the contest guidelines. The top videos will be posted on the Summit webpage.

The top videos receive recognition from the NAIIS, National Foundation for Infectious Diseases (NFID), Immunization Action Coalition (IAC), and other partners.

#VaxVideoContest

First Place

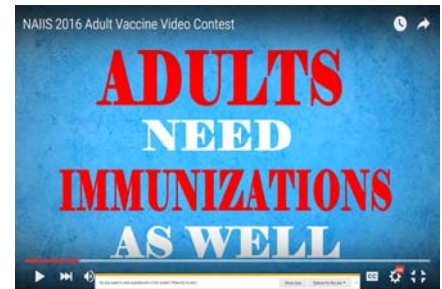


Cullen Adre, James Clinard, Ernesto Perez, and Justin Luna met during their first days of pharmacy school and have collaborated on several projects before officially forming a pharmacy related media content company called Blackbox Productions. They feel the need to be a resource to the patients and community they serve. Making videos allows them to facilitate patient education as well as instruct the people around them.

All four members will be graduating from Nova Southeastern University's College of Pharmacy this May. Cullen has matched to Oklahoma State University Medical Center for a PGY-1 position in Tulsa, Oklahoma with an interest in HIV and Administration and will start this June. James has worked with various other media companies, and will continue expanding Blackbox Productions. He plans to work in South Florida. Justin has gained pharmacy experience in several states and plans to work in New York City after graduation. Ernesto has matched to Boca Raton Regional Hospital for a PGY-1 position in Boca Raton, Florida and will start this June.

Video link: <https://www.youtube.com/watch?v=0HPzYVSIMHc>

Second Place



Pryian Lad's video about the importance of adult immunization came in second place in the NAIIS Adult Vaccine Video Contest. Priyan Lad is a 2nd year pharmacy student at The University of Georgia. He has been making videos since 7th grade as a hobby when he's not busy studying for tests.

Link to video: <https://www.youtube.com/watch?v=sApPOfSagpQ>

Adult Vaccine Video Awards

Honoring the Memory of Laura Scott

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



In 2015, the National Adult and Influenza Immunization Summit (NAIIS) Steering Committee has renamed its NAIIS Immunization Excellence Award for **Influenza Season Campaign** to the **Laura Scott NAIIS Immunization Excellence Award for Outstanding Influenza Season Activities**. The award recognizes innovative early and later influenza season activities across the lifespan (pediatric, adolescent and/or adult activities) embracing the spirit and dedication to the prevention of influenza and protecting individuals from vaccine preventable diseases embodied by Laura Scott in her work as Executive Director of Families Fighting Flu. Her early death took her from us but the trail she left will live on forever.

On March 3, 2015, Families Fighting Flu (FFF) lost its long-time Executive Director and co-founder, Laura Scott. Laura was also an active participant in NAIIS and within the immunization neighborhood. As described by the FFF board, “Laura was truly the heart and soul of the organization for the ten years of our existence.” Laura helped launch Families Fighting Flu and it was her tireless hard work, dedication and brilliance that enabled its tremendous success. She spent countless hours educating the public and saving thousands of lives. Even though she did not personally lose a child to influenza, her love and support helped impacted families through their darkest days by helping them channel their grief into a meaningful legacy that honored children and families, and made a difference. Laura truly was a hero, who made the world a better place. She was an incredible wife and mother, and friend to us all.

Special Recognition

THANK YOU to the members of the NAIIS Awards Committee:

- ◆ Teresa Anderson (IAC)
- ◆ Phyllis Arthur (BIO)
- ◆ Carolyn Bridges (CDC)
- ◆ Susan Farrall (CDC)
- ◆ Kim Martin (ASTHO)
- ◆ Mitchel Rothholz, (APhA), chair
- ◆ Angela Shen (NVPO)
- ◆ LJ Tan (IAC)
- ◆ Tiffany Tate (Immunize MD)

Highlights from Award Nominees

Below are additional highlights taken from a sampling of award nominations...

This collaboration analyzed best practices and programs/initiatives of the past, and quickly identified what was lacking – data. Collaborating with their partners, they identified where the largest gaps in vaccination rates were and began to build a new paradigm in education; a **clinician-patient data driven model** to improve immunization rates. In April of 2013, they launched their first Vaccination Data Driven Continuing Medical Education model with their partners. To assist in their recruitment efforts, continuing medical education credits were offered as well eligibility for MOC Part IV. All participating clinicians had access to Clinical Performance Dashboards (CPD), which displayed the data/populations of eligible patients who have not received pneumococcal vaccination (both numerically and graphically), educational activities that addressed clinical gaps in practice, patient centric education, and clinical updates on new information related to pneumococcal immunization. Each physician's clinical data was updated/refreshed every four months for 2 years, allowing them to track their progress. Physician champions were identified at each participating health system and convened on a quarterly basis to assess the data, provide insight on how the program was being received by their clinicians (what is working and not working), and consistently reevaluated in order to meet the goals for the program. Monthly email reminders were sent to all of the participating physicians and their care teams. Their results showed that 14,760 elderly and 8,944 high-risk patients from three medical groups were vaccinated post baseline during the two-year program. Vaccination improvement rates increased from a low of 20% in one health system, to a high of 53% in another! All of the primary care physicians and their care teams were engaged.

Communicate with the pharmacies each week their on-going immunization rates, expectations, and aim to **motivate them to see the value of immunizations and public health** in the communities where they live. Also spend time coaching pharmacy technicians about identifying eligible patients about vaccines to increase their comfort level in engaging these patients.

Utilizing system tools to serve as reminders, they will **initiate patient discussions, utilizing every opportunity to review immunization status**. They place reminders and follow-up with patients who receive their first dose of a multi-dose vaccine at their pharmacy. Although not having a reliable immunization registry makes it difficult to have access to important patient vaccine history, staff at the pharmacy contact physician's offices if questions arise regarding vaccination status. Over the past year, the pharmacy has provided hundreds of vaccinations including, but not limited to, shingles, pneumonia, flu, hepatitis A and B, Tdap, HPV, and MMR.

Five years ago they successfully built a propriety program in their dispensing software, which allows them to **target specific outcomes and notify the pharmacists of the opportunity within workflow**. One of the intervention programs was designed to drive shingles vaccination rates. The program prompts the pharmacist in traditional workflow, upon identifying patients 60 years of age and older that do not have the shingles vaccine NDC in their prescription profile. Since the program's development, their pharmacists have made 340,000 interventions for shingles. The results have directly improved education and awareness of shingles and increased vaccine administration.

Each year, specially-trained pharmacists conduct wellness screenings for employees and family members. During these screenings, **each patient's immunization history is assessed and the patients are offered appropriate immunizations**. In 2015, they administered 1,000 additional vaccinations by screening these otherwise healthy participants. In addition, they have created a program that targets the immunization status in their diabetic population. During their diabetes program, which includes free blood glucose screening, nutrition based grocery store tours and educational classes, their pharmacists recommend vaccination for hepatitis B, influenza and pneumococcal.

The immunization center was established in November 2014 and all services were full operational by February 2015. The staff of the immunization clinic, which consists of clinical pharmacy specialists, worked hard to collaborate with local high schools, universities, community organizations and physician groups to target a variety of adults with specific vaccinations needs. The project was extremely well received and in the 2015 calendar year, the pharmacist-run immunization clinic provided over 1000 vaccinations including influenza, pneumococcal, Tdap, meningococcal, shingles, MMR, varicella virus, hepatitis A, hepatitis B and polio virus vaccinations. Clinic pharmacists have also partnered with physicians in the **bone marrow transplant program** to vaccinate patients who have undergone bone marrow transplant. Pharmacists follow these patients for the next 2 years to complete the revaccination process. The immunization clinic coordinates visit times to prevent excessive travel and patient loss to follow-up.

Even adults with insurance (83% were insured in 2012) and with many provider visits, **many are missing routinely recommended vaccines**. Overall, vaccination coverage among adults aged >18 years is lower among uninsured populations. Implementation of effective strategies is needed to help improve vaccination coverage among adults aged >18 years, especially those without health insurance. ("Impact of Health Insurance Status on Vaccination Coverage Among Adult Populations", Am J Prev Med 2015;48(6):647–661.)

The **Fastvax Mobile clinic** was launched to expand reach throughout Connecticut as a consortium of healthcare businesses and providers to bring influenza vaccinations to communities. An Ambulance company donated a limousine bus that was reconfigured into a mobile clinic. A waiting area furnished with tables and chairs provided comfort, tinted windows and a curtained off area added privacy for the clinic area; Wi-Fi and a flat-screen monitor displaying informational programs during waiting periods added value for participants. All required clinic supplies, including a temperature-monitored refrigerator, supplies for vaccine administration and management of

Highlights from Award Nominees (continued)

Below are additional highlights taken from a sampling of award nominations...

untoward reactions were installed in the “clinic” area. The bus was adorned with partners’ logos and CDC guidance supporting universal influenza vaccination. During the first year they vaccinated 2200 participants.

Fears voiced by some community healthcare providers that the program would pull patients from their practice have been transformed into a **new referral source for the flu vaccine**. The nimble response to the LAIV shortage resulted in continued vaccine administration with LIV for both students and school staff. And the opportunities envisioned by the coordinators as a result of the success of the No Flu for You campaign include expansion of school located vaccinations for all childhood and adolescent required and recommended vaccines contributing to the enhancement of the ‘neighborhood’s’ health.

The NYC Citywide Immunization Registry provides a **web-based central portal whereby all vaccines received by a patient can be documented**, allowing healthcare providers to access such records to maximize awareness of administered vaccinations and provide optimal patient care. All patients immunized in the community outreach activities were provided with documentation of their vaccination to share with medical providers and were offered the opportunity to have their primary care provider (PCP) contacted to confirm vaccination. Demonstrating that the program is reaching the intended marginalized/underserved population, 72% of immunized patients did not have a PCP. Furthermore, 37% reported that this was their first flu vaccination and only 32% reported receiving the flu vaccine in the prior year.

The Immunity Community, recognized that parents collect health information from their social network and that by leveraging these networks confidence in vaccines could be improved. The Immunity Community (IC) is an **innovative community engagement campaign that empowers parents** who value immunization to speak confidently in support of immunization in their own communities – schools, preschools, child care centers, parenting groups, and other venues where parents of young children gather and share information. The IC teaches parents to be immunization advocates in the spaces where their children play and learn. The goal of the Immunity Community is to increase conversations about the positive aspects of vaccination and help parents embrace vaccination as a community priority. Results show with statistical significance that parent advocates can be trained to be effective immunization advocates in their communities, that the IC raised awareness of vaccine-related issues in the pilot communities, that parents in these communities are now more supportive of vaccination, and there is a decreased level of vaccine hesitancy about childhood vaccines.

Martina, a **medical assistant**, has become a resource and model to other communities on how to effect change in a rural, culturally diverse population. She is regularly sought after for advice and counsel from other clinics because of the success she has demonstrated. When questioned as to why this is so important, Martina's response is "no one should ever have to face these diseases that a simple vaccine can prevent". Martina embodies the spirit of "the health of one is the health of humanity."

The hospital personalized the 2015-2016 flu campaign, featuring their employee health coordinator as a “Super Hero” – cape and all – and distributed flyers throughout the hospital encouraging employees to **“Be a super hero – get a flu shot.”** They accompanied the campaign with a change to the mandatory mask policy requiring employees that did not get a flu vaccine, to wear a mask during work hours from November 1 through March 31. This policy change resulted in a 93% employee vaccination rate, meeting the HealthyPeople 2020 goal for annual influenza healthcare worker vaccination. They extended their efforts beyond employee vaccination to include patient assessment upon admission and discharge, educating bedside nurses and providing them with standing orders for administration and restricting visitors to high risk areas such as the NICU. This provided an opportunity to demonstrate their commitment to flu vaccination as truly organization-wide and visible in every department and to those community members and their families accessing services.



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. Visit the Summit's website at izsummitpartners.org