

NATIONAL ADULT & INFLUENZA IMMUNIZATION SUMMIT

2019 Immunization Excellence Awards



Awards Lunch & Presentations

May 15, 2019
Atlanta, GA

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Atlanta, Georgia



National Adult
and Influenza
Immunization
Summit

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2019 Immunization Excellence Awards

Awards Lunch & Presentations

12:15 PM	Awards Lunch begins
12:45 PM	Introduction to Awards Ceremony <i>Presentations of Awards to Summit</i> <i>Honorable Mention Award Winners</i>
12:50 PM	<u>“Immunization Neighborhood” Adult Immunization Champion Award</u> Recipient: North Dakota Department of Health Recipient: Ochsner Health System Recipient: Uri Bassan, RPh— United Supermarkets
1:00 PM	<u>Laura Scott 2018-19 Outstanding Influenza Season Activities Award</u> Recipient: Loretta Health & Rehabilitation Center
1:03 PM	<u>Corporate Campaign Award</u> Recipient: Merck Sharp & Dohme
1:06 PM	<i>National Award Winners</i>
1:08 PM	<u>Laura Scott 2018-19 Outstanding Influenza Season Activities Award</u> Recipient: Minneapolis Immunization Networking Initiative (MINI Clinics)
1:16 PM	<u>Adult Immunization Publication Award</u> Recipient: Angela K. Shen, ScD, MPH - “Vaccination Among Medicare-Fee-For Service Beneficiaries: Characteristics and Predictors of Vaccine Receipt, 2014-2017”
1:24 PM	<u>Corporate Campaign Award</u> Recipient: “My Shot” Campaign (American Lung Association / Sanofi Pasteur)
1:32 PM	<u>“Immunization Neighborhood” Adult Immunization Champion Award</u> Recipient: Tarika S. James, MD— Long Island FQHC, Inc.
1:40 PM	<u>“Immunization Neighborhood” Adult Immunization Champion Award</u> Recipient: Oklahoma City Indian Clinic Pharmacy
1:48 PM	Wrap Up

About the Awards Program: The awards program recognizes the value and extraordinary contributions of individuals and organizations towards improved access to adult 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 2019 Immunization Excellence Awards. In 2019, there are four categories of recognition: overall influenza season activities, “immunization neighborhood” adult immunization champion, corporate campaign, 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

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 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.

Laura Scott 2018–19 Outstanding Influenza Season Activities Award

Minneapolis Immunization Networking Initiative (MINI Clinic) (Minneapolis, MN)

The Minnesota Immunization Networking Initiative (MINI) is a community collaborative dedicated to reducing barriers to influenza vaccinations among underserved and uninsured populations in the greater Twin Cities of Minneapolis and St. Paul. MINI engages with a diverse group of stakeholders and brings the vaccine and vaccinators directly to the community via community-based clinics. In the 2018-2019 flu season, MINI has provided free flu shots to over 6,100 individuals at more than 100 sites. This work is possible thanks to strong community partnerships, dedicated volunteers, and unique academic affiliations.

MINI began in 2006 in response to a meeting convened by the Centers for Disease Control and Emory University, which challenged attendees to target

influenza disparities. Following that challenge, a four member community-led coalition formed in the Twin Cities to reduce barriers to influenza immunizations by providing free flu shots in non-traditional settings. MINI’s first clinics were held in Latino and African American churches, food pantries and homeless shelters. In 2010, a turning point occurred when MINI received the first of the Eliminating Health Disparities Initiative grants from the Minnesota Department of Health and enrolled in the Vaccines for Children Program, and the Minnesota-based Uninsured, Underinsured Adult Vaccine program. This support gave MINI the ability to reach even more underserved individuals.

Using standing orders and protocols, MINI clinics are supervised by lead nurses and staffed by volunteer vaccinators. They bring the clinic to the community, require no insurance, and provide the vaccine at no charge - eliminating barriers such as access, transportation and

cost. Their materials are translated in seven languages. Trusted community leaders promote the clinics to their own communities and coordinate interpretation as needed.

Five years ago they joined in partnership with St Catherine University Department of Nursing masters of nursing program. Each year, an increasing number of nursing students and their faculty have participated in several large clinics. In the 2018 season, 45 nursing students and seven faculty members provided influenza education and vaccination at several large clinics. Since 2006, MINI has provided over 86,000 free influenza vaccinations.



National Winners

Adult Immunization Publication Award

A. K. Shen, R. Warnock, W. Selna et al., *Vaccination among Medicare-fee-for service beneficiaries: Characteristics and predictors of vaccine receipt, 2014–2017*, *Vaccine*, <https://doi.org/10.1016/j.vaccine.2019.01.010>

Angela K. Shen, ScD, MPH

(Wayne, PA)



Angela K Shen, ScD, MPH is a retired Captain in the US Public Health Service who as a life-long public servant has championed public health prevention and vaccines. Dr. Shen is currently a public health consultant and Adjunct Professor at Drexel University Dornsife School of Public Health where she continues her service to public health by training and mentoring the next generation of public health graduates in health policy and management, while engaging in a vibrant public health community in Philadelphia. Her

devotion to public health practice has been recognized at the highest levels in government. In her 22 years of hands-on experience in health policy, public health practice, Food & Drug Administration (FDA)-regulation, and health services research she has received numerous civilian awards.

As an FDA-reviewer Dr. Shen licensed a number of vaccines, including a rotavirus vaccine, two influenza vaccines including the live intranasal influenza vaccine, and a second-generation smallpox vaccine, bringing life-saving and critically needed vaccines to the market. As a public health practitioner she has built, developed and maintained partnerships and collaborations including co-founding the National Adult and Influenza Summit in 2012. In the international arena she strengthened immunization programs in low-income countries as a champion of routine immunization. As a health services researcher she has focused her research on adult immun-

ization with a particular emphasis on vaccine financing, quality measurement, and improving an understanding of the delivery of health services to older adults.

Dr. Shen is a co-author of numerous publications. Her recent paper, “Vaccination Among Medicare-Fee-For Service Beneficiaries: Characteristics and Predictors of Vaccine Receipt, 2014–2017” is the first of its kind. This paper explores the association between patient-level characteristics and the likelihood of vaccination in a retrospective cohort of more than 26 million, Medicare fee-for-service beneficiaries, age 65 years and older, from 2014–2017. The findings of this robust study can help support interventions that can target sub-populations of older adults who are less likely to receive routinely-recommended vaccines.

Corporate Campaign Award

My Shot Campaign
(American Lung Association /
Sanofi Pasteur)

To help spotlight the potential dangers of the flu, especially for adults 50 years of age and older and those with chronic health conditions, the American Lung Association in collaboration with Sanofi Pasteur, the vaccines division of Sanofi, launched the MyShot campaign in October 2018. MyShot is a public awareness campaign that aims to reinforce that the flu is a serious illness and to drive urgency around the importance of flu vaccination for adults 50 years of age and older, with an emphasis on those with one or more chronic health conditions.

The multi-faceted program centers on motivating adults 50 years of age and older and those with chronic health conditions to prioritize flu vaccination and to

speak with their health care provider about vaccine options that may be right for them. This call-to-action is anchored in a comprehensive educational initiative comprising patient and healthcare provider testimonials detailing their personal experiences with the flu; an online hub (GetMyShot.org) featuring a variety of educational resources; national, local and social media outreach; paid advertising elements; and engagement with multiple partners across the country.

MyShot has helped build greater awareness about flu vaccination among older adults and those with chronic conditions. The campaign’s sustained and targeted media outreach, Lung Association communications and partner engagement efforts have resulted in more than 397 million impressions, with significant campaign content engagement across social media and online resources reaching our target audience.

In addition, 10 of the nation’s leading public health and medical community partners are helping to extend reach of the campaign messages.



National Winners

“Immunization Neighborhood” Adult Immunization Champion Award

Tarika S. James, MD
(Laurelton, NY)



Dr. Tarika James is the Chief Medical Officer for the Long Island FQHC, Inc. in Long Island, New York which includes nine healthcare sites. As an FQHC, there are immunization met-

rics and quality improvement measurements they are required to meet.

Approximately four years ago, Dr. James implemented chart reviews two to three days prior to an adult patient visit to evaluate preventative services due includ-

ing vaccines, and these were added in the electronic medical record (EMR) under “Chief Complaint” with the intent to reduce missed opportunities. However, the vaccines were not always given at the visit. This caused Dr. James to look at other interventions and she explored the idea of standing orders for adult vaccines. After obtaining administration buy-in, the intervention was proposed to the facilities. There was some initial resistance to the idea from healthcare practitioners. It was decided to roll out the policy in one facility with influenza vaccine only to test the effectiveness and impact to workflow.

The policy was successful and was rolled out to all 9 facilities. After the effectiveness of the policy was made evident for influenza vaccine administration, other vaccines were added in stages until all recommended adult immuniza-

tions were added to the policy. The implementation of standing orders for all 9 facilities in the Long Island FQHC had a positive impact on adult immunization rates for the patients seen at these facilities. This is due, in large part, to the efforts of Dr. Tarika James.

“Immunization Neighborhood” Adult Immunization Champion Award

Oklahoma City Indian Clinic Pharmacy
(Oklahoma City, OK)

Oklahoma City Indian Clinic (OKCIC) Pharmacy’s mission and vision is to be the national model for American Indian health care, providing excellent healthcare to American Indians, and improve immunization rates among the underserved Native American population. In 2015, the OKCIC Pharmacy initiated a new program by collaborating with the medical, nursing, public health, and ancillary programs to provide improved access to immunizations for adult patients within the community. With a clinic population of nearly 20,000 Native American patients, it is crucial to efficiently identify patients who are in need of immunizations. Multiple processes are utilized to insure stakeholders are informed of their need for vaccinations such as screening all patients at the pharmacy check-out window, patient remind-

ers, and providing pharmacy immunization booths. OKCIC Pharmacy participates in different events provided by the Clinic to take advantage of any opportunity to administer vaccines. In addition, the pharmacy collaborates with the HORIZONS magazine biannually with articles promoting immunization, wellness, prevention, and excellent health care to over 10,000 households and businesses.

Since implementing the immunization program, OKCIC Pharmacy’s main challenge has been attending to the large population at the Clinic. While providing service to almost 20,000 patients with prescription refills, the pharmacy’s goal has been to provide immunizations to patients within 7 minutes without compromising patients’ wait time of 20 minutes for new prescriptions. In 2018, the pharmacy had 82,161 patient encounters, the most among any provider or departments of the Clinic. To maintain a high level of service excellence and pa-

tient satisfaction with the immunization process, OKCIC Pharmacy has worked with pharmacy interns from the local Colleges of Pharmacy. OKCIC pharmacy plans to further decrease wait times and increase patient satisfaction by adding a queue management system in the near future.

In calendar year 2015, the pharmacy staff administered 423 vaccines which improved in 2018 to 4,018 vaccines through coordination and collaboration with the various Clinic departments and community partners. Since the beginning of 2018, the pharmacy’s role in administering 90% of the total adult immunizations has opened up 2,009 provider hours for patients to have greater access to medical care.



National Winners



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SANOPI PASTEUR

National Winners

“Immunization Neighborhood” Adult Immunization Champion Award

North Dakota Department of Health

The North Dakota Department of Health’s immunization and Ryan White program collaboration has led to increased immunization rates among persons living with HIV in North Dakota.

From February 2017- January 2019, immunization rates for this population have increased for all recommended vaccines. Increases in immunization rates are attributed to immunization screening, education, recall activities, IIS historical data entry, and vaccine administration. Successes achieved include:

- Tdap – increase of 18 percentage points
- PCV13– increase of 23 percentage points
- PPSV23– increase of 18 percentage points
- MCV– increase of 46 percentage points
- Hepatitis A complete series– increase of 30 percentage points
- Hepatitis B complete series– increase of 18 percentage points
- HPV complete series– increase of 39 percentage points

In addition to increasing immunization rates among Ryan White clients, this collaboration has assisted the Ryan White Program in providing preventative services that increase the overall health of clients and meet the North Dakota Ryan White quality health measures.



“Immunization Neighborhood” Adult Immunization Champion Award

Ochsner Health System (New Orleans, LA)

In an effort to further improve immunization rates, Ochsner looked into other methods they could deploy which would help improve their adult immunization rates. By completing the LEAN project on their immunization process flow, they understood that a lot of their issues were related to immunization coverage and were able to identify where the most appropriate area for administration of vaccines existed. As a result, a pilot project was born..

The Primary Care and Wellness Clinics at Jefferson highway teamed up with the Ochsner Pharmacy and Wellness (OPW) Primary Care located in the building to create an immunization workflow that would involve referring patients to the on-site community pharmacy for vac-

cine coverage validation and administration.

An “Immunization Station” was placed in a small temporary office space and a new pharmacy technician was hired to process real-time vaccine claims to help determine patient coverage. If the vaccine was approved under the patient’s drug coverage, the tech would communicate to the pharmacist that there was an eligible patient for vaccine administration. If the vaccine was denied under the patient’s drug coverage, a nurse was available to place the vaccine order utilizing the System’s written order guideline (standing order) and administer the vaccine under the patient’s medical insurance. Creation of the Immunization Station reduced the patient shuffle and time wasted identified during the LEAN project. In the initial Immunization Station rollout in September, the clinics focused on referring influenza and pneumococcal vaccines.

By December, the clinics were referring all vaccines to the community pharmacy – influenza, pneumococcal, shingles, tetanus and HPV. While pharmacy was already offering these vaccines to patients across the System at their nine community pharmacy locations, partnering with the Primary care and Wellness clinics at the Jefferson Highway location resulted in even more patients being immunized against vaccine preventable diseases. In 2017, the Ochsner community pharmacies immunized just over 10,300 patients. In 2018, the pharmacies increased their vaccination rates by 131% vaccinating ~16,000 patients.



Honorable Mention Winners

“Immunization Neighborhood” Adult Immunization Champion Award

Uri Bassan, RPh (Albuquerque, NM)

When it comes to increasing immunization rates, pharmacist Uri Bassan is a passionate, knowledgeable, and respected healthcare provider. In addition to giving more than 2,000 flu vaccinations each fall, he has a knack for identifying patients who are in need of vaccination. This has resulted in thousands of Tdap, pneumonia, shingles, travel vaccines and other immunizations given each year. Uri's devotion to his community and relationship with other healthcare providers to protect individual patients in his primary practice site is only part of the story.

With the knowledge that patient convenience will increase immunization rates he has formed relationships and collaborated with area businesses, long term care

facilities, schools, mobile clinics, churches, food banks, homeless shelters and other organizations to provide immunizations on-site. Again, hundreds if not thousands are now protected due to his above and beyond efforts. As exceptional as Uri's efforts have been, they pale in comparison to his most recent accomplishment which has increased immunization rates for the entire state of New Mexico and maybe beyond.

Historically, many state Medicaid plans have excluded pharmacies from filing claims for flu vaccine due to age restrictions. As a result, these Medicaid recipients have been denied the convenience of receiving immunizations in community pharmacies. Uri formed a relationship with the director of Presbyterian Health which administrates about half of Medicaid in the state of New Mexico and worked with them to abolish age restrictions. Now hundreds of thousands

more New Mexico citizens have easy access to immunizations. Many neighboring Texas Medicaid plans followed suite shortly after. Uri is passionate about immunizations and his passion has increased immunization rates in such a large way that is unprecedented.

Laura Scott 2018–19 Outstanding Influenza Season Activities Award

Loretto Health and Rehabilitation Center (Syracuse, NY)



The Loretto Health and Rehabilitation Center in Syracuse, NY, is a 13 floor, 487 bed long term care facility and a 96 bed, short-term stay residential rehabilitation program. The Center and Vicky Lyman, its Infection Preventionist, created a collaboration across its facilities and part-

ners to address healthcare worker influenza vaccination. The program is multifaceted and incorporates multiple aspects to encourage influenza vaccination.

Vaccination clinics are offered on site, and on all three shifts. Rolling carts with supplies for influenza vaccination are taken to units who do not usually attend the clinics, and incentives are offered for all healthcare workers who receive the influenza vaccine. The program continues until all employees are either vaccinated or have declined to be vaccinated.

Mrs. Lyman has also shared the success of this program with other stakeholders, making presentations at the New York State Association of County Health Officials and local health departments of central New York. She also has spoken at the Heart of New York chapter of the Association for Professionals in Infection Control and Epidemiology (APIC) re-

garding the healthcare personnel influenza vaccination efforts.

This season's program has been a success with 843 of the 885 employees receiving their influenza vaccine on site and 11 receiving them elsewhere providing an influenza vaccination rate of 96%. This is due in large part to a dedication to protecting residents, employees and visitors from influenza each year!

Honorable Mention Winners

Corporate Campaign Award

“Chronic Fighter” Merck Sharp & Dohme (Upper Gwynedd, PA)

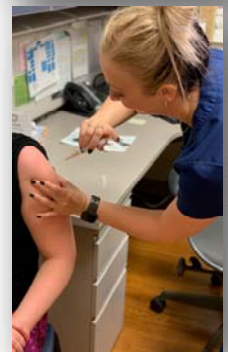
Merck developed a branded Direct to Consumer (DTC) campaign (“Chronic Fighter”) to increase awareness of Pneumococcal Disease (PD) and to educate patients with Heart Disease, Chronic Obstructive Pulmonary Disease (COPD) and Diabetes about their increased risk for the disease. The campaign objective was to motivate these patients to have an informed conversation with their healthcare providers and pharmacists about their increased risk for PD.

People with Diabetes, Chronic Obstructive Pulmonary Disease (COPD), or Heart Disease may have little awareness of Pneumococcal Disease or that their chronic condition puts them at greater risk for it. Underlying conditions weaken the immune system making it harder to

fight off infections, and may leave patients susceptible to PD. Their healthcare providers are their main health influencers, but office visits are often focused on managing their condition and there may be little discussion around the need for added protection against PD.

For patients with these chronic conditions understanding their health situation has become increasingly complex because of so much health information out there. They have made changes to their lifestyle to be healthier but they can be difficult to motivate because any change feels like a burden. The campaign “Chronic Fighter” was developed to educate adults under the age of 65 with certain chronic conditions about their increased risk for Pneumococcal Disease and to empower them to have an informed conversation with their Healthcare Provider about ways to reduce that risk.

The campaign was a fully integrated 360 degrees effort that utilized hyper-targeting for condition-specific messages. The centerpiece of the campaign was a branded TV spot that was utilized across TV, digital and social tactics. Other elements of the campaign included email, banners, social posts and print, in-office and in-pharmacy messaging. There were also partnerships with condition-specific organizations and representative-delivered messages directed to healthcare providers and pharmacy. The campaign focus was to drive the adult patients with these chronic conditions to the product site and to speak with their HCP or Pharmacist about their eligibility for vaccination.



Honorable Mention Winners

Special Recognition

THANK YOU to the members of the NAIIS Awards Committee:

- ◆ Carolyn Bridges (IAC)
- ◆ Amy Parker Fiebelkorn (CDC)
- ◆ Claire Hannan (AIM)
- ◆ *Sarese Marotta (FFF)
- ◆ Diane Padden (AANP)
- ◆ *Mitchel Rothholz, (APhA), chair
- ◆ Elizabeth Sobczyk (GSA)
- ◆ LJ Tan (IAC)
- ◆ Pat Vranesich (IAC)
- ◆ *LaDora Woods (IHRC / CDC)

* = did not vote on or participated in any or some categories

ACCESS NAIIS INFORMATION AND RESOURCES AT: <https://www.izsummitpartners.org/>

QUICK GUIDE TO ADULT VACCINE MESSAGING

Nurses aren't just for kids, but many adults don't know they are vulnerable to vaccine-preventable diseases. It can be challenging to convince adults, without a health-care provider recommendation, that they should be vaccinated, even if they have a high risk of complications from vaccine-preventable diseases due to conditions like heart disease or asthma. The Basic Guide to Adult Vaccine Messaging provides some effective, research-based messages you might like to use, as well as tips on customizing your message and language depending on your audience.

What Motivates Adults to Get Vaccinated?

Researcher to get vaccinated are from various sources. For adults in focus groups research conducted by the U.S. Centers for Disease Control and Prevention (CDC) in 2012, the most common reasons were:

- A recommendation from a health-care provider
- Recommendations from health-care providers on their important factors in convincing adults this decision to vaccinate. Family also was a common factor for health-care providers to advise their patients.
- Positive social pressure that could have indirect consequences
- A desire to protect others

Research also shows that, beyond that, there are several other factors that can influence an adult's decision to get vaccinated. These include:

- A health-care provider's recommendation that they are at risk of getting a vaccine-preventable disease
- A health-care provider's recommendation that they are at risk of getting a vaccine-preventable disease
- A health-care provider's recommendation that they are at risk of getting a vaccine-preventable disease

BECKER'S HOSPITAL REVIEW

Making Prevention the Priority – How to Boost Adult Immunization Rates

Depending on the hospital, the number of adults who get vaccinated in the United States is low. In fact, according to a new study from the Centers for Disease Control and Prevention (CDC), only 10 percent of adults aged 65 and older are up to date on their immunizations. The study, published in the journal *Hospital & Health Services Administration*, found that the most common reason for not getting vaccinated was a lack of information about the benefits of the vaccine. Other reasons included a lack of time, a lack of transportation, and a lack of insurance coverage.

For this reason, it is important for health-care providers to take steps to increase the number of adults who get vaccinated. This can be done through a variety of strategies, including:

- Providing education about the benefits of the vaccine
- Offering transportation services
- Providing insurance coverage
- Offering flexible appointment times



Workgroups take specific actions that will lead to improvements in vaccine uptake, such as through reducing barriers for payment, increasing access to vaccines and vaccinators, and raising awareness of adult immunization recommendations.

ACCESS AND PROVIDER

Working to improve access to and administration of ACIP-recommended vaccines by identifying policy and practice barriers and promoting solutions to increase adult immunization rates, through the promotion of research, sharing of best practices, and development of tools to improve implementation of the national standards.

[LEARN MORE](#)

QUALITY AND PERFORMANCE MEASURES

Working to identify gaps in quality and performance improvement measures for adult immunizations, work with partners to encourage the development of appropriate adult immunization performance measures, and promote the use of such adult immunization measures to increase the overall rates of adult immunization.

[LEARN MORE](#)

Standards for Adult Immunization Practice

The National Vaccine Advisory Committee's revised Standards for Adult Immunization Practice recognize the importance of the healthcare provider recommendation for patients to receive needed vaccines.

Does your organization hold vaccination clinics at satellite, temporary, or off-site locations?

Use the NEWLY UPDATED "Checklist of Best Practices" to make sure that CDC guidelines and best practices for vaccine shipment, transport, storage, handling, preparation, administration, and documentation are followed.

Give a Strong Recommendation for HPV Vaccine

Leading medical organizations issue "Dear Colleague" letter encouraging healthcare professionals to promote HPV vaccination to increase uptake.



INFLUENZA

Working to improve influenza vaccination coverage rates and adult vaccination best practices through system-level approaches, such as promoting healthcare personnel vaccination, creating tools that encourage safe vaccine administration, and developing resources that encourage more providers to vaccinate.

[LEARN MORE](#)

NAIIS In Action

Highlights from Award Nominees

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

The program engaged family practice and internal medicine residency training programs serving in an outpatient clinic. Their practice assessment showed gaps in documenting immunization as well as accessing the state registry. In addition, they found ample opportunity to increase public communication and to make a team-based, impactful recommendation. The winter 2018-19 efforts are being translated into a 2019-20 program, with greater community engagement, along with translation of their residency training model into a resource for training programs nationwide.

Using a quality improvement strategy, supported by the health system's data system, the practices implemented a team-based approach to better documentation and IIS look-up along with a provider recommendation that started with the medical assistant and nurse. Within weeks, the two practices doubled their vaccine rates and they will serve as a model and peer leader for the other primary care practices.

The Program Centers serve a large underserved population, a significant percentage of whom do not speak English. They launched by surveying the barriers to influenza immunization among their patients with diabetes and walk-in patients without appointments, revealing the misperceptions held by as many as 25 percent of their population. In order to address this gap, the whole team was engaged to communicate the benefits of influenza immunization and to make a strong recommendation throughout the health care visit, in terms that their patients could understand. Their efforts formed the foundation of a systemwide approach to promoting influenza immunization in the poor and diverse urban populations, especially among patients with co-morbid conditions such as diabetes and providing a model for FQHCs nationwide.

This program implemented mandatory immunization for influenza of health care workers in their institution which sees 3 million patients a year and has 30,000 employees. They have had sustained implementation of the program for the last 9 years. Their compliance with mandatory flu immunization of their employees has been over 99 percent. The reason given for it working is to protect the patient and the health care worker.

The flu season project implemented grew from pediatric immunization already offered in the school districts. 'Stomp the Flu' targeted public school districts. Inclusion of registration and consent forms in the back to school packets allowed for all students at school districts who participated to have access to the flu vaccine. Soon after school began, the nurses received all their documents from the back to school packets. Six school districts participated in this first year. Compared to previous years, the number of students who received vaccinations at these districts increased a minimum of 100%. The delivery system of the consent forms to the parents decreased the work load of the school nurse and increased participation.

In 2018, the Department of Health and Human Services and Commissioner of Health developed and implemented an incentive program to address the major barrier of getting parental vaccination consent forms returned with the goal of increasing vaccination rates. With contributions totaling \$10,000 a set of chromebooks for the elementary and secondary schools with the highest percentage of returned vaccination consent forms was held. The winning elementary school had an 84% consent form return rate, of which 42% of the forms were "yes" to flu vaccination. The winning secondary school had a 61% consent form return rate, of which 42% were "yes" to vaccination. As a result of the incentive, a total of 2,243 flu vaccinations were administered, double the number of vaccinations that were administered at these clinics in 2017.





STANDARDS FOR ADULT IMMUNIZATION PRACTICES

The National Vaccine Advisory Committee's revised Standards for Adult Immunization Practice were released on September 10, 2013. The NVAC standards recognize the importance of the healthcare provider recommendation for patients to receive needed vaccines, the current low vaccination rates among U.S. adults, and reflect the changed environment within which adult vaccines are now given. The standards were published in the March/April 2014 issue of *Public Health Reports*.

ALL healthcare professionals should take the following steps to ensure that adult patients are fully immunized and have maximum protection from serious diseases.

1. **ASSESS** immunization status of all patients in every clinical encounter.
2. **SHARE** a strong recommendation for vaccines that patients need.
3. **ADMINISTER** needed vaccines or **REFER** to a provider who can immunize.
4. **DOCUMENT** vaccines administered or received by your patients.

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