

Expanding Flu Vaccination and Awareness among Specialty Providers

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CMSS
Council of Medical Specialty Societies

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: Public Health, Medical Associations Call on Federal Authorities, State and Local Governments to Prioritize Safety in COVID-19 Policies](#) (May 7, 2020)
- [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



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

ACOG: Multidisciplinary Outreach on Vaccination

- ▶ **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



ASH Resources: Thrombosis with Thrombocytopenia Syndrome



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COVID-19 RESOURCES

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Thrombosis with Thrombocytopenia Syndrome (also termed Vaccine-induced Thrombotic Thrombocytopenia)

(Version 1.4; last updated April 29, 2021)



NEW WEBINAR: THE DIAGNOSIS AND MANAGEMENT OF TTS (VITT)

This seminar reviews the background, diagnosis, and clinical management of this emerging disorder with CDC and ASH

Preparation for Upcoming Flu Season

- **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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