



# Shoo the Flu<sup>®</sup>

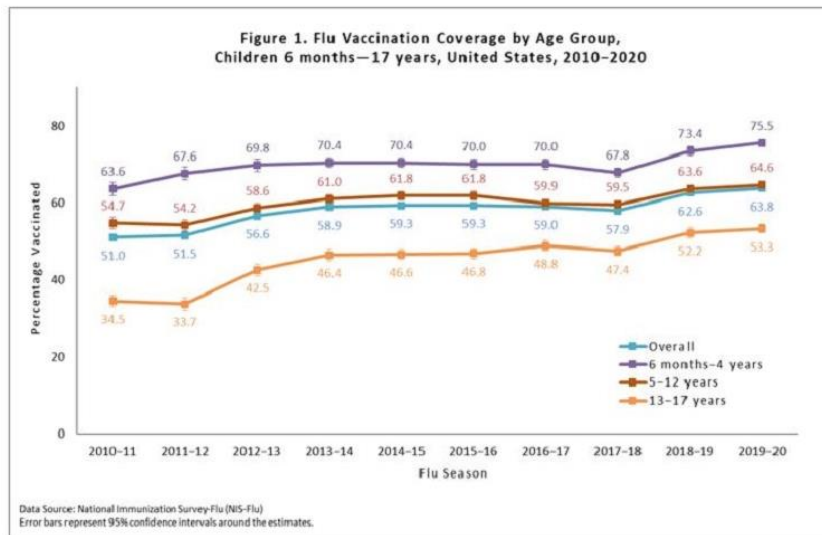
A School-Located Influenza Vaccination Model Program

May 13, 2021

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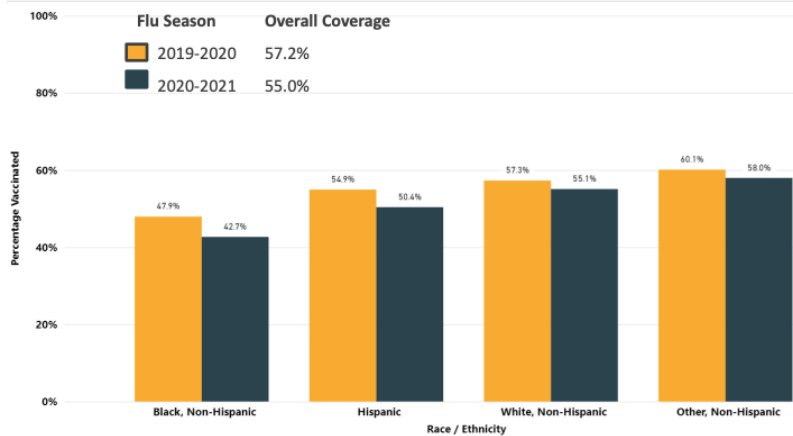
## Coverage Variability Among Child Age Groups



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## Coverage Dip and Race & Ethnicity Disparities

Influenza vaccination coverage among children is lower than last season, and disparities by race and ethnicity have widened



Through week ending January 2, 2021

Data Source: National Immunization Survey - Flu Analysis and slide: Dr. Melinda Wharton, CDC

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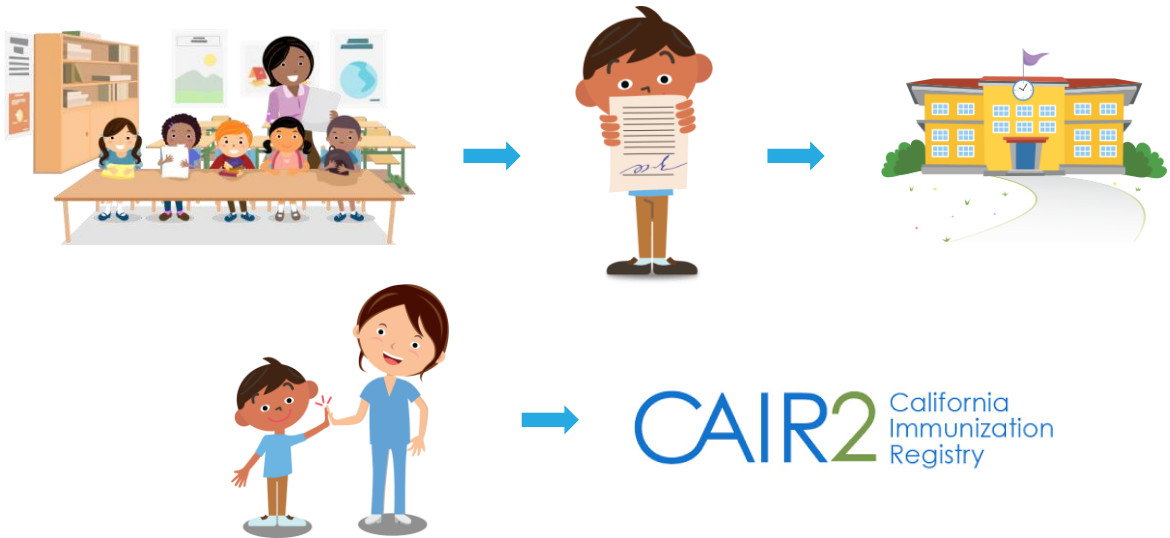
## Shoo the Flu - Reducing Friction for Families

- Multi-year project to determine if vaccinating a large number of Oakland school children against influenza is effective in increasing immunization coverage and limiting community-level transmission
- Model SLIV programs: Hawaii's Stop Flu at School, Southern California Kaiser's Teach Flu a Lesson, Alachua County's Control Flu, Texas's Kick the Flu
- Unique aspects:
  - Dense, urban, multicultural location
  - Public-private partnership
  - Rigorous evaluation
  - Aim for sustainable funding from the beginning



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## How It Works



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## Yearly Participation

	2014	2015	2016	2017	2018	2019
Vaccines given	8,641	11,277	8,732	8,815	8,522	9,052
# of schools	110	138*	102	95	93	95
Avg. school participation rate (range of participation rates)	26% (4-76%)	28% (5-67%)	21% (5-54%)	21% (4-58%)	22% (2-57%)	21 % (4-58%)
% of low income/uninsured students	57%	52%	49%	40%	37%	42%

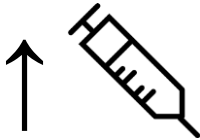
\*Pre-schools included in program

2016 - first year using injectable vaccine only

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## Evaluation Objectives

Measure whether offering school-located vaccination to elementary school students in a large, diverse school district:



Influenza  
vaccination coverage  
among elementary  
school students



Tamiflu prescriptions,  
doctor's visits for flu-like  
illness, hospitalization  
among all ages

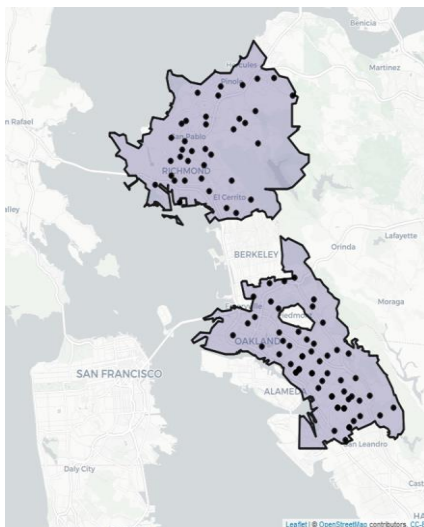


Illness-related  
school absences  
among elementary  
school students



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## Evaluation methods



- Matched cohort study design
  - **Intervention district:** Oakland Unified School District
  - **Comparison district:** West Contra Costa Unified School District
- Data sources: school-based survey, school absence records, flu hospitalization surveillance dataset, large Kaiser Permanente Northern California dataset
- Statistical analysis controlled for differences between districts before the intervention



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# Key findings

5-12 year olds



Community



7-11% higher vaccination coverage

Up to 4% fewer Tamiflu prescriptions\*

3k-8k fewer illness-related school absences per school year

No decrease in flu hospitalization or medically attended ARI\*

1.6% lower Tamiflu prescriptions in adults in 2016-17\*

3-22% lower medically attended ARI in adults\* (but not preschool children)

Lower hospitalization in all ages, 327-715 fewer per season in 65+

\*Data not available for 2017-18  
 medRxiv: <https://doi.org/10.1101/2021.05.03.21256546>  
 Benjamin-Chung et al., *PLoS Medicine* 2020 <https://doi.org/10.1371/journal.pmed.1003238>



**POLICY**

## Vaccinating kids for COVID-19 poses additional challenges for officials

White House has yet to release distribution plan that incorporates school clinics



A 10-year-old boy receives a COVID-19 vaccine from a healthcare worker on April 26. Leaving kids unvaccinated could lead to new, more dangerous virus mutations and delay herd immunity. (Liz Cheney/Getty Images)

“You’re going to end up with school districts that have an 80 percent vaccination rate and school districts that have a 10 percent vaccination rate of their student population. And those same school districts that are at the 10 percent are likely the same districts that have struggled to get back to in-person learning,” Bode said, warning about what will happen if vaccines aren’t offered in schools.



**Roll Call** Ariel Cohen, May 4, 2021

## Planning Partners



### County Health Department

Program/staff hosting, clinical support, technical support, materials/vaccine management



### School District

Consultation on outreach, staff hosting (dual program and evaluation), school nurses and volunteers, data



California Department of Public Health

### State Health Department

Vaccine, technical & clinical support, advocate



### Philanthropic Financing



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## Community Partners

### Insurers/Healthcare Organizations:



### Nursing & Staffing Services:



### Advisors:



Community Advisory Board

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## Key Elements

- Champions from each planning partner
- Dedicated staffing
- Collaboration within local health department
- Engagement of community partners
- “Jump start” and creativity

The recipe is similar for  
**COVID-19 vaccination programs!**

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## [ShootherFlu.org/Toolkit](https://shootherflu.org/toolkit)

**Free Flu Vaccine for Students this Fall**  
Complete & return a consent form so that your student can get vaccinated.  
• Nurses give the flu vaccines during the school day.  
• Students only need a completed consent form for participation.  
• It's a safe & effective way to keep your student healthy.  
Questions? Call your coordinator at 555-555-1212

**FREE FLU SHOTS AT SCHOOL**  
This document provides information for school administrators and staff regarding the implementation of free flu shots at school. It includes details on program goals, eligibility, and the role of school nurses.

**Training Objectives**

- Understand [PROGRAM NAME] and research behind SLIV programs
- Review current recommendations regarding flu vaccination
- Understand the role and duties of a vaccinators
- Feel prepared and confident to make decisions about determining an individual's eligibility to be vaccinated
- Feel comfortable with techniques that can be employed to vaccinate children
- Feel confident about what to do in the case of an emergency such as a severe allergic reaction

**Free Flu Vaccines at [LOCATION] Schools**  
All students at participating [LOCATION] elementary and K-8 schools can get the flu vaccine free—with or without insurance.  
Safe, Easy, Convenient  
Return your student's consent form today. Have it done in minutes at our 555-555-1212

**Free Flu Vaccine for Your Student at School**  
Complete & return a consent form if you would like your student to receive a free flu vaccine.  
Our School's Flu Vaccine Day is: \_\_\_\_\_  
555-555-1212

**TEACHER INSTRUCTIONS**  
Follow the instructions below for providing distribution of materials.  
STEP 1: RETURN CONSENT FORMS TO YOUR OFFICES (if you receive)  
STEP 2: GATHER CONSENTED CONSENT FORMS to the location.  
STEP 3: BRING THE VACCINE PALS, OR FLU SHOT CONSENT FORMS, TO THE FLU SHOT DAY AND RETURN TO THE COLLECTION BUS/BOX before your school's Flu Vaccine Day.  
TURN OVER FOR MORE INSTRUCTIONS

**Free Flu Vaccine for Students This Fall**  
Our School's Date: \_\_\_\_\_  
yourwebsite.com

**Los pediatras recomiendan la vacuna contra la gripe cada año para todos los niños.**

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## Let's Shoo the Flu (and SARS-CoV-2)!

- Activate turn-key program with the Shoo the Flu toolkit at [ShootheFlu.org](https://ShootheFlu.org)
- Experiment with adaptation for COVID-19 vaccination
- Document and share plans and implementation efforts
- Collect information to support evaluation




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Five colorful cartoon monsters representing different viruses. From left to right: a blue monster with horns and wings, a purple spiky monster, a pink spiky monster, a green monster with a tail and two eyes, and a tall yellow monster with a large belly and many spikes on its head.

Thank you

[ShootheFlu.org/Toolkit](https://ShootheFlu.org/Toolkit)



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