Strategies to Increase Immunization Rate

By: Kamyab Ghatan M.D, CIC

The warmth of human connection
Disclosure

I have no actual or potential conflict of interest in relation to this presentation.
PLANNING AHEAD

Using checklist and Guide provided by:
“Canadian Healthcare Influenza Immunization Network”

1. Checklist: Planning Calendar
FIVE STEPS

Start Here!

Step 1: Identify and Engage Your Program Team

Step 2: Outline Your Implementation Plan

Step 3: Determine Appropriate Components and Relevant Tools

Step 4: Secure Resources, Implement, and Monitor

Step 5: Evaluate and Celebrate
Step 1: Identify and Engage Your Program Team

- Establish your team
- Define core roles
- Define other roles
- Seek potential people to recruit
- Identify attributes to look for
STEP 1

• Establish your team
  • Multi-disciplinary team
• Define core and other roles
  • Core: Team Leader, Admin Support, Senior Admin sponsor, Nursing Team Members and etc.
  • Other: Front line staff, volunteers and etc.
• Seek potential people to recruit
  • CEO, VP, Occupational health and safety and etc.
• Identify attributes to look for
Check Point

Step 1

1. Have you identified your multidisciplinary program team? □ □

2. Have you requested support from opinion leaders and senior managers? □ □

3. Do you have someone on your program team designated to coordinate the marketing and communications functions? □ □

4. Do you have someone on your program team who can assist you to determine what information you should collect? □ □

5. Do you have someone on your program team who can assist you to determine how your rates will be calculated? □ □
IMMUNIZATION PROGRAM

Step 2: Outline Your Implementation Plan

• Review your organization’s personnel influenza immunization policy
• Identify strengths, weaknesses, opportunities, & threats
• Identify barriers to implementation & immunization
• Identify goals and objectives
• Set your “launch date”
STEP 2

• Organizational policy review:
  • Updated to the best practice’s recommendations
• Strengths, Weaknesses, Opportunities, & Threats
• Barriers to implementation & immunization
  • Internal barriers Vs. External barriers
  • Individual Vs. Organizational
• Identify goals and objectives
  • Goals are the “WHAT”, Objectives are the “HOW”
• Set your “launch date”
## SWAT Analysis

### SWOT Analysis Template

State what you are assessing here

(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criteria Examples</strong></td>
<td><strong>Criteria Examples</strong></td>
<td><strong>Criteria Examples</strong></td>
<td><strong>Criteria Examples</strong></td>
</tr>
<tr>
<td>Advantages of proposition?</td>
<td>Disadvantages of proposition?</td>
<td>Political effects?</td>
<td></td>
</tr>
<tr>
<td>Capabilities?</td>
<td>Gaps in capabilities?</td>
<td>Legislative effects?</td>
<td></td>
</tr>
<tr>
<td>Competitive advantage?</td>
<td>Lack of competitive strength?</td>
<td>Environmental effects?</td>
<td></td>
</tr>
<tr>
<td>USP's (unique selling points)?</td>
<td>Reputation, presence and reach?</td>
<td>IT developments?</td>
<td></td>
</tr>
<tr>
<td>Resources, Assets, People?</td>
<td>Financials?</td>
<td>Other developments - various?</td>
<td></td>
</tr>
<tr>
<td>Experience, knowledge, data?</td>
<td>Other weaknesses?</td>
<td>Market demand?</td>
<td></td>
</tr>
<tr>
<td>Financial reserves, likely returns?</td>
<td>Inevitable weaknesses?</td>
<td>New technologies, services, ideas?</td>
<td></td>
</tr>
<tr>
<td>Innovative aspects?</td>
<td>Loss of key staff?</td>
<td>Sustaining internal capabilities?</td>
<td></td>
</tr>
<tr>
<td>Location and geographical?</td>
<td>Sustainable financial backing?</td>
<td>Obstacles faced?</td>
<td></td>
</tr>
<tr>
<td>Price, value, quality?</td>
<td>Economy - home, abroad?</td>
<td>Insurmountable weaknesses?</td>
<td></td>
</tr>
<tr>
<td>Accreditations, qualifications, certifications?</td>
<td>Seasonality, weather effects?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Processes, systems, IT, communications?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# OBJECTIVES (SMART)

<table>
<thead>
<tr>
<th>LETTER</th>
<th>CONCEPT</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>Specific</td>
<td>Be specific about what you want to achieve</td>
</tr>
<tr>
<td>M</td>
<td>Measurable</td>
<td>Quantify your objective</td>
</tr>
<tr>
<td>A</td>
<td>Attainable</td>
<td>Make sure what you are attempting to do is achievable</td>
</tr>
<tr>
<td>R</td>
<td>Realistic</td>
<td>Make sure your objective is realistic and that you have the necessary resources</td>
</tr>
<tr>
<td>T</td>
<td>Time-oriented</td>
<td>State a timeframe to achieve the objective</td>
</tr>
</tbody>
</table>
## GOALS & OBJECTIVES

<table>
<thead>
<tr>
<th>GOAL</th>
<th>OBJECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>To increase the uptake of influenza immunization</td>
<td>Our program will include three components: 1. Education 2. Testimonials from leaders 3. Mobile carts to increase the uptake of influenza immunization</td>
</tr>
<tr>
<td>To calculate an accurate influenza immunization rate for our organization</td>
<td>1. Our program team will establish a systematic way to count the number of paid and unpaid personnel for this year’s program. 2. Our program team will establish a comprehensive method to determine who was and who was not immunized this year so year-to-year comparisons can be made.</td>
</tr>
<tr>
<td>To communicate the influenza immunization rates at selected intervals to the appropriate informal and formal entities</td>
<td>1. Report immunization rates at regular intervals to staff, managers, and senior administrators during and after this year’s program. 2. Comply with formal reporting requirements of public and government agencies.</td>
</tr>
</tbody>
</table>
Check Point

Step 2

6. Do you have a process to obtain consent for immunization refusals (i.e. declination forms)? □ □

7. Have you identified potential barriers to success? □ □

8. Have you engaged those individuals who normally are not immunized to assist in identifying potential solutions to the barriers identified? □ □

9. Have you set your target immunization rate for the current program season (i.e. number of immunized personnel / target increase in personnel immunization over last year)? □ □

10. Have you incorporated the Ottawa Influenza Decision Aid as one of your tools? □ □

11. Have you reviewed your healthcare personnel immunization policy? □ □
IMMUNIZATION PROGRAM

Step 3: Determine Program Components and Relevant Tools

- Legislation/ regulation
- Improved Access
- Education/ promotion
- Role models
- Measurement and feedback
## STEP 3

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>OPERATIONAL DEFINITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legislation &amp; Regulation</td>
<td>Interventions involving changes in immunization policy for healthcare personnel</td>
</tr>
<tr>
<td>Improved Access</td>
<td>Strategies to allow for easier access to immunization for healthcare personnel</td>
</tr>
<tr>
<td>Education &amp; Promotion</td>
<td>Organized effort to raise awareness and increase knowledge about influenza and influenza immunization</td>
</tr>
<tr>
<td>Role Models</td>
<td>Activities that involve leaders and/or senior staff to encourage immunization</td>
</tr>
<tr>
<td>Measurement &amp; Feedback</td>
<td>Tracking of immunization rates of healthcare personnel and dissemination of results</td>
</tr>
</tbody>
</table>
**STEP 3**

**Examples**
- Immunization advocates
- Public support from leaders
- Visible immunization of senior administrator

**Examples**
- Regular monitoring of immunization rates
- Reporting of coverage rates to administration and HCP
- Pre- and post-campaign worksheet to calculate immunization rate
- Post-campaign announcement

**Examples**
- Mobile vaccine carts
- Peer-to-peer immunization
- Additional or extended vaccine clinics

**Examples**
- Group educational sessions
- Incentives for receiving vaccine
- Pamphlets
- Ottawa Influenza Decision Aid

**Examples**
- Staff immunization policy
- Mandatory immunization policy
- Declination form
Check Point

Step 3

12. Do you have a policy that strongly supports influenza immunization of healthcare personnel?

13. Does your policy include the use of declination or decision forms?

14. Do you have multiple clinics that are easy to access?

15. Do your clinics offer flexible hours?

16. Have you planned an event to launch / promote the campaign?

17. Have you included activities that encourage immunization and involve leaders and / or senior personnel?

18. Do you have incentives to engage the undecided? (e.g. stickers, time off, quizzes, contests, prizes, etc.)?
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>19.</td>
<td>Have you developed a broad communication plan?</td>
</tr>
<tr>
<td>20.</td>
<td>Is reference material accessible for personnel who may want to learn more about influenza and immunization (e.g. information on the organization’s intranet, links to websites, publications, etc.)?</td>
</tr>
<tr>
<td>21.</td>
<td>Do you have support and commitment from the senior medical personnel?</td>
</tr>
<tr>
<td>22.</td>
<td>Do you have a system in place to track and monitor the immunization results (i.e. data)?</td>
</tr>
<tr>
<td>23.</td>
<td>Do you have a process / formula established to calculate and compare your immunization rates?</td>
</tr>
</tbody>
</table>
IMMUNIZATION PROGRAM

Step 4: Secure Resources, Implement, and Monitor

- Secure resources
- Implement your plan
- Monitor your progress
STEP 4

• Secure resources
  • Alternative and creative ways of maximizing resources
  • Organizational support
  • Additional resources

• Implement your plan
  • Outlined your plan and secured the necessary resources
  • Planned activities and creative ideas are put into action
STEP 4

Monitor your progress

• Track immunization rates & comparing them to your targets
• Setting up daily/ weekly tracking documentation processes
• Setting up a system to advise personnel of daily / weekly immunization program progress
• Continually evaluating progress and the success / failure of various strategies being used
• Holding periodic planning meetings and updates with the program team
• Troubleshooting issues as they occur
• Brainstorming solutions to barriers that you may not have thought of during the planning phases
<table>
<thead>
<tr>
<th>Step 4</th>
<th>Question</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24. Have you identified the human resources you will need?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>25. Do you have enough people to get the job done?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>26. Have you identified the financial resources you will require?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>27. Have you secured the resources you need?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>28. Do you have a standardized approach to monitor healthcare personnel immunization rates?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
IMMUNIZATION PROGRAM

Step 5: Evaluate and Celebrate

• Reflect on and evaluate your program
• Celebrate
STEP 5

• Reflect on and evaluate your program
  • What worked well
  • What changes should be made to ensure future successes
  • Process evaluation looks at the effectiveness of your program process.
  • Outcome evaluation focuses on the impact of your immunization program.
STEP 5

• Celebrate

• Remember to communicate your findings as soon as possible and celebrate milestones!
Check Point

Step 5

29. Have you developed an evaluation plan for the program?

30. Have you planned a post-immunization campaign event / strategy to share the results with personnel?
Sienna Senior Living

Top 7 Care Communities Team Member’s Immunization Rates:

1. Cheltenham: 98%
2. Fountain View: 97%
3. Harmony Hills: 95%
4. Camilla: 95%
5. Streetsville: 94%
6. Trillium: 94%
7. Creedan Valley: 93%
Strategies

Pre- Clinic:

• Advance warning and promotion of the flu vaccine
• Include the education and expectation during hiring process, and remind new hired to provide Flu shot consent during Flu season
• For those that have not been working for the past 3-6 months, confirm their status, then update the list to active/ inactive.
• On-going reminder regarding importance of Flu immunization, protection for self and others, etc.
Strategies

Pre- Clinic:

• Ensure Staff aware the work policy during outbreak and ensure compliance during an outbreak

• Prior to flu immunization, about one month in advance, initiate a flu board with tips and facts
Strategies (Cont.)

During Clinic:

• Ongoing promotion and “push” from evening RN covering evenings and into night shifts.
• Giveaways such as chocolate and hand sanitizers
• All-day flu clinic to capture days and evenings.
• DOC strongly encourages the day and evening shifts, taking the vaccine cart with to the different departments.
• Contact the few, who are part-time or casual, with a standing offer to drop by for the vaccine. (As per union agreement)
Strategies (Cont.)

During Clinic:

• Using same regular staff from previous year as she/he has rapport among staff
• Other than the pre-arranged Flu clinic, flexibility to offer vaccination during odd hours, like 0600 or 2300
• Tracking part-time/ casual staff for the next working dates to ensure they are approached on those days.
• Use excel for tracking all staff
Strategies (Cont.)

During Clinic:

• Share percentage of individual department during morning meetings
• Mobile cart, going from unit to unit, department to department rather than setting up clinics.
• Check daily schedule to offer immunization to working staff
• Discussion with managers to identify unimmunized staff in each department.
• If staff decline, complete health teaching and provide them the policy re: influenza outbreak and working
Strategies (Cont.)

Post-Clinic:

• Posting of statistics by department hoping that will prompt a few more to come forward.

• Regular report to department managers, for follow-up with Staff who requires immunization & encourage them either to take it here or from their own MD

• Nursing Managers available to give Flu shot during office hours
BARRIERS

- Last year’s unmatched Influenza A vaccination
- Alternative to vaccination (Tamiflu)
- Lack of access to influenza vaccine
- Belief that influenza is not a serious illness/not a risk for young or healthy people
- Belief that influenza vaccine is not effective
- Belief that influenza vaccine causes illness/side effects
- Fear of injections
- Lack of enthusiasm about influenza vaccination
- HCP represent diverse cultures
It takes a whole organization, with support at every level, to plan and implement a successful influenza immunization program.
The warmth of human connection