
Strategies to Increase Immunization Rate

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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
2. Guide: A Guide for Program Planners

FIVE STEPS



IMMUNIZATION PROGRAM

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

		YES	NO
Step 1	1. Have you identified your multidisciplinary program team?	<input type="checkbox"/>	<input type="checkbox"/>
	2. Have you requested support from opinion leaders and senior managers?	<input type="checkbox"/>	<input type="checkbox"/>
	3. Do you have someone on your program team designated to coordinate the marketing and communications functions?	<input type="checkbox"/>	<input type="checkbox"/>
	4. Do you have someone on your program team who can assist you to determine what information you should collect?	<input type="checkbox"/>	<input type="checkbox"/>
	5. Do you have someone on your program team who can assist you to determine how your rates will be calculated?	<input type="checkbox"/>	<input type="checkbox"/>

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.)

criteria examples

Advantages of proposition?
Capabilities?
Competitive advantages?
USP's (unique selling points)?
Resources, Assets, People?
Experience, knowledge, data?
Financial reserves, likely returns?
Marketing - reach, distribution, awareness?
Innovative aspects?
Location and geographical?
Price, value, quality?
Accreditations, qualifications, certifications?
Processes, systems, IT, communications?
Cultural, attitudinal, behavioural?
Management cover, succession?
Philosophy and values?

strengths

weaknesses

criteria examples

Disadvantages of proposition?
Gaps in capabilities?
Lack of competitive strength?
Reputation, presence and reach?
Financials?
Own known vulnerabilities?
Timescales, deadlines and pressures?
Cashflow, start-up cash-drain?
Continuity, supply chain robustness?
Effects on core activities, distraction?
Reliability of data, plan predictability?
Morale, commitment, leadership?
Accreditations, etc?
Processes and systems, etc?
Management cover, succession?

criteria examples

Market developments?
Competitors' vulnerabilities?
Industry or lifestyle trends?
Technology development and innovation?
Global influences?
New markets, vertical, horizontal?
Niche target markets?
Geographical, export, import?
New USP's?
Tactics: eg, surprise, major contracts?
Business and product development?
Information and research?
Partnerships, agencies, distribution?
Volumes, production, economies?
Seasonal, weather, fashion influences?

opportunities

threats

criteria examples

Political effects?
Legislative effects?
Environmental effects?
IT developments?
Competitor intentions - various?
Market demand?
New technologies, services, ideas?
Vital contracts and partners?
Sustaining internal capabilities?
Obstacles faced?
Insurmountable weaknesses?
Loss of key staff?
Sustainable financial backing?
Economy - home, abroad?
Seasonality, weather effects?

OBJECTIVES (SMART)

LETTER	CONCEPT	
S	Specific	Be specific about what you want to achieve
M	Measurable	Quantify your objective
A	Attainable	Make sure what you are attempting to do is achievable
R	Realistic	Make sure your objective is realistic and that you have the necessary resources
T	Time-oriented	State a timeframe to achieve the objective

GOALS & OBJECTIVES

GOAL	OBJECTIVE
To increase the uptake of influenza immunization	Our program will include three components: <ol style="list-style-type: none">1. Education2. Testimonials from leaders3. Mobile carts to increase the uptake of influenza immunization
To calculate an accurate influenza immunization rate for our organization	<ol style="list-style-type: none">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.
To communicate the influenza immunization rates at selected intervals to the appropriate informal and formal entities	<ol style="list-style-type: none">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.

Check Point

		YES	NO
Step 2	6. Do you have a process to obtain consent for immunization refusals (i.e. declination forms)?	<input type="checkbox"/>	<input type="checkbox"/>
	7. Have you identified potential barriers to success?	<input type="checkbox"/>	<input type="checkbox"/>
	8. Have you engaged those individuals who normally are not immunized to assist in identifying potential solutions to the barriers identified?	<input type="checkbox"/>	<input type="checkbox"/>
	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)?	<input type="checkbox"/>	<input type="checkbox"/>
	10. Have you incorporated the Ottawa Influenza Decision Aid as one of your tools?	<input type="checkbox"/>	<input type="checkbox"/>
	11. Have you reviewed your healthcare personnel immunization policy?	<input type="checkbox"/>	<input type="checkbox"/>

IMMUNIZATION PROGRAM

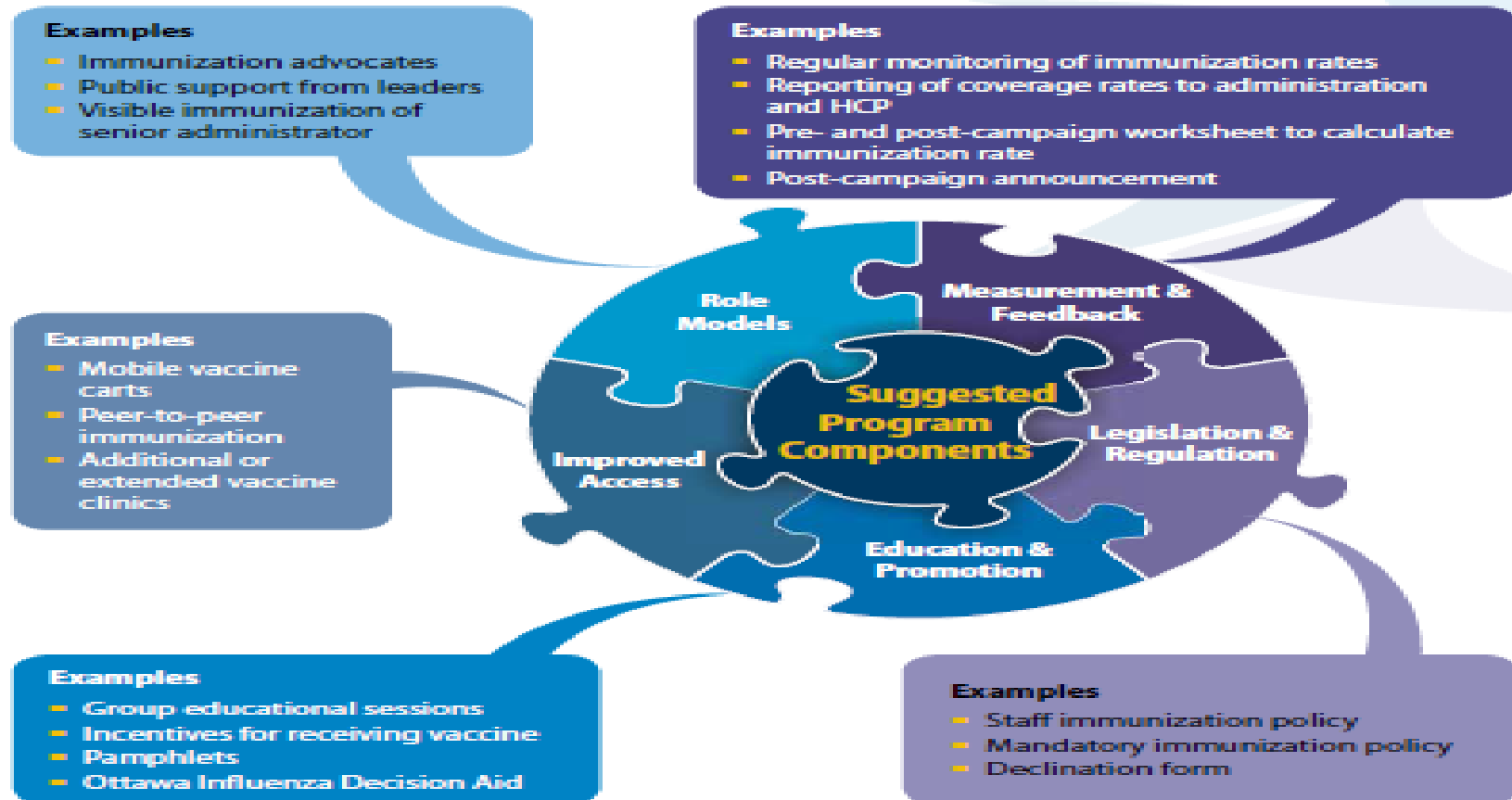
Step 3: Determine Program Components and Relevant Tools

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

STEP 3

COMPONENT	OPERATIONAL DEFINITION
Legislation & Regulation	Interventions involving changes in immunization policy for healthcare personnel
Improved Access	Strategies to allow for easier access to immunization for healthcare personnel
Education & Promotion	Organized effort to raise awareness and increase knowledge about influenza and influenza immunization
Role Models	Activities that involve leaders and/or senior staff to encourage immunization
Measurement & Feedback	Tracking of immunization rates of healthcare personnel and dissemination of results

STEP 3



Check Point

		YES	NO
Step 3	12. Do you have a policy that strongly supports influenza immunization of healthcare personnel?	<input type="checkbox"/>	<input type="checkbox"/>
	13. Does your policy include the use of declination or decision forms?	<input type="checkbox"/>	<input type="checkbox"/>
	14. Do you have multiple clinics that are easy to access?	<input type="checkbox"/>	<input type="checkbox"/>
	15. Do your clinics offer flexible hours?	<input type="checkbox"/>	<input type="checkbox"/>
	16. Have you planned an event to launch / promote the campaign?	<input type="checkbox"/>	<input type="checkbox"/>
	17. Have you included activities that encourage immunization and involve leaders and / or senior personnel?	<input type="checkbox"/>	<input type="checkbox"/>
	18. Do you have incentives to engage the undecided? (e.g. stickers, time off, quizzes, contests, prizes, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>

Check Point

	YES	NO
19. Have you developed a broad communication plan?	<input type="checkbox"/>	<input type="checkbox"/>
20. 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.)?	<input type="checkbox"/>	<input type="checkbox"/>
21. Do you have support and commitment from the senior medical personnel?	<input type="checkbox"/>	<input type="checkbox"/>
22. Do you have a system in place to track and monitor the immunization results (i.e. data)?	<input type="checkbox"/>	<input type="checkbox"/>
23. Do you have a process / formula established to calculate and compare your immunization rates?	<input type="checkbox"/>	<input type="checkbox"/>

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

Check Point

		YES	NO
Step 4	24. Have you identified the human resources you will need?	<input type="checkbox"/>	<input type="checkbox"/>
	25. Do you have enough people to get the job done?	<input type="checkbox"/>	<input type="checkbox"/>
	26. Have you identified the financial resources you will require?	<input type="checkbox"/>	<input type="checkbox"/>
	27. Have you secured the resources you need?	<input type="checkbox"/>	<input type="checkbox"/>
	28. Do you have a standardized approach to monitor healthcare personnel immunization rates?	<input type="checkbox"/>	<input type="checkbox"/>

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

		YES	NO
Step 5	29. Have you developed an evaluation plan for the program?	<input type="checkbox"/>	<input type="checkbox"/>
	30. Have you planned a post-immunization campaign event / strategy to share the results with personnel?	<input type="checkbox"/>	<input type="checkbox"/>

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

INFLUENZA IMMUNIZATION PROGRAM



It takes a whole organization, with support at every level, to plan and implement a successful influenza immunization program



