The Virtual Immunization Communication (VIC) Network is a project of the National Public Health Information Coalition (NPHIC) and the California Immunization Coalition, funded through a cooperative agreement with the Centers for Disease Control and Prevention.
A nationwide ‘virtual’ immunization community of health educators, public health communicators and others who promote immunizations.
National Public Health Information Coalition (NPHIC)

www.NPHIC.org
We Are Getting Ready!

Planning for National Immunization Awareness Month (NIAM) 2017 is underway #NIAM17

The themes and dates for this year are:
- July/August - Back to School: Ready for school? Make sure those vaccine records are up to date!
- July 31 through August 6 - Babies and Young Children: A healthy start begins with on-time vaccinations.
- August 7 through 13 - Pregnant Women: Protect yourself and pass protection on to your baby.
- August 14 through 20 - Adults: Vaccines are not just for kids.
- August 21 through 27 - Preteens/Teens: Ensure a healthy future with vaccines.

We expect the 2017 NIAM toolkit to be available the week of June 26, 2017. If you have any questions, please email Loresta Canton at lcanton@nphic.org.
national IMMUNIZATION awareness month
Objectives

- Review the NIAM toolkit and key messages for National Immunization Awareness Month
- Identify CDC web resources that can be used or adapted for use in clinical or state/local immunization digital promotions
- Understand social media plans for #NIAM17
- Know about ways to develop a strong team approach to promoting vaccinations.
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www.NPHIC.org/niam
A nationwide ‘virtual’ immunization community of health educators, public health communicators and others who promote immunizations.
Questions for Presenters?

- Ask questions using the Q&A window
- This webinar is being recorded
- Replays will be available

Frequently Asked Questions

1. Will I be able to get a copy of the slides after the webinar?
   ✔ Yes – a copy will be posted on the VICNetwork.org site

2. Will I receive a copy of the webinar recording?
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Frequently Asked Questions

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Promote the importance of immunizations with this communications toolkit

This toolkit was created to promote the importance of immunizations during National Immunization Awareness Month (NIAM), which occurs every August. We encourage you to use the valuable resources in this toolkit throughout the year.

The 2017 edition of the toolkit contains key messages, vaccine information, sample news releases and articles, sample social media messages, links to web resources from CDC and other organizations, and logos, web banners, posters and graphics to use with social media. It also includes a media outreach toolkit.

nphic.org/niam

The toolkit is structured to highlight the need for vaccines throughout our lives. Each section can be downloaded separately.
Central messages throughout the toolkit:

- Vaccines protect against serious diseases
- These diseases still exist and outbreaks do occur
- Vaccines are recommended throughout our lives
- Vaccines are very safe
Objectives

- Highlight value of immunization for people of all ages
- Disseminate consistent, coordinated messages across national, state, and local levels
- Utilize social and digital media to reach target audiences with tailored messages and resources
Themes for #NIAM2017

**July / August:** Ready for school? Make sure those vaccine records are up to date! (School-aged children)

**July 31-Aug 6:** A healthy start begins with on-time vaccinations (Babies and young children)

**August 7-13:** Protect yourself and pass protection on to your baby (Pregnant women)

**August 14 - 20:** Vaccines are not just for kids (Adults)

**August 21-27:** Ensure a healthy future with vaccines (Preteens and Teens)
Weekly Themes

July/August  Preschool through college-age

READY FOR SCHOOL? Check those vaccine records.

July 31 – August 6  Babies and Young Children

A HEALTHY START BEGINS with on-time vaccinations.
Weekly Themes

August 7-13  Pregnant women

PROTECT YOURSELF
and pass protection on to your baby.

August 14-20  Adults

VACCINES
are not just for kids.
Weekly Themes

July 21 – 27 Preteens and Teens

ENSURE A HEALTHY FUTURE with vaccines.
Communication Toolkit

Communication Toolkit: Babies & Young Children

A HEALTHY START BEGINS with on-time vaccinations.

Updated 6/9/2017

Vaccines give parents the safe, proven power to protect their children from serious diseases. Parents can provide the best protection by following the recommended immunization schedule – giving their child the vaccines they need, when they need them.

Babies receive vaccinations that help protect them from 14 diseases by age 2. It is very important that babies receive all doses of each vaccine and receive each vaccination on time. After age 2, children are still recommended to receive a yearly flu vaccine. Children are also due for additional doses of some vaccines between 4 and 6 years of age. Following the recommended immunization schedule is one of the most important things parents can do to protect their children’s health. If a child falls behind the recommended immunizations schedule, vaccines can still be given to “catch-up” the child before adolescence.

Child care facilities, preschool programs, and schools are prone to outbreaks of


Resources for each week

- Sample key messages
- Specific vaccine information
- Frequently asked questions
- Sample news releases and drop-in articles
- Sample social media messages
- Logos and graphics
- Web links and resources
Communication Toolkit: Media Outreach Toolkit

The following is a preview of the Media Outreach Toolkit. To download it completely, click Download this SECTION. Click Download the FULL TOOLKIT for all NIAM documents.

Communication Toolkit: Media Outreach Toolkit

Updated 6/29/16

About the Campaign
Each year in August, the National Public Health Information Coalition sponsors National Immunization Awareness Month (NIAM) to highlight the importance of vaccination for people of all ages.

About the Toolkit
The purpose of the media outreach toolkit is to provide information, strategies, and resources to help guide public health planners, communicators, educators, and other health professionals engage media and encourage on-time vaccination for people of all ages.

Although the toolkit includes information specific to NIAM, it can be used throughout the entire year for a variety of public health issues.
Graphics and logos for websites and social media accounts

Logos and Banners

A HEALTHY START
begins with on time vaccinations.
Twitter Graphics
Customizable Posters

ENSURE A HEALTHY FUTURE with vaccines.

Vaccines help preteens and teens stay healthy.
Get social
Sharing #NIAM17

- Include NIAM info/ banners on websites and Facebook
- Articles using themes
- Facebook and Blog posts
- Tweets
- Local stories
- Facebook, Twitter, Snapchat, Instagram, Pinterest
Maximizing Social Media Reach

- Use sample social media messages provided in the toolkit to promote vaccination during #NIAM17 [www.nphic.org/niam](http://www.nphic.org/niam)
- Hashtag for NIAM is #NIAM17
- Also consider #vaccineswork, #vaccines
- CDC will also be using the hashtag #TeamVax during NIAM to show how individuals, communities, partner organizations, and healthcare professionals together support vaccination
Immunization and Vaccines

Immunization and vaccination videos. Understanding the importance of vaccines is crucial for you to protect your health.

1. Hepatitis B - #VaccinesByTheNumbers
   by Centers for Disease Control and Prevention (CDC)
   0:41

2. Vaccines By The Numbers
   by Centers for Disease Control and Prevention (CDC)
   0:29

3. Chickenpox - #VaccinesByTheNumbers
   by Centers for Disease Control and Prevention (CDC)
   0:29

4. Pneumococcal - #VaccinesByTheNumbers
   by Centers for Disease Control and Prevention (CDC)
   0:31

5. Measles - #VaccinesByTheNumbers
   by Centers for Disease Control and Prevention (CDC)
   0:36
ANATOMY OF A GOOD POST

- Post copy teases information to drive clicks, makes personal connection to readers’ experiences
- Bright visuals capture attention in users’ News Feed
- Link brings visitors to .gov destination to engage with full, long-form content

Listicle headline delivers socially sharable format that puts moms in the know
ANATOMY OF A GOOD POST

Reserved use of hashtags places content in vaccination conversation.

Strong visual elicits emotional response with subject matter and captures attention.

Post copy compelling, yet simple and easy to read.

Link brings users to engage with long-form content on owned content hub.

#Measles vaccination has saved an estimated 17.1 million lives since 2000 goo.gl/w7VYi0 #VaccinesWork
ANATOMY OF A GOOD POST

Strong quote used to create graphic that pops in users Instagram feeds, showing multiple ways to create and use visuals on social platforms beyond photos.

Post copy establishes Dr. Downey’s credentials and bolsters perception of post relevance and quality.

Link brings users to engage with long-form content on owned content hub.
10 Things You Can Do During NIAM17

National Immunization Awareness Month (NIAM) is an annual observance to highlight the importance of vaccination for people of all ages. Partners like you are key to raising awareness about the importance of vaccination, and NIAM is another great opportunity for you to remind your audiences about the benefits of immunization. Show your support and spread the word about the importance of vaccines for people of all ages.

There are many ways you can get involved, so we've developed a list of 10 things you can do to promote vaccination during NIAM. You don't have to have tons of time or money; the range of activities allows you to pick and choose which are most feasible for your organization.

1. Update your materials with the latest information, FAQs, and sample key messages that are provided in the NIAM toolkits developed by the National Public Health Information Coalition (NPHIC). To aid you in targeting your messages more effectively, each toolkit focuses on a different stage of the lifespan:
   - Back-to-School (July/August)
   - Babies & Young Children (July 31 – August 6)
   - Pregnant Women (August 7 – 13)
   - Adults (August 14 - 20)
   - Preteens & Teens (August 21 – 27)
2. Use social media throughout the month to show your engagement with NIAM activities. This year's official hashtag is #NIAM17, and the NIAM toolkits include sample social media messages that you can use as is or tailor to your specific audience(s).
3. Place NIAM logos and banners on your website and/or social media platforms to highlight your...
Next Steps

- **ToolKit available** on www.nphic.org/niam
- Develop outreach plan – guide will be posted VICNetwork.org
- Identify audiences, messages, channels
- Highlight and share your activities
Highlight Your Activities
Acknowledgements

- Loreeta Canton, NPHIC
- Nancy Erickson, NPHIC and Vermont Department of Health
- Ashley Brooks, CDC
- Michelle Basket, CDC
- Leslie Rodriguez, CDC
- Aparna Ramakrishnan, CDC
- Joe Rebele, NPHIC
- Patti King, NPHIC
- NCIRD HCSO Campaign Teams
CDC’s Latest and Greatest Resources to Use During NIAM

Ashley Brooks
Health Communications Specialist
ylo6@cdc.gov
Childhood Vaccination Communications

- Provider Resources for Vaccine Conversations with Parents
  www.cdc.gov/vaccines/conversations

- CDC Medscape Expert Commentaries
  - Providing Health Care Providers and Doctors with Tools to Approach Vaccines with Vaccine Hesitant Parents- Nancy Messonnier, MD
    • Not available until July 24, 2017
  - Overcoming Vaccine Concerns and Refusals, Anne Schuchat, MD

- Digital Listicles for Parents
  - Facts for Parents about Vaccine Preventable Diseases
  - 9 Things to Make Shots Less Stressful...For You and Your Baby

- Vaccine Preventable Disease Tile Graphics
Preteen/Teen Vaccination Communications

- “Preventing Cancer Just Got Easier” Decision Tree

- Preteen VaxScene Webinar Series

- Tip Sheets
  - “What Can We Do”
  - “Talking to Parents about HPV Vaccine”
  - “Top 10 List for HPV #VaxSuccess
Maternal Vaccination Communications

- “Talking to Your Pregnant Patients about Vaccines” webpage
  https://www.cdc.gov/vaccines/pregnancy/hcp/index.html

- “Healthy Pregnancy Tips from the CDC” Maternal Motion Graphic
  https://www.youtube.com/watch?v=wGvr4S33tW4

- “Vaccines & Pregnancy: Top 7 Things You Need To Know” Listicle
  https://www.cdc.gov/vaccines/pregnancy/pregnant-women/need-to-know.html

#1. You aren’t just protecting yourself—vaccines during pregnancy give your baby some early protection too!
Adult Vaccination Communications

- CDC Adult Vaccine Quiz
  [https://www2.cdc.gov/nip/adultimmsched/](https://www2.cdc.gov/nip/adultimmsched/)

- Coming August 2017:
  - Heart Health Matte Article
  - Diabetes Animated Infographic
What Can You Do to Promote #NIAM17?

- Promote and share our newest resources
- Make sure your immunization materials are up to date
- Use social media throughout the month and add #NIAM17
- Place NIAM logos and banners on your website, e-mail signatures, and social media
- Use content syndication on your websites
Keep The Team Approach

Swedish Medical Group
Swedish - Nonprofit Healthcare Organization

Our Mission
Improve the health and well-being of each person we serve.

Our Vision
Demonstrate the highest-quality, best-value health care to all we serve.

Our Values
- Safety
- Patient-centered care
- Respect, caring and compassion
- Teamwork and partnership
- Continuous learning and improvement
- Leadership
Care Team Model

Clinic level interaction

Core Care Team

Provider

PSC/PSR

Clinic RN/LPN

Patient & Family

MA
Our Immunization Culture

1) Patient Engagement

2) Patient Education

3) Vaccine Coordination

4) Accessibility

5) Proactive Care
Patient Engagement

• Shared decision making with patient (parent) & Caregivers (Provider, Nurse, MA) utilizing the Care Team Model approach

• Keep open lines of communication

• Caregivers are strong proponents of immunizing
  – We follow the ACIP recommended immunization schedules

Even if patient on alternative schedule, accept it and continue to promote immunizing. Never stop immunizing.
Patient Education

— Provider
  • Strong recommendations at every Well Child Care (WCC) appointment even if declined in the past

— Washington State Dept of Health publishes a booklet called, “Plain Talk About Childhood Immunizations”
  • Display a copy in every exam room

— Always offer the Vaccine Information Statement (VIS)
Vaccine Coordination

- In some of our clinics during the 2 week WCC appointment, PSCs schedule the entire 1st years’ worth of WCC appointments.

- PSCs also leave reminder notes in appointment notes to remind parents to schedule the next WCC when they notice that a child does not have their next WCC scheduled.

Definitions:

- **WCC**: Well Child Check
- **PSC**: Patient Service Coordinator
- **PSR**: Patient Service Representative
Accessibility

- Immunization Clinics
  - Adequate Staffing - PSRs, PSCs, MAs, and Nurses: All are needed from the Care Team Model to ensure ease of the immunization clinic appointment
  - Nurse/MA Visit - patient comes into clinic for vaccinations only (not to see a Provider)
    - Availability 3-4 times per week
    - If there is a “No Show,” then MA follows up right away with a phone call to get patient rescheduled

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<td>PEDS RN</td>
<td>IMMUNIZATIONS/...</td>
</tr>
</tbody>
</table>
**Proactive Care**

- **Outreach and future scheduling**
  - Phone calls
  - Letters
  - MyChart messaging

- **Communicate Clinic Performance**
  - Reports from the Quality & Value Team emailed monthly to clinics
  - Also, clinics can run their own reports:
    - For example: catch up 2 year olds, those entering kindergarten or middle school whom may be due for immunizations
  
  Vaccine Coordinators in the clinic review monthly report and do initial outreach to patients that are close to missing the 24 month requirement.

  Cross reference patient in WA State Immunization State Database (WA IIS) and Epic to ensure vaccines are needed.
  
  a. Check for declinations or contraindications.
  b. Patients who are on a delayed schedule will remain on the report until vaccinated or aged out.
  c. Staff are to schedule patients for upcoming WCC or visits to review immunizations.
Our Tools for Measuring & Outreach

**Internal Resources:**
- Epic (Patient Electronic Medical Chart)
  - Healthy Planet
  - Health Maintenance Reminders (built to current ACIP guideline)
- Wellspot
  - Child Immunization Status Page
  - Child Immunization Clinical Excellence Index (CEI) Improvement Toolkit
- Tableau
  - Childhood Immunization Dashboard
  - Weekly Primary Care CEI Dashboard
  - Outreach Report

**External Resources:**
- Washington State Immunization Information System (WA IIS)
  - Access Coverage Rate Reports
- ACIP
  - Vaccine Guidance/Updates/Recommendations
Clinical Excellence Index (CEI)

Internal Performance:
• Current CEI performance: 80% (Epic based, reflects internal vaccines provided or reported only).

WA IIS

External Performance:
• Current WA IIS performance: 89% (WA state database reflects any vaccines given or recorded on patients record with last attribution to a Swedish Clinic).

Both metrics reflects % of patients 24-35 months who completed their HEDIS 3 Series by 24 months of age.
HEDIS 3 Series includes: 4 Dtap, 3 IPV, 1 MMR, 3 HIB, 3 Hep B, 1 Varicella, 4 PCV.
Our Performance

2015
- 86.26% compared to 72% in the NIS.
- Used CoCasa as reporting tool

2016
- 88.3%
- Transitioned to WA IIS Coverage Rate Reports

2017
- 89%
- Continue to use WA IIS reports
- Working on bi-directional interface in 2017

Performance reflects % of patients 24-35 months who completed their HEDIS 3 Series by 24 months of age.
- **Series includes**: 4 Dtap, 3 IPV, 1 MMR, 3 HIB, 3 Hep B, 1 Varicella, 4 PCV.
2017 Goals

• HPV Initiative along with the adolescent series.

• We are currently working on our Bi-directional interface build.
  – Once we are up and running we will transition to using our internal reports to capture vaccination rates (while still referencing WA IIS system).

• Standing Protocols for Immunizations for our entire patient population.

• We are continuing it improve our workflow and trainings through collaboration with other multidisciplinary teams.
Questions and Answers
Please Complete Evaluation
Connect with the VICNetwork…

e-mail: info@VICnetwork.org

Website www.VICNetwork.org
Resources

Centers for Disease Control and Prevention
www.cdc.gov/vaccines

National Public Health Information Coalition
www.nphic.org
Tweet and Follow

Twitter  @VICNetwork

Facebook  VICNetwork
Thank you for your support and your participation!