

# HOW TO VACCINATE ALL THESE KIDS!



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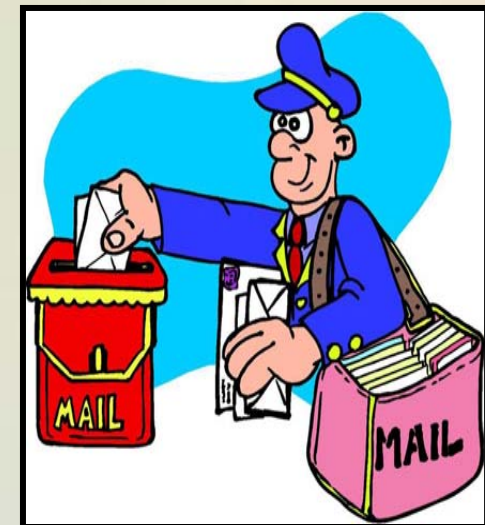
# Systems improvements

- Nursing managed program
- Standing orders
- Staff education
- Screening forms
- PPV 23
- Immunization Database



# Interventions to increase demand

- Automated calls at specific intervals
- Individualized calls
- Mailing to high risk patients



My little boy  
has asthma.



**WE'LL BOTH GET A FLU VACCINE.**

Even if you're healthy, if you live with or care for people at high risk for severe complications from influenza, you should get vaccinated. Groups at high risk include infants, pregnant women, kids and adults with chronic medical conditions like asthma, diabetes, or heart disease, and adults aged 65 and older.

**DON'T GET THE FLU. DON'T SPREAD THE FLU. GET VACCINATED.**



FOR MORE INFORMATION  
800-CDC-INFO



## CDC Says: "Take 3" Steps to Fight the Flu

Flu is a serious contagious disease.

Each year in the United States, on average:

- More than 200,000 people are hospitalized from flu complications.
- 20,000 of those hospitalized are children younger than 5 years old.
- 36,000 people die from flu.

The Centers for Disease Control and Prevention (CDC) urges you to take the following steps to protect yourself and others from influenza (the flu):

### 1 Vaccinate

- Take time to get a flu vaccine.
- CDC recommends a yearly flu vaccine as the first and most important step in protecting against this serious disease.
- While there are many different flu viruses, the flu vaccine protects against the three main flu strains that research indicates will cause the most illness during the flu season.
- The vaccine can protect you from getting sick from these three viruses or it can make your illness milder if you get a different flu virus.
- Getting a vaccine is very important for people at high risk for serious flu complications, including young children, pregnant women, people with chronic health conditions like asthma, diabetes, heart or lung disease, and people 65 years of age and older.
- People who live with or care for those at high risk should also get a flu vaccine to protect their high risk contact.

### 2 Stop Germs

- Take everyday preventive actions.
- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water, especially after you cough or sneeze. Alcohol-based

### 3 Antiviral Drugs

- Take flu antiviral drugs if your doctor recommends them.
- If you do get the flu, antiviral drugs are an important treatment option. (They are not a substitute for vaccination.)
- Antiviral drugs are prescription

**DON'T GET THE FLU.  
DON'T SPREAD THE FLU.  
GET VACCINATED.**

Proteja  
a sus

**Niños**  
de la gripe

Cada año, alrededor de 1 de cada  
1000 niños menores de 5 años de edad  
se hospitalizan a causa de la gripe.

¿Cómo puede protegerlos?

- Vacíelos a sus hijos
- Vacíense contra la gripe



Fc

**I got my  
flu shot!  
Did you?**



**“One of the most important facilitators  
of influenza immunization was  
physician recommendation.”**

J of National Medical Association

Norwalk, Zimmerman, Hoberman, Zoffel, Kearney

2007 Jun:99 (6): 636-41

# Enhanced access

- Seasonal weekend and evening “flu vaccine clinics”
- Nurse immunization visits
- Constant monitoring of demand to increase access when need existed
- Vaccine offered at all visit types
- Non-registered siblings



# Target our high risk patients first

- Registries of high risk patients
- Rainbow Program (*CHPCC Medical Home Initiative*)
- Asthma Program

472 parents surveyed.

63% thought it was safe for a healthy 1 year old but only 40% thought it was safe for a 1 year old with chronic illness.

Preventative Medicine

Kempe, Daley, Crane, Barrow, Chandramouli, Beaty, Allred, Berman

2007, July: (45): 80-82





***IF YOUR CHILD HAS  
ASTHMA  
PLAN TO ATTEND***

# The Asthma Fair

**FLU VACCINES** will be given

Please call to schedule an appointment  
Saturday, October 25<sup>th</sup>  
9:30am-1:30pm



**Wear your  
costume!**  
**Trick or Treat for  
lots of good  
information and  
special give aways!**

# Improving Influenza Immunization for High Risk Children and Adolescents

Britto, Schoettker, Pandzik, Weliand, Mandel  
Quality & Safety in Health Care  
2007; October (5): 363-8

- Demonstrated an increase in immunization rates from 43.7 % to 59.3%
- Interventions deemed most effective:
  - Weekend or evening flu clinics
  - Walk in or same day appointments
  - Reminder calls and special mailings

# Cochrane Review: Patient Reminder and Recall Systems to Improve Immunization Rates

Jacobson, Szilagyi  
2007

- Reminder and recall systems in primary care settings are effective in improving immunization rates (5-20% range)
- Exception was one study that specifically looked at urban teens
- All types of reminders were effective
- Phone was most effective but most costly

# Improving Influenza Vaccination Rates of High-Risk Inner City Children over 2 Intervention Years

Zimmerman, Hoberman, Nowalk, Lin, Greenberg, Weinberg, Ko, Fox

2006 Annals of Family Medicine Nov/Dec (4): 534-540

- Offering a menu of interventions to a practice that can be adapted for the diversity of their practice increases the likelihood of vaccination
- Offering increased access, special-event vaccine clinics, reminders to clinicians to offer the vaccine and standing orders yielded the highest results

# End results



2005-2006 season  
less than 2,000 doses



2007-2008 season  
greater than 6,000 doses

# Challenges

- Work load for nurses
- Staffing
- Parking
- Continued need for parental education
- Vaccine supply
- Tracking dose 2

# Strategies for 2008-2009

- Asthma medication refills
- Targeted review of the Rainbow Registry every 4-6 weeks
- Wording of our message to stress it is the recommendation of the Providers
- Schedule visit 2 at the 1st visit
- Teaching experience for our Residents
- Student nurse clinical experiences