



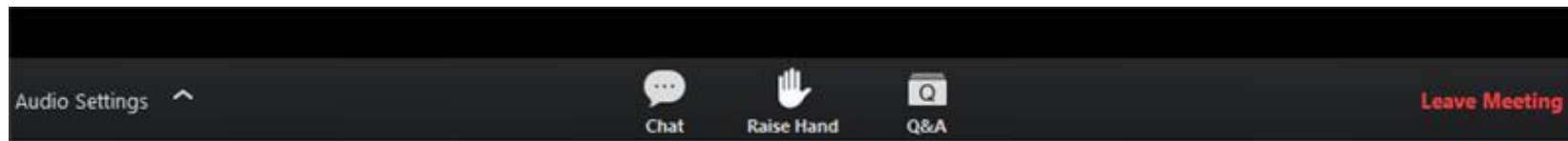
Health Quality Innovation Network

# Vaccination Season Successes

September 28, 2023



# Logistics – Zoom Webinar



To ask a question, click on the **Q&A** icon.

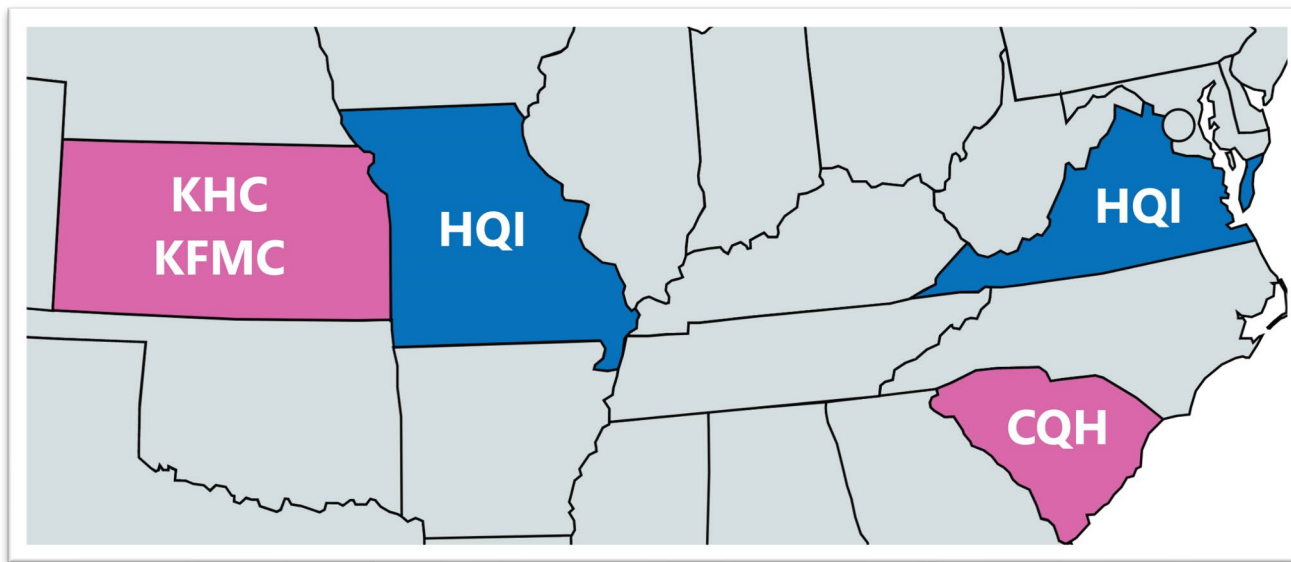
**Raise your hand** if you want to verbally ask a question.

Resources from today's session will be posted in **Chat**.

You may adjust your audio by clicking **Audio Settings**.

You have been automatically muted with video turned off.

# Health Quality Innovation Network



# Welcome!



**Carla Thomas**  
Director/Consulting  
Manager



**Cindy Warriner**  
Senior Consultant  
Pharmacist

# Today's Session

- Introductions
- HQIN & Community Partner Network Overview
- Focus on Vaccinations, Strategies and Successes for this Season
- Open Discussion and Sharing
- Next Steps



**CPN**  
HQIN Community Partner Network

## Say “Hello” in Chat

1. Your Name
2. Organization/Group
3. Location/State





# CPN

HQIN Community Partner Network

The Community Partner Network (CPN) convenes non-clinical HQIN partners to share perspectives, challenges and successes related to specific health topics from other community-based organizations to improve public health.



Health Quality Innovation Network



**Quality Improvement  
Organizations**

Sharing Knowledge. Improving Health Care.  
CENTERS FOR MEDICARE & MEDICAID SERVICES

# ▼ Polling Question

In your community, what are the biggest challenges to receiving vaccinations?

- Cost/Co-Pays
- Transportation
- Misinformation
- Confusion about which vaccines are needed
- Drug Interactions
- Fear



# Primary Vaccinations to Focus On

Decreased accessibility to preventive care during the pandemic meant fewer adults got vaccines

**COVID-19**

**PNEUMONIA**

**FLU**

**SHINGLES**

**TETANUS**

**RSV**

Adult vaccinations help us avoid hospitalization, illness and death.

# Your Health Can't Wait, Vaccinate!

## Your Health Can't Wait, Vaccinate!

Using Campaign Resources to Launch a Robust Vaccine Promotion Initiative



A successful vaccine promotion campaign relies on a planned approach to coordinate when and how to use resources to boost vaccine acceptance. Take into consideration the audience you are addressing (staff, residents, patients, caregivers, family, etc.) and the demographics of the community. Use the right tools at the right time for the right audience to communicate the benefits of receiving vaccinations.

### Assess Need and Potential Use

- What are your current vaccination rates for flu, pneumonia, COVID-19 and shingles?
- What are your goals for each vaccine type?
- What resources are most useful for achieving goals?
- What is the best approach for your audience?
  - Placement in admission packets
  - Placement in discharge packets
  - Hand delivered to residents
  - Display as posters
  - Display as computer or another electronic banner
  - Use as social media messaging
  - Use on facility website

Visit the [HOIN Resource Center](#) or scan the QR code to access campaign-specific resources:



**Work as a Team to Plan What Resources to Use and How to Use Them to Promote Awareness and Vaccine Acceptance**

### Resources for Residents, Patients, Participants, Caregivers



#### Adult Vaccination Infographic - Available in English and Spanish

This one-page easy-to-read graphic provides the most current information on vaccines that impact older adults, including COVID-19, flu, pneumococcal disease (pneumonia) and shingles.



#### 7 Questions About the COVID-19 Vaccine Flyer

This one-page flyer lists answers, provided by a pharmacist, to seven common questions about the COVID-19 vaccine.



#### Q&A with Your HOI Pharmacist: Flu and Pneumonia Vaccinations

This one-page document explains (through a series of easy-to-read questions and answers) why the flu and pneumonia vaccinations are so important, especially to the elderly.



### Vaccination Resources with QR Codes: Flu and COVID-19

This tool lists contains one-stop shopping for a variety of resources including QR codes and information (accompanying each document) on how to access a QR code using a mobile phone.



### Simple Strategies for Resident Flu and Pneumococcal Vaccines

It really is simple! Simple Strategies is a straightforward, one-page document providing the "whys" and the "facts" related to resident flu and pneumonia vaccines.

### Resources for Staff



### COVID-19 and Flu Vaccines Pocket Card | Pneumonia and Shingles Vaccines Pocket Card

The pocket cards are designed to be printed and laminated. They are packed with information that staff can keep close and readily access.



### COVID-19 Immunization Readiness Gauge

Use this one-page resource to determine and discuss a resident's readiness for the COVID-19 vaccine.

### Resources for Administrators/Directors



### Social Media Messaging

Copy and paste sample content to share messages and images via your social media channels (facebook, Twitter, etc.).



### Vaccine Letter to Residents and Family Members

The vaccine letter is a customizable template that can be used to promote the benefits of the COVID-19 vaccine to residents, participants, family members, caregivers and even staff.



### Vaccine Encouragement Signature and Instructions

Choose from a variety email signatures to send the right message. The statements can be customized to your organization and added to staff email signatures, newsletters and mailers.



### Motivational Interviewing Strategies for Vaccination Readiness

This two-page resource offers guidance on the mindset and skills that can help guide patients through a discussion about vaccine readiness and hesitancy.



### OARS + Model for Motivational Interviewing

This set of verbal and non-verbal communication skills helps clinicians and educators in primary care practices to engage and build rapport with patients and assess their needs.



### Bulletin Board Bundles

Use these ready-to-post bulletin board bundles to provide education, foster confidence and spread peer-to-peer messages about the positive results of vaccines! Topics include:

- Vaccines are Safe, and They Work!
- Sepsis and Vaccines
- Vaccine Champions, Share Your "Why" and Help Others Stay Healthy

### Resources for Minorities



### A Guide for Community Partners: Increasing COVID-19 Vaccine Uptake Among Members of Racial and Ethnic Minority Communities

Focusing on racial and ethnic communities, as well as other communities that may be hard to reach, this guide includes a community assessment, strategies and interventions for increasing COVID-19 vaccine uptake.



### Health Education Materials and Resources for Immigrants, Refugees and Migrants

This CDC-sponsored site includes:

- Printable resources that include information about COVID-19
- Apps for sharing information about respiratory illnesses like flu and COVID-19 in American Sign Language (ASL) as well as other guidance
- Posters with information about flu spread, symptoms and prevention in multiple languages
- Vaccine (and communicable/infectious disease resources) for persons with limited English speaking and reading ability

### Miscellaneous Resources



### PneumoRecs VaxAdvisor Mobile App

This mobile app helps vaccination providers quickly and easily determine which pneumococcal (pneumonia) vaccines a patient needs and when. The app incorporates recommendations for all ages so internists, family physicians, pediatricians and pharmacists alike will find the tool beneficial.



### Communication and Print Resources

This link provides a variety of resources, including posters, to promote vaccine awareness.

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# Your Health Can't Wait, Vaccinate! Resources

SOCIAL MEDIA DRIVERS FOR VACCINATION

VACCINE LETTER TO RESIDENTS AND FAMILY MEMBERS/RESPONSIBLE PARTY

ADULT IMMUNIZATION FLYER

ADULT IMMUNIZATION FLYER - SPANISH

Q&A ON FLU AND PNEUMONIA VACCINATIONS

VACCINE ENCOURAGEMENT EMAIL SIGNATURES

COVID-19 AND FLU VACCINES POCKET CARD (3 PER PAGE)

PNEUMONIA AND SHINGLES VACCINES POCKET CARD (3 PER PAGE)

VACCINATION RESOURCES WITH QR CODES: FLU AND COVID-19

VACCINE SOCIAL MEDIA MESSAGING

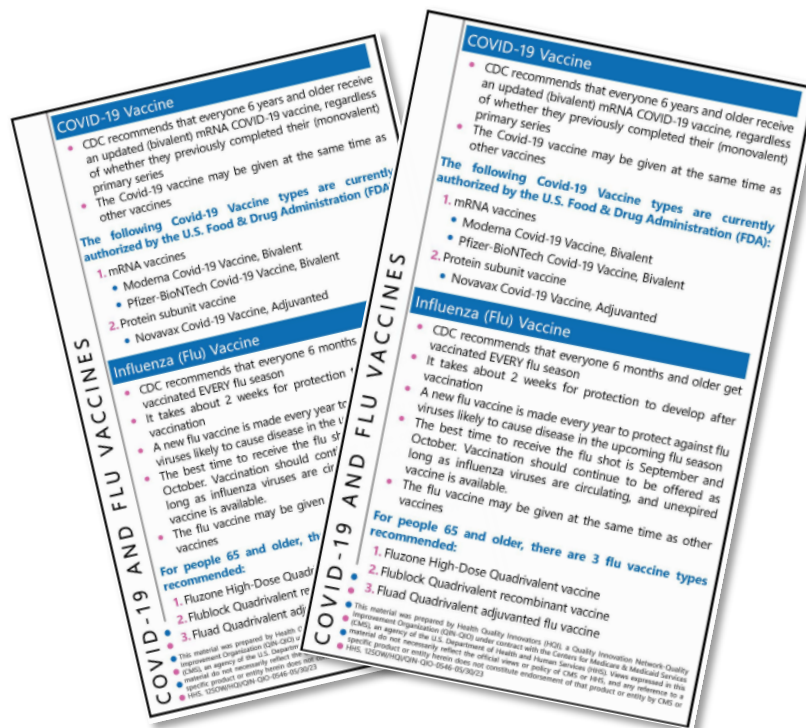
7 QUESTIONS ABOUT THE COVID-19 VACCINE FLYER

PNEUMORECS VAXADVISOR MOBILE APP FOR VACCINE PROVIDERS

SIMPLE STRATEGIES FOR RESIDENT FLU AND PNEUMOCOCCAL VACCINES

BULLETIN BOARD BUNDLE: VACCINES ARE SAFE, AND THEY WORK!

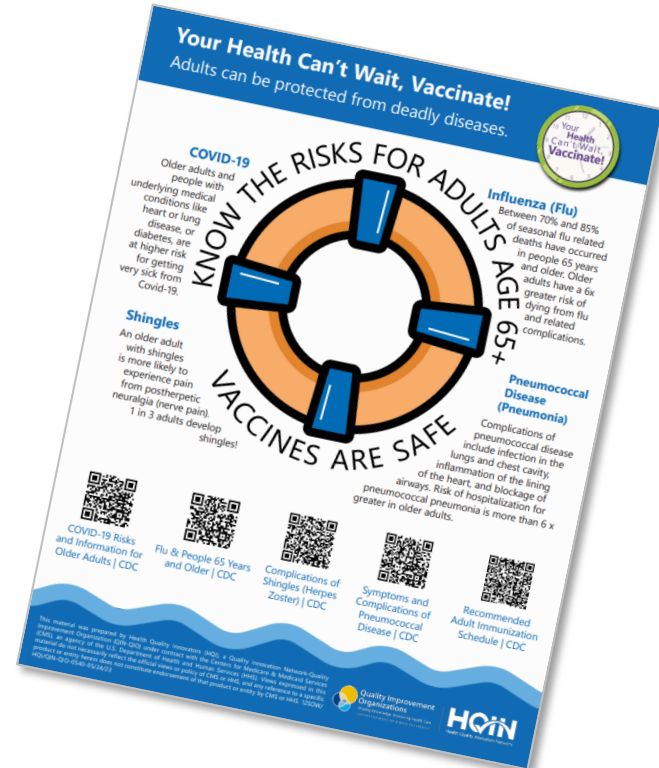
ELECTRONIC PUBLIC DISPLAYS



Your Health Can't Wait, Vaccinate! Resources | HQIN

# Adult Immunization Flyer

- This one-page resource briefly explains why the COVID-19, shingles, flu and pneumonia vaccines are so important to our elderly population
- QR codes provide quick links to access the full resource



# 7 Questions About the COVID-19 Vaccine Flyer


## 7 Questions About the COVID-19 Vaccine

Answered by Health Quality Innovators Pharmacist Cindy Warriner, BS, RPh, CDCES


- 1** What does bivalent mean as it refers to the COVID-19 bivalent vaccine?  
*Bivalent means that the vaccine protects you from the original COVID virus (SARS-CoV-2) as well as other variant strains. This type of vaccine contains two strains of the virus.*
- 2** Who should get the COVID-19 vaccine, and how many doses?  
*People ages 6 years and older should receive at least one vaccine annually, including those who are moderately or severely immunocompromised. Everyone who is eligible should get the vaccine.*
- 3** Is the COVID vaccine going to continue to change?  
*The virus itself is constantly changing and future vaccines will be updated to address the various new strains when possible. Visit the [CDC's website](#) or scan the QR codes at the bottom of this page for the latest information.*
- 4** Can you get the COVID-19 vaccine and the flu or pneumonia shot together?  
*Absolutely, and it's a great way to prepare for the fall and winter flu season!*
- 5** Are you "Up to Date" after completing a primary series or getting a COVID-19 vaccine annually? You are "Up to Date" with COVID-19 vaccines if you have received a COVID-19 vaccination annually. In some cases, an additional booster or vaccine is recommended. See the links below for more information.
- 6** If you are moderately or severely immunocompromised (have a weakened immune system), should you get the COVID-19 vaccine? Absolutely YES! Persons who have a weakened immune system are at increased risk of severe COVID-19 illness and death. Please visit these links for more information: [People Who Are Immunocompromised](#) and [COVID-19 Vaccines for People Who Are Moderately or Severely Immunocompromised](#).
- 7** Where can I get more information about when to get COVID-19 vaccines?  
*Visit the CDC's website to learn more about [vaccines for COVID-19](#).*

Click the links above or scan the QR codes to learn more


People Who Are Immunocompromised





Vaccines for Those Who Are Immunocompromised



Vaccines for COVID-19




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# The latest information:

## Protect Yourself from Pneumonia | HQIN




### Have you had your pneumonia vaccine?

Our goal is for everyone to be protected! There are four different pneumonia vaccines. Not sure if you had one? Check with your health care office, pharmacy or anywhere else you have been vaccinated. They can check their records or the state vaccine registry. Your health can't wait, talk with your health care team about the vaccine. Our team can help check if you had the pneumonia vaccine.



### Know the facts about pneumonia vaccines.

Until recently, pneumonia shots were given in a series. But now Prevnar 20 covers you with one shot. It helps protect against 20 types of bacteria that can cause serious infections. That includes pneumonia, ear infections, sinus infections, meningitis and bacteria that can cause sepsis. The vaccine does not have live bacteria in it so it cannot give you pneumonia. You can take it at the same time as other vaccines.



### Protect your lungs.


Pneumonia is an illness that fills the lung air sacs with fluid or pus. There are many risk factors for pneumonia. People age 65 and older and those who live in long term care facilities have a higher risk. This is due to age and conditions such as difficulty swallowing from a stroke or dementia.


### Stay healthy and prevent pneumonia:

- **Get vaccinated for pneumonia** - it's the #1 way to avoid sickness
- Take the flu, RSV and COVID-19 vaccines
- Wash your hands regularly
- Wear a mask if you have a cough or are near ill people
- Stop smoking
- Maintain a healthy diet

**Together, we can make a plan for your best protection!**


Scan to learn more about the Prevnar vaccine:






**Your Health Can't Wait. Vaccinate!**

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Centers for Medicare & Medicaid Services



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Health Quality Innovation Network

# Simple Strategies

## Getting the Flu and Pneumococcal Vaccines this Year is More Important Than Ever!

### Why Take the Vaccine?

- By getting vaccinated, you will protect yourself, loved ones and your community from flu and pneumonia
- Vaccines can keep you from getting sick with the flu and pneumonia
- Vaccines are important preventive tools for people with chronic health conditions
- Vaccines help reduce the severity of illness if you still get sick with the flu or pneumonia

### The Facts

- Flu and pneumonia vaccines cannot cause you to get sick with the flu and pneumonia
- Flu and pneumonia vaccines will not make you more susceptible to COVID-19 or other respiratory infections
- You need to get the flu vaccine EVERY year
- It takes up to two weeks to build up your immunity to protect you from the flu
- As long as the flu is circulating, it is not too late to get the flu vaccine
- You can receive both the flu and pneumonia vaccine at the same time
- If you just received the flu or pneumonia vaccine, you do not have to wait 14 days to receive the COVID-19 vaccine and vice versa – talk with your doctor
- For those who have never received any pneumococcal conjugate vaccine, the CDC recommends PCV15 or PCV20 for adults 65 years or older
  - If PCV15 is used, it should be followed by a dose of PPSV23
  - Adults who received an earlier pneumococcal conjugate vaccine (PCV13 or PCV7) should talk with a vaccine provider to learn about available options to complete their pneumococcal vaccine series

## Simple Strategies for Resident Flu and Pneumococcal Vaccines

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## We want you to get vaccinated because you matter to us and play an important role in keeping your community healthy

### Why Take the Vaccine?

- You are at high risk for infection and serious illness from COVID-19
- By getting vaccinated, you can start getting back to normal with increased ability to see your loved ones, more interactive group activities, and be able to leave your room
- By getting vaccinated, you are protecting yourself, the people you live with, your family members, and the people who care for you

### The Facts

- COVID-19 vaccines are safe
- COVID-19 vaccines will not give you COVID-19
- COVID-19 vaccines will not cause you to test positive on COVID-19 tests used to see if you have a current infection
- If you have gotten sick with COVID-19, you should still get the vaccine
- After receiving the vaccine, you still need to:
  - Wear a mask
  - Avoid close contact and maintain social distancing
  - Wash your hands

### What to Expect Before, During and After You Receive the COVID-19 Vaccination

#### BEFORE

- Learn about COVID-19 vaccines and do not be afraid to ask questions
- Complete the consent form to receive your vaccination

#### DURING

- Read the fact sheet that tells you about the specific COVID-19 vaccine you receive
- You will receive a vaccination record card and your facility will keep a copy in your medical record

#### AFTER

- Expect some side effects
- Your nurses will monitor you for side effects over the next several days
- If you have a smart phone, enroll in [x-safe](#)
- Continue using all the measures to protect yourself and others

## Simple Strategies for Encouraging Residents to Receive the COVID-19 Vaccine





# Simple Strategies for Staff

## Think About It...

*An annual flu shot is the best way to prevent influenza and protect yourself, family, and residents.*

### Why Take the Vaccine?

- Getting vaccinated will help keep you, your family, and your residents healthy and safe
- The flu can be a serious disease that can lead to hospitalization and sometimes even death. Anyone can get very sick from the flu, including people who are otherwise healthy
- You can get the flu from residents and coworkers who are sick with flu
- If you become sick with the flu, you can spread it to others even if you do not feel sick

### The Facts

- Getting a flu vaccine does not increase your risk of getting sick from COVID-19
- Getting a flu vaccine is still the best way to prevent flu illness, even with wearing a mask, hand washing and social distancing
- It is essential to get your flu vaccine annually to protect yourself and your community from vaccine preventable illnesses and outbreaks
- The flu vaccine may also provide several health benefits

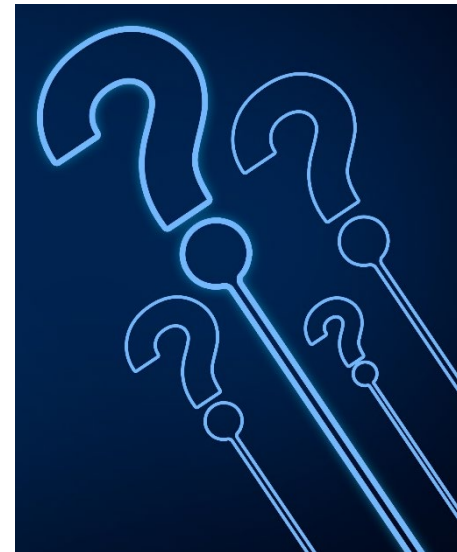


# ▼ Polling Question

## Next Steps:

What resources are you planning to use for education on vaccinations?

- A. CDC
- B. Contracted pharmacist
- C. HQIN Resource Center
- D. All the above



# Chat



What are you doing to support increasing vaccinations in your community?

Do you have any helpful resources, successful programs or activities to share?

Have you partnered with other entities in your community to address this challenge?

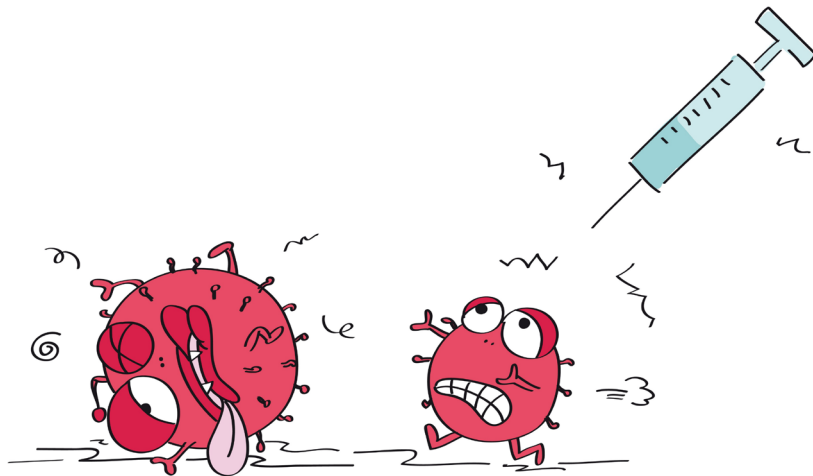


# Resources

- [Getting Your COVID-19 Vaccine | CDC](#)
- [Adult Vaccination | CDC](#)
- [COVID-19 Immunization Readiness Gauge | HQIN](#)
- [Motivational Interviewing Strategies for Vaccination Readiness | HQIN](#)
- [Clinical Care Considerations for COVID-19 Vaccination | CDC](#)
- [CMS-20054 Infection Prevention, Control & Immunizations | CMS](#)
- [Vaccine Champion Social Media Package | HQIN](#)
- [Vaccination Handouts for Patients & Staff | immunize.org](#)
- [Vaccination Materials in Spanish | CDC](#)
- [A Guide for Community Partners: Increasing COVID-19 Vaccine Uptake Among Racial and Ethnic Minority Communities | CDC](#)
- [Q&A with Your HQI Pharmacist: Flu and Pneumonia Vaccinations | HQIN](#)



# Use Vaccinations to Squash the "Bugs" That Can Make You or Your Loved Ones Sick



[Your Health Can't Wait,  
Vaccinate! Resources | HQIN](#)

# ▼ Polling Question

As a result of today's session, I will take the following action:

- Share an idea with a colleague
- Review a resource
- Share a resource
- Identify vaccine opportunities in my community
- Other

# Next Steps

Today's slide deck will be sent to all session registrants.

Please complete a quick evaluation – link in the chat

Adopt a shared idea, resource or program

Review and share resources

Locate and “Like” the HQIN Facebook Page

Visit [www.hqin.org](http://www.hqin.org)



Join us for our next session:

**January 24: Diabetes Prevention**

Thank you for participating!





# CONNECT WITH US

Call 877.731.4746 or visit [www.hqin.org](http://www.hqin.org)



**Kansas**

**Mandy Johnson**

[mjohnson@khconline.org](mailto:mjohnson@khconline.org)

**Missouri**

**Dana Lammert**

[dlammert@hqi.solutions](mailto:dlammert@hqi.solutions)

**South Carolina**

**Alyssa Pischel**

[Apischel@constellationqh.org](mailto:Apischel@constellationqh.org)

**Virginia**

**Carla Thomas**

[cthomas@hqi.solutions](mailto:cthomas@hqi.solutions)

**Cindy Warriner**

[cwarriner@hqi.solutions](mailto:cwarriner@hqi.solutions)