

SEASONAL INFLUENZA

Campaign Calendar



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Use this as a planning guide for your seasonal influenza vaccination campaigns. It contains helpful activities within a timeline to assist you and your flu teams to plan, implement and evaluate your facility's campaign for vaccinating all health care personnel (HCP) and enrolled Veterans.

- April: Evaluate & Review the Campaign (that just ended)
- May: Initiate the Planning Process
- June: Plan the Campaign
- July/Aug: Promote the Campaign
- September: Start the Campaign
- October/November: Conduct the Campaign
- December: Continue the Campaign
- January/February: Reinforce the Campaign
- March/April: Complete the Campaign



✓ APRIL Evaluate & Review the Campaign (that just ended)

- Review current year vaccination rates among different services/departments and types of health care personnel and Veterans for opportunities to increase vaccination.
- Identify strengths and opportunities for improvement.
- Review various aspects of your flu vaccination program.

✓ MAY Initiate the Planning Process

- ❑ Obtain support from administration/leadership to identify/verify the health care system flu vaccine coordinator and flu partners/team.
- ❑ Assemble a seasonal flu vaccination campaign team – advertise via email announcements.
- ❑ Establish your team email group for efficient email communications.
- ❑ Schedule and hold a committee kick-off meeting for upcoming flu vaccine season. Some flu vaccine teams meet year-round.
- ❑ Identify and discuss your two basic flu vaccination target audiences:
 - 1.) Enrolled VETERANS: Identify your target patient groups by gender, age, race, or by location such as inpatient areas, outpatient areas, Community-based Outpatient Clinics (CBOC), Community Living Centers (CLC).
 - 2.) HCPs: employees, volunteers, and academic affiliates in all areas. NOTE: Some facilities have lead people for each target group (HCP vs Veterans) and areas (CLC, CBOCs, etc).
- ❑ Choose and order educational and promotional materials (posters, brochures, t-shirts, pens, coupons, etc).
- ❑ Talk to administration to organize incentives and awards (coupons, time off awards, etc).
- ❑ Talk to administration for approval and budgeting for any temporary or other staff needed to meet increased human resource needs for vaccinations in the fall.
- ❑ Begin monitoring influenza updates from the Centers for Disease Control and Prevention (CDC), The Joint Commission (TJC), and VHA.
- ❑ Talk to pharmacy about types and amounts of flu vaccine to be ordered.
- ❑ Order your vaccine. Consider multi-dose vials versus single use pre-filled syringes, discussing pros and cons of ordering each. Consider high dose, intradermal, and standard dose flu vaccine, considering pros and cons of providing each and target groups.
- ❑ Also order additional supplies needed for flu vaccination: gauze, band-aids, alcohol wipes, safety needles and syringes, if needed for type of flu vaccine formulation ordered.
- ❑ Order/acquire additional flu vaccine equipment, such as a flu vaccine cart, sharps containers, clipboards.
- ❑ Reserve space for walk-in flu vaccine clinic (usually held in October or November, depending on final delivery date for flu vaccine contract for the year).
- ❑ Schedule educational offerings for August, September, and the upcoming flu season.

Consider a Flu Vaccine Campaign Planning Team with representatives from:

- ✓ Pharmacy,
- ✓ Infectious Diseases physician,
- ✓ Occupational Health,
- ✓ Health Promotion/Disease Prevention (HPDP) Coordinator,
- ✓ Infection Prevention,
- ✓ Facility Management Service (for setting up tables and areas for walk-in clinics),
- ✓ Nurse Managers (to assist with support for nurses to help administer flu vaccine),
- ✓ Clinical Applications Coordinator (CAC) -to ensure computer templates and reminders updated and planned for the upcoming flu vaccination season,
- ✓ Business Office (spacing needs),
- ✓ Public Affairs Officer,
- ✓ Human Resources (staffing needs).
- ✓ Facility Leadership.

✓ JUNE Plan the Campaign

- ❑ Review what was done the previous year—successes and failures.
- ❑ Review strategies and best practices utilized by successful health care facilities.
- ❑ Consider innovative approaches for the upcoming season, such as drive-through flu vaccine clinics, partnering with local public health agencies (look for ideas in the VA Influenza Manual).
- ❑ Define all resources and supplies needed to support your campaign (including budget and human resources).
- ❑ Refer to the latest version of the VA Influenza Manual to garner campaign ideas and checklist of activities and strategies to implement your campaign.
- ❑ Continue monitoring influenza updates from VHA, CDC and TJC.
- ❑ Discuss communications about how to meet goals and requirements.
- ❑ Email facility staff to solicit their input and to let staff know who is on the planning team.

The VA Influenza Manual, hand and respiratory hygiene, flu, and other educational resources are available at va www.publichealth.va.gov or for order through www.tms.va.gov.

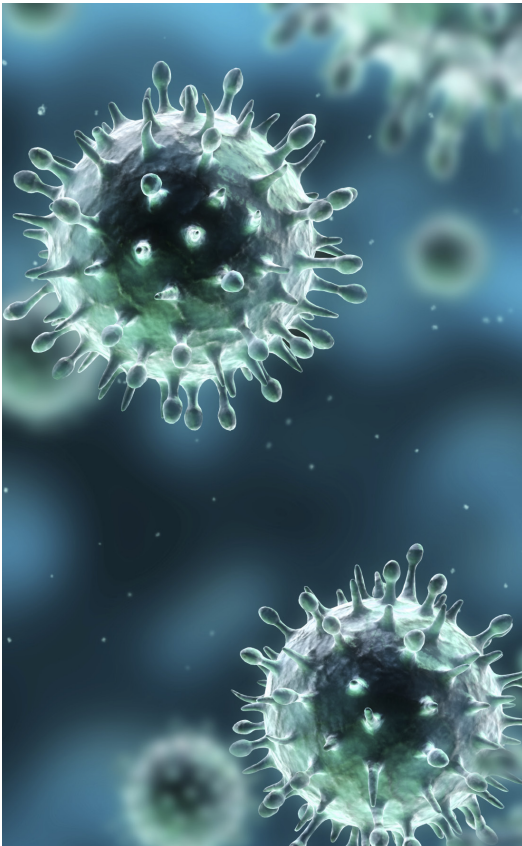
✓ JULY/AUG Promote the Campaign

- ❑ Update your influenza vaccine protocols such as standing orders, etc.
- ❑ Gather promotional materials and resources.
- ❑ Obtain the current year's CDC Vaccine Information Statements (VIS).
- ❑ Determine campaign dates, theme, and a preliminary promotion plan based on the date when flu vaccine is to arrive and quantities are available.
- ❑ Finalize logistics and staffing plans for the campaign week/kick-off event.
- ❑ Identify and train nurses and other staff who may be vaccinating.
- ❑ Train all providers who administer flu vaccine on proper documentation in health records – Computerized Patient Record System (CPRS) for patients and the Occupational Health Recording-keeping System (OHRs) for HCP.
- ❑ Communicate and distribute campaign plan and information.
- ❑ Educate HCP and Veterans about influenza and the influenza vaccine.
- ❑ Notify patients and staff about flu, flu vaccine and where to get vaccinated using a variety of media or mail (send facility-wide emails, postcards, and other reminders).
- ❑ Communicate clinic times and offerings via newsletter, daily facility email message system etc.
- ❑ Based on available supply, determine a plan as needed to identify which groups will receive the first doses of flu vaccine that arrive. This initial group may include HCP, high risk patients, such as those on dialysis, those in home-based primary care, or patients who arrive in outpatient clinics who are not anticipated to return for health care appointments for several months.
- ❑ Plan a kick-off event when sufficient vaccine is available to sustain the program.
- ❑ Monitor all communications from VHA and CDC regarding seasonal influenza.

Plan for and begin offering flu vaccine when your first shipment arrives.

✓ **SEPTEMBER** Start the Campaign

- ❑ Hold a kick-off event if sufficient vaccine is available.
- ❑ Operate occupational health clinic with extended hours for influenza vaccination.
- ❑ Administer vaccination at alternative sites, in lobbies, clinics and other areas.
- ❑ Monitor daily operations and identify ways to improve efficiency.
- ❑ Document vaccinations in CPRS (Veterans) and OHRS (health care personnel).
- ❑ Review and communicate all policies, recommendations and procedures for flu vaccinations BEFORE executing your campaign.
- ❑ Maintain campaign communication and emphasize the need to vaccinate throughout the entire influenza season.



✓ **OCTOBER/NOVEMBER** Conduct the Campaign

- ❑ Monitor vaccination rates, identify problems, and brainstorm ways to reach all who have not been vaccinated.
- ❑ Continue to document all vaccinations into health records.

✓ **DECEMBER** Continue the Campaign

- ❑ Maintain the campaign and communicate that it is not too late to be vaccinated.
- ❑ Hold an event during the National Influenza Vaccination Week (first week of December).
- ❑ Plan for VA Staff Vaccination Week (second week of Jan).
- ❑ Track and analyze vaccination rates and communicate findings.
- ❑ Monitor and communicate levels of seasonal influenza in your community.

✓ JANUARY/FEBRUARY

Reinforce the Campaign



- ❑ Execute strategies for VA Staff Vaccination Week in January.
- ❑ Identify those who have not been vaccinated and may have received the influenza vaccine elsewhere. Document those vaccinated elsewhere in CPRS and OHRS.
- ❑ Continue to monitor and communicate levels of seasonal influenza in your community.
- ❑ Maintain the campaign and communicate that it is not too late to be vaccinated.

✓ MARCH/APRIL

Complete the Campaign

- ❑ Continue to vaccinate as long as flu is circulating in your communities, or until your flu vaccine expires or until vaccine quantities are depleted.
- ❑ Continue to monitor and communicate levels of seasonal influenza in your community.
- ❑ Maintain the campaign and communicate to health care personnel that it is not too late to be vaccinated if the influenza virus is still prevalent in the community.
- ❑ Meet with the planning committee.
- ❑ Evaluate campaign, identify challenges, and celebrate successes.
- ❑ Communicate results of your seasonal influenza vaccination campaign.



RESOURCE LINKS

VA Influenza Home page:

www.publichealth.va.gov/flu or vawww.publichealth.va.gov/flu

VHA Influenza Directive:

http://www1.va.gov/vhapublications/ViewPublication.asp?pub_ID=2335

VA Influenza Manual:

www.publichealth.va.gov/flu

VHA Poster, brochures, and other education materials:

www.publichealth.va.gov/flu/materials

Centers for Disease Control and Prevention (CDC) Resources:

www.cdc.gov/flu/freeresources

The Joint Commission:

<http://www.jcrinc.com/fluchallenge/>

CDC:

<http://www.cdc.gov/flu/>

Infection: Don't Pass It On Campaign



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