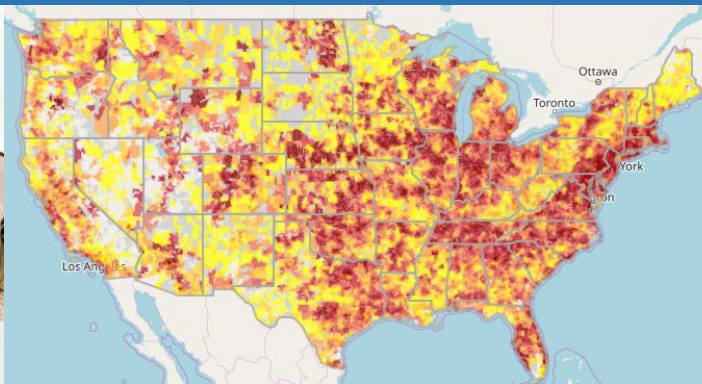


The Importance of Promoting Influenza Immunization in Underserved Communities amidst Disparities and the COVID-19 Pandemic: **TOOLS**

Laura Lee Hall, PhD

President, Center for Sustainable Health Care Quality and Equity



Gary A. Puckrein, PhD, Founding President and CEO

Welcome to the National Minority Quality Forum

Controlling Health Outcomes through Scientific Collaboration

Our Mission



“The National Minority Quality Forum was founded in 1998 to address the critical need for strengthening national and local efforts to use evidence-based, data-driven initiatives to guide programs to eliminate the disproportionate burden of premature death and preventable illness for racial and ethnic minorities and other special populations.”

Center for Sustainable Health Care Quality and Equity

- Vision: Sustainable healthy communities in every zip code.
- Mission: Promote sustainable healthy communities, especially those with diverse and underserved populations, **through the provision of actionable data**, research, and engagement/training of clinicians and community leaders.



Acknowledgements

- Naomi Oledibe
- Kelly Ann Collins and her team at Vult Lab
- Sanofi Pasteur

Background

- Convened a range of stake-holders and experts to re-assess influenza immunization rates by race and ethnicity, in light of research and practice improvement activities over the last 2 years and current circumstances due to the COVID-19 pandemic

Major Conclusions: The Need

- SHC projects over last 18 months showed significant positive impact on flu vaccine rates
- Research reveals continuing and even increasing flu vaccine disparities nationwide
- With COVID-19 pandemic and ongoing disparities, major efforts are needed to promote flu vaccination in communities of color

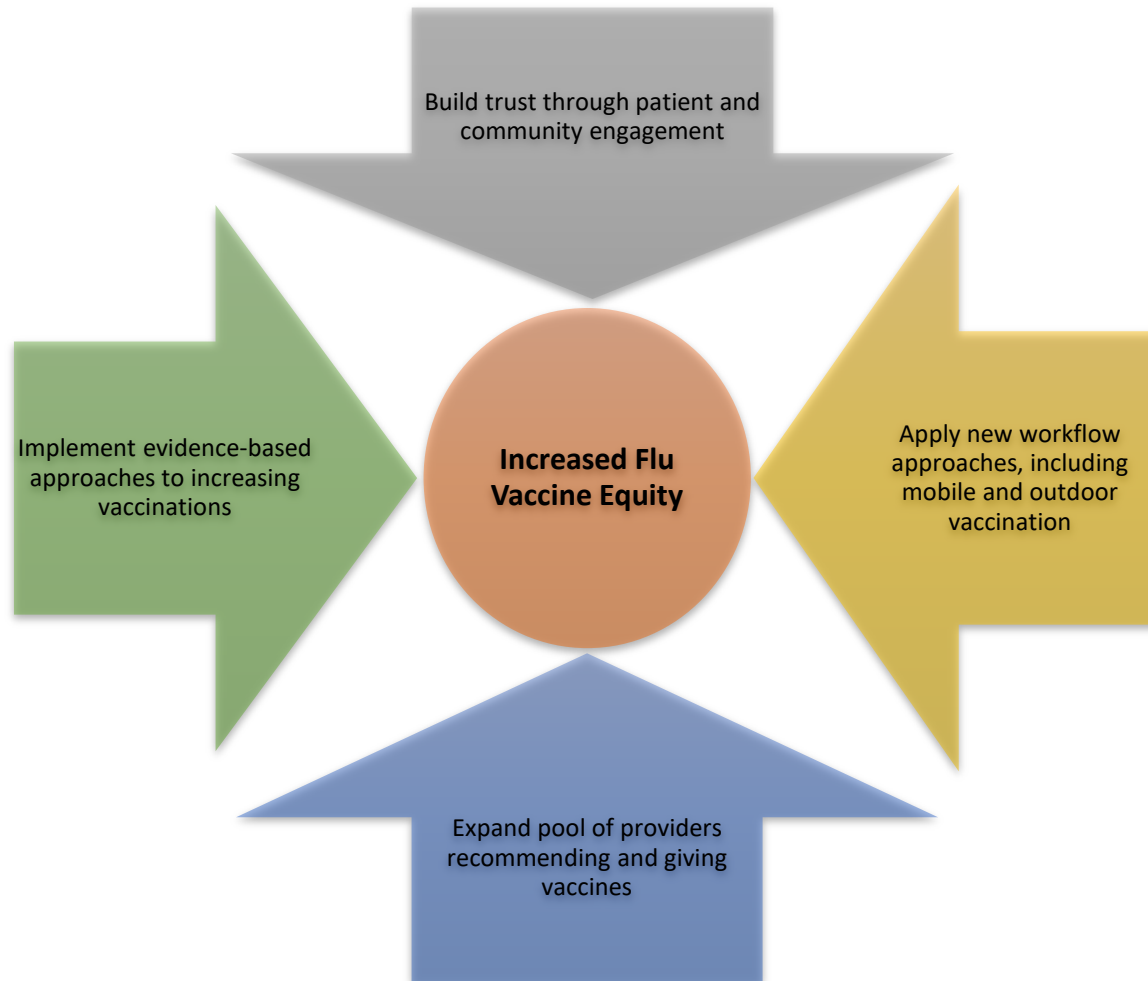


ALL HANDS ON DECK

What Can Be Done?

- Primary care teams, specialists, pharmacists, community health care providers, community leaders, and patient advocates can close the gap
 - Train health care team to make strong recommendation
 - Expand clinicians involved in vaccinating or making a recommendation
 - Increase safe access to the flu vaccine
 - Provide high volume access to flu vaccination
 - Engage community leaders in planning, communications and vaccination provision
- Target efforts to specific locations in need
 - Communities of color
 - Communities with historic low flu vaccination rates
 - Communities hard hit by COVID-19

Paradigm for Increasing Flu Vaccine Equity



We Have Some Resources

- Guides to safe and high-volume vaccination practices; making a strong recommendation
- Educational slide sets
- Communication tools
- <https://nmqf-shc.org/flu-vaccination/>



- Monthly coaching call – last Friday at noon
- Individualized support for launch
- Spotlight on your efforts through presentations, peer coaching, annual awards



Tools & Resources: SHCDrive.org



Tools & Resources

Quickly find all available resources and examples to help with your DRIVE Implementation



USING OUR RESOURCES

The resources below are included throughout the DRIVE Toolkit and available here for easy access.



EXAMPLES

Examples, included throughout the DRIVE Toolkit, can help guide you in maximizing the value of gathering data and executing your plan.

2	ASSESS & UNDERSTAND	+
3	COMMIT & TRAIN	+
4	SOLUTIONS	+
5	TAKE ACTION & MEASURE	+
6	COMMUNICATE & SUSTAIN	+

Assess & Understand

2 ASSESS & UNDERSTAND

The objective of Phase 2 is to understand and assess pertinent health baseline metrics so that specific issues can be identified, and solutions can be addressed.



RESOURCES

- National Minority Quality Forum: Patient Advocacy Learning Communities (PALc)
- Sign up for the Vaccine Index: Vaccine-Specific Geo Map
- CDC's Community Health Assessments and Health Improvement Planning
- National Association of County and City Health Officials (NACCHO): Community Health Assessment and Improvement Planning
- PRAPARE: Protocol for Responding to and Assessing Patients' Assets, Risks, and Experiences
- Agency for Healthcare Research and Quality (AHRQ): Using Root Cause Analysis to Improve Quality and Performance
- Institute for Healthcare Improvement (IHI): Cause and Effect Diagram



EXAMPLES

- Workflow Analysis document
- Practice Assessment Survey document
- Root Causes of Practice Challenges document
- Issue and Cause Worksheet

Training Tools and Resources

3 COMMIT & TRAIN

The objective of Phase 3 is to engage key health personnel and stakeholders as part of a DRIVE Advisory Group.



RESOURCES

- AHRQ – The Share Approach
- AHRQ – Motivational Interviewing for Primary Care



EXAMPLES

- DRIVE Advisory Group Agenda sample
- Champion Training Agenda sample

The objective of Phase 4 is to provide potential solutions that Champions can leverage to help pinpoint the right DRIVE approach for their specific set of issues.



RESOURCES

- CDC – Influenza (flu): Weekly U.S. Influenza Surveillance Report – Fluview
- CDC – Influenza (flu): Information for Health Professionals
- CDC – Influenza (flu): Prevent Seasonal Flu
- ImmYounity 2.0 for Improving Vaccine Confidence and Coverage
- University of Pittsburgh Medical School: 4 Pillars Practice Transformation Program
- AMA STEPSForward: Adult Vaccinations
- Vaccinating Adults: A Step-by-Step Guide
- American College of Physicians: Adult Immunization Clinical Information
- CDC – Influenza (flu): Free Resources
- CDC – Influenza (flu): National Influenza Vaccination Week



EXAMPLES

- Solutions Worksheet document

Solutions

The o
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- **Approximately 10 minutes**
Vaccines Work
- A brief module that serves as an introduction to vaccination education.
- Programs, such as this one, have led to dramatic decreases in disease, disability and death from many infectious diseases.
-
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START COURSE



Approximately 10 minutes
Value of YOU

You play an important role in building trust and influencing timely vaccination. This module provides you with important information to make an informed recommendation about vaccination.

START COURSE



Approximately 20 minutes
AIMS

This module is intended to empower you with communication skills that will increase the effectiveness of conversations with patients and caregivers on healthy preventive behaviors such as vaccination.

START COURSE

<https://www.vaccines.com/>



Approximately 10 minutes
Flu Questions & Concerns



Approximately 10 minutes
AIMS Flu Conversations

This module demonstrates how to hold

Vaccination in the Era of COVID-19

...IN SOLUTIONS

Considerations

...are some important considerations for choosing the alternative vaccination solution for you and your office:

1 Appointments vs Allowing Walk-Ins

- Appointments allow you to better control the patient flow, but may be more costly than what your patients are accustomed to, especially for an in-office or drive-thru clinic
- If you are thinking about running a drive-thru clinic, consider separating those with appointments and those without if you decide to offer both

2 Inventory Management

- If you have multiple vaccines on hand for different patient types, ensure your inventory aligns with your appointment flow
- Work with your sales representatives to coordinate shipping and ensure you are receiving the appropriate quantity needed in a timely fashion

3 Staffing Needs

- Holding alternative immunization clinics may draw more patients to your practice than you are accustomed to seeing in a single day; ensure you have enough staff on hand, but that they are comfortable interfacing with a high volume of patients
- If holding several clinics on different days, either drive-thru or walk-in, consider reducing the burden by alternating staff to give everyone a well-deserved break

Drive-Thru Logistics

- If your office's parking lot is not large enough to hold a drive-thru clinic, explore partnerships with other offices or organizations (ie, sports teams) to share space
- Work with your insurance company or payer to ensure that your drive-thru clinic does not pose any problems with reimbursement

Community and Clinical Leader Toolkit:

<https://nmqf-shc.org/flu-vaccination>

- Press release template that you can modify and use to send to local media
- Social media graphics, infographics and messaging you can use to help educate your community
- A Letter to the Editor template that you can edit and make your own
- Printable flu and COVID-19 patient and community information cards to download and distribute, or to share with your community electronically
- Vaccine Locator (by CDC, Harvard Medical School) - to help your community find convenient flu vaccination locations
- <http://getmyflushot.adcouncilkit.org/>



DRIVING FORWARD: Education

- Educational presentation to provider, patient, and community groups:
 - Association of Black Cardiologists
 - Immunization Action Coalition State Network
 - Association of Immunization Managers
 - American Association of Clinical Endocrinologists
 - CancerCare
 - DiaTribe
 - Cancer and Diabetes Working Groups
 - Council of State Governments
 - **ADD YOUR GROUP HERE**

DRIVE: Practice Improvement Programs

- Health care systems implementing the DRIVE toolkit
 - Prisma Health
 - Plaza del Sol
 - University of Arkansas Medical Center
 - Daily Planet Health Services
 - Unity Health on Main
 - South Carolina Primary Health Care Association
 - Orlando Health Physicians Associates
 - **YOU?**

DRIVE: Community Programs

- Community programs to increase engagement and understanding
 - Baltimore and PG County program to promote flu vaccination – partners include leading Baltimore clergy; University of Maryland’s Center for Health Equity (including its Director Dr. Stephen B. Thomas and Dr. Sandra Crouse Quinn, the Associate Director) and Lois Privor-Dumm, the Director of Policy Advocacy & Communications at the International Vaccine Access Center at Johns Hopkins University Bloomberg School of Public Health – Rev. Terris King, project leader
 - Pittsburgh Community Vaccine Collaborative via the Neighborhood Resilience Project. The Project has community health deputies who educate and discuss vaccination with their respective communities and can help establish influenza vaccine clinics in non-traditional settings
 - Walmart distribution of patient infographics
 - SUNY Downstate School of Nursing – mobile flu clinic
 - **AND YOU!**

DRIVE: Knowledge Development and Exchange

- Projects to support ongoing education, QI, and community engagement
 - Plaza del Sol and NYU Steinhardt: Research on Queens community residents hard hit by COVID-19 and impact on flu vaccine attitudes – to inform further QI and education
 - Development of publication by Carolyn Poland on applying the preferred cognitive styles and decision-making model to health care provider communication about flu vaccine during Covid-19
 - Indiana University Purdue University Indianapolis and John Parrish-Sprowl, Ph.D., Director, Global Health Communication Center – development of videos from diverse members of the community promoting flu vaccination
 - Health care leaders roundtable led by Drs. Poland and Saccocio – System-wide leadership in promoting flu vaccination: the why and the how
 - Reliant Medical Group and Optim Life Sciences: Controlled study evaluating practice improvement approach
 - LSU School of Public Health, Dr. Henry Nuss – overall evaluation of DRIVE



Thank you



Contact me: lhall@nmqf.org

