

Immunization Toolkit

Compiled by Marion County and Polk County Regional
Immunization Campaign Partners

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Background

According to the Oregon Health Authority (Robinson, Murray, & Luther, 2020), the rates of routine immunizations in Oregon have decreased during the COVID-19 pandemic. A recent survey of Oregon's Vaccines for Children (VFC) participating clinics found the following as it relates to the impacts of COVID-19 on immunization practices:

- 95% reported changing their immunization practices.
- 65% reduced or limited well-child visits, with 5% cancelling all well-child visits.
- 50% reported cancelling or rescheduling immunizations that were due for older children and adolescents.
- 81% reported difficulty maintaining staffing.

In addition, 58% of VFC clinics in Oregon indicated they had a plan for contacting families of children with missed immunizations and catching them up, while 36% reported they were still thinking about it. In open-ended responses, clinics frequently expressed a need for assistance in getting children to return for missed immunizations. In addition to vaccinations being a critical preventative measure, children and adolescents must still meet the state's immunization requirements to remain in school.

During the COVID-19 pandemic, the promotion of the influenza vaccine is vital due to respiratory impacts of this illness and the potential for increased burden on the healthcare system (Centers for Disease Control and Prevention, 2020). COVID-19 and influenza share many of the same symptoms increasing the utilization of medical care and testing supplies (Immunization Action Coalition, 2020).

Starting in August 2020, PacificSource Community Solutions Marion-Polk CCO in partnership with the Salem Health Foundation began convening partners in Marion County and Polk County Oregon to develop a Regional Immunization Campaign. In response to the COVID-19 pandemic, the goal of convening partners was to understand the drivers for decreased routine immunizations locally, identify barriers and collaborate to create solutions. Additionally, there was recognition of need to expand partnerships and infrastructure to support future COVID-19 vaccine information, dissemination and administration. Two workgroups were developed to inform the campaign: the Outreach and Education Workgroup and the Vaccine Access Workgroup.

REFERENCES

- Centers for Disease Control and Prevention. (2020, September 21). *Frequently Asked Influenza (Flu) Questions: 2020-2021 Season*. Retrieved from Centers for Disease Control and Prevention: https://www.cdc.gov/flu/season/faq-flu-season-2020-2021.htm#anchor_1591372261934
- Immunization Action Coalition. (2020). *Communicating the Benefits of Seasonal Influenza Vaccine during COVID-19*. Retrieved from Immunization Action Coalition: <https://www.immunize.org/catg.d/p3115.pdf>
- Robinson, S., Murray, S., & Luther, M. (2020, May 5th). Oregon Survey of Clinic Immunization Practice Changes Due to the COVID-19 Pandemic. Oregon.

Partners

Marion County and Polk County Regional Immunization Campaign partners include:

- The Salem Health Foundation
- PacificSource Community Solutions Marion-Polk CCO
- Marion County Health and Human Services
- Polk County Public Health
- CAPACES Leadership Institute
- Capitol Dental
- Childhood Health Associates of Salem
- The City of Woodburn
- Family Building Blocks
- Interface Network
- Irene Konev Outreach
- Mano a Mano Family Center
- Marion & Polk Early Learning Hub
- Northwest Human Services
- Salem Health Medical Group
- WFMC Health
- Willamette Valley Providers
- Yakima Valley Farm Workers Clinic

Purpose

During these unprecedented times, the above partners convened to explore and address evolving issues with respect to immunization promotion and access in Marion County and Polk County. Through this exploration, the need for the following was identified:

- Data to identify CCO members needing vaccine catch-up
- Outreach, education and basic promotional material
- Drive-thru vaccine clinic workflows and sharing of best practices

Through this Immunization Toolkit, the campaign hopes to better meet the needs of the community and help fill these gaps.

Available Vaccine Reports

The following vaccine-related reports are available to PacificSource Community Solutions Marion-Polk CCO contracted providers:

- **Primary Care Provider Group Performance Report:** This report highlights the overall performance of each provider group for childhood and adolescent immunizations.
- **All Line of Business Gap Report:** Shows if a member has received their flu shot. The report is for all ages and available for all PacificSource members across lines of business including Medicaid, Commercial and Medicare Advantage.
- **Adolescent Immunization Report/Childhood Immunization Report:** Shows dates of all immunizations received and number of gaps (available quarterly).

To request a report and/or for questions/inquiries, please contact a member of PacificSource Community Solutions' Population Health Team:

- Shannon McCormick, Associate Population Health Strategist:
Shannon.Mccormick@pacificsource.com
- Christine Lewis, Quality Performance Coach, Marion-Polk CCO:
Christine.Lewis@pacificsource.com

Outreach and Education Materials

The following materials were identified as helpful resources partners could utilize in their vaccine outreach, education and promotional efforts. Additionally, partners are collaborating on the development of more promotional materials meeting the linguistic and cultural needs of our community. As these materials are finalized, an update to this toolkit will be available. For questions/ inquiries about outreach and education materials, please contact Elaine Lozier, Community Health Coordinator, Elaine.Lozier@pacificsource.com.

Print Materials

Marion County and Polk County Regional Immunization Campaign Materials
(*additional materials coming soon!*)

- 'Don't Wait. Vaccinate!' Flyers in Spanish and English
(**see below**)



Don't Wait.

Vaccinate!

It's more important than ever to make sure your child is up to date on their vaccines. The same vaccine requirements in place during a normal school year are still required as kids return to school virtually. Call your health care provider to schedule an appointment for your child.

**Immunizations are available through Marion County's Public Health Clinic.
Call 503-588-5342 for an appointment or visit immunize.MCHealthy.net for more information.**





No Espere.

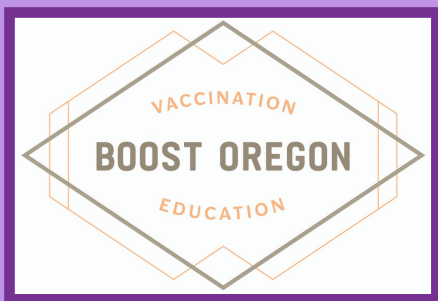
¡Vacíñese!

Es más importante que nunca asegurarse de que su hijo esté al día con sus vacunas. Los mismos requisitos de vacuna durante un año escolar normal todavía son necesarios a medida que los niños regresan a la escuela virtualmente. Llame a su proveedor de atención médica para programar una cita para su hijo.

Vacunas están disponibles a través del Departamento de Salud del Condado de Marion. Llame al 503-588-5342 para una cita. Visite [Immunize.MCHealthy.net](https://immunize.mchealthy.net) para más información.



- Customizable Flu Fighter flyer from Boost Oregon in English
(see below)



BE A FLU FIGHTER!

Protect yourself, your family, & your community

Pediatricians recommend children 6 mos. & older get the flu vaccine. (1)

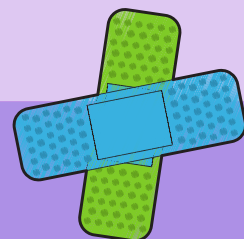
Why get a flu shot? Flu vaccines...

- Keep you from getting sick with flu
- Reduce the risk of hospitalizations for children and adults resulting from flu-associated complications
- Protect people with chronic health conditions
- Protect pregnant women and their babies from the flu
- Can encourage milder symptoms if you do get sick (2)



Are flu vaccines safe?

Yes. The flu vaccine, like all other vaccines, are continuously and regularly monitored by the CDC and the FDA. New vaccines must go through many years of rigorous research and clinical trials before they can be considered safe, effective, and ready for use by the general public. The flu vaccine has been used for over 50 years with good safety records. (3)

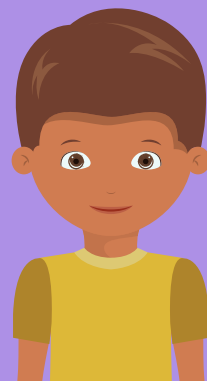


Does the vaccine give you the flu?

What are the side effects?

No, you cannot get the flu from the flu vaccine. The vaccine contains an inactivated flu virus or no flu virus at all, so it cannot give you the flu. (3)

Most people who receive the flu vaccine never have side effects. Those that do typically experience mild side effects, like redness and slight swelling at the injection site, soreness, fever, headache, and/or muscle aches. These are common side effects that represent your body's immune response to the flu vaccine. The risk of a severe allergic reaction to the flu vaccine is less than one in 4,000,000. (3)

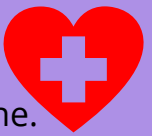


(1) American Academy of Pediatrics. <https://www.aap.org/en-us/about-the-aap/aap-press-room/Pages/Recommendations-for-Prevention-and-Control-of-Influenza-in-Children-2019-2020.aspx>

(2) Centers for Disease Control and Prevention. <https://www.cdc.gov/flu/resource-center/freeresources/graphics/flu-vaccine-protects-family.htm>

(3) Families Fighting Flu. Flu Vaccine FAQs. <https://www.familiesfightingflu.org/flu-vaccination/>

What's in the flu vaccine?



- **Proteins** from eggs or animal cells used to grow the virus may be present in the vaccine.
- **Preservatives** may be used in multi-dose flu vaccine vials to prevent contamination by harmful germs like bacteria and fungi.
- **Adjuvants** may be used to stimulate the body's response to the flu vaccine.
- **Stabilizers**, like sugars or gelatin, may be used to ensure the vaccine's effectiveness during transport or storage.
- **Antibiotics** may be used to prevent contamination by bacteria during the vaccine manufacturing process.
- **Inactivating agents** are used to inactivate the flu virus that has been harvested from eggs or animal cells. Formaldehyde is an inactivating agent commonly used in flu vaccines. Although residual amounts of formaldehyde may be present in the flu vaccine, the amount is similar to, or less than, the amount found naturally in our bodies. (4)

5 Ways to Protect Against Flu:

- 1 **Get the annual flu vaccine.**
- 2 **Wash your hands often.**
- 3 **Do the elbow cough to prevent the spread of germs through touch.**
- 4 **Avoid touching your eyes, nose, or mouth.**
- 5 **Clean and disinfect surfaces or objects. (6)**

Fast Fact:

The flu vaccine reduces children's flu-related pediatric intensive care unit admission by **74%**. (5)



To get a flu shot, call your medical provider, pharmacist, or county health department.

boostoregon.org



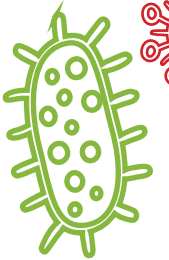
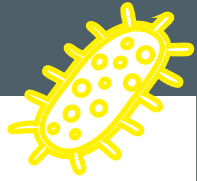
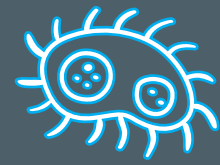
(4) Families Fighting Flu. Flu Vaccine FAQs. <https://www.familiesfightingflu.org/flu-vaccination/>

(5) Centers for Disease Control and Prevention. <https://www.cdc.gov/flu/prevent/vaccine-benefits.htm>

(6) Families Fighting Flu. Flu Prevention and Treatment. <https://www.familiesfightingflu.org/flu-prevention-and-treatment/>

Northwest Human Services

- Homeless Shelter based Free Flu Shots & OHP Sign Up flyers
(see below)



FREE Flu Shots & OHP Sign-Up

October 2020 through February 2021

Locations:

ARCHES | 615 Commercial St NE | Salem, OR 97301

When: 1st and 3rd Wednesday of each month from 10:00 am to 12:00 pm

Simonka Place | **Residents Only**

When: 2nd Friday of each month from 10:00 am to 12:00 pm

Union Gospel Mission | 345 Commercial St NE | Salem, OR 97301

When: 3rd Wednesday of each month at 4:00 pm

Salvation Army | 1901 Front St NE | Salem, OR 97301

When: 1st Wednesday of each month at 5:30 pm

Redwood Crossing | **Residents Only**

When: 4th Wednesday of each month at 9:30 am

For questions or more information, call 503.480.1780

Participating Partners:



Centers for Disease Control and Prevention

- [Various Print Materials](#)
- [Multi-Language Seasonal Flu Factsheets](#)
- [Recommended Child and Adolescent Immunization Schedule for ages 18 years or younger](#)
- Did You Know Your Child Can Get Free Vaccines flyer in [Spanish](#) and [English](#)

[Boost Oregon Materials](#)

- [Parent Resources](#) (resources available in a variety of languages including Spanish, Russian and Ukrainian)
- [Provider Resources](#)
- Contact Boost Oregon directing at info@boostoregon.org to request materials and to inquire about partner customization of materials.

[Families Fighting Flu, Inc](#)

- [Flu Resources for School & Universities](#)
- [Flu Resources for Healthcare Professionals](#)
- [Flu Resources for Communities](#)
- [Flu Resources in Spanish](#)

Print on Demand PacificSource Postcards

- Available for PacificSource Marion-Polk CCO healthcare partners.
Email Christine.Lewis@pacificsource.com for more information

WEBSITES & BLOGS

[Boost Oregon](#)

- [Common Concerns About Vaccinations](#)
- [Boost Oregon blog](#)

Centers for Disease Control and Prevention

- [Routine Vaccination During the COVID-19 Outbreak](#)

[Families Fighting Flu, Inc](#)

- [Insights on Influenza blog](#)

VIDEOS

Oregon Public Health Division:

- [Dr. Choo talks about the importance of vaccinations](#)
- [Dr. Choo talks about how to support parents](#)
- [Historia de Marisol](#) (Marisol's story in Spanish)

- [Historia de Sonia](#) (Sonia's story in Spanish)
- [Don't forget to follow though](#)
- [Vacúnate contra la gripe o influenza](#) (vaccinate against the flu video in Spanish)
- [Don't forget to follow through](#)

SOCIAL MEDIA

Centers for Disease Control and Prevention

- [Social Media Toolkit](#) Includes social media content for Facebook, Instagram and Twitter in English and Spanish
- [Digital Media Toolkit: 2020-2021 Flu Season](#)

[GetMyFluShot.org](#)

- [Social media toolkit \(English & Spanish\)](#)

U.S. Department of Health & Human Services [Vaccines.gov](#)

- [Catch-Up to Get Ahead Toolkit](#) (includes social media graphics, social media banners, videos, and more)

[Families Fighting Flu, Inc](#)

- [Flu Resources for Social Media](#)

Drive-Thru Vaccine Clinics

PLANNING AND GUIDANCE

[Centers for Disease Control and Prevention \(CDC\): Guidance for Planning Vaccination Clinics Held at Satellite, Temporary, or Off-Site Locations](#)

- COVID-19 guidance
- [Planning Activities](#)
- [Pre-Clinic Activities](#)
- [During the Clinic Activities](#)
- [Post-Clinic Activities](#)
- [Checklist of Best Practices for Vaccination Clinics Held at Satellite, Temporary, or Off-Site Locations](#)
- [Ten Principles for Holding Safe Vaccination Clinics](#) (companion piece to Checklist of Best Practices)

East Portland Pediatric Clinic

- [Drive Thru, Stop the Flu – What you need to know before coming to flu clinic!](#)

Pediatric EHR Solutions

- [How to Open a Drive Thru Flu Clinic at a Pediatric Practice](#)

Immunity Community WA

- [Mobile Immunizations Toolkit](#) – Includes many event planning tools

Pediatric Success Series

- [Pediatric Flu Clinics: 5 In-Depth Strategies for Efficiency While Social Distancing](#)

American Academy of Pediatrics

- [Preparing Your Practice for the 2020-2021 Influenza Season: A Virtual Townhall](#)

[CHA List of Flu Clinic Resources](#)

Immunization Action Coalition

- [Medical Management of Vaccine Reactions in Children and Teens in a Community Setting](#)
- [Standing Orders for Administering Influenza Vaccine to Children and Teens](#)
- [Screening Checklist for Contraindications to Inactivated Injectable Influenza Vaccination](#)
- [Mass Vaccination Resources](#)

Get Immunized, Idaho

- [Drive-Thru Flu Shot Clinic Training Video](#)

Dr. Bob Dannenhoffer's Presentation on Drive Thru Flu Clinics
(see below)

A graphic with a solid orange background. In the center is a white, cloud-like or scalloped-edged shape. Inside this white shape, the words "DRIVE THRU FLU" are written in a large, bold, dark brown sans-serif font on the top line, and "CLINICS" is written in the same font on the bottom line. Below the white shape, the text "BOB DANNENHOFFER, MD" and "SEPTEMBER 24, 2020" is written in a smaller, dark brown sans-serif font.

DRIVE THRU FLU CLINICS

BOB DANNENHOFFER, MD
SEPTEMBER 24, 2020

WHERE IS FLU VACCINE GIVEN?

- 60% at doctor's offices
- 30% at pharmacies
- 3% by public health
- Rest at workplaces or at nursing homes

CURRENT FLU DELIVERY SYSTEM

- Not always convenient
- Occasionally associated with other costs
- Not able to “scale”
- Those without insurance may need to pay
- May cause exposure to other sick people



DRIVE THRU FLU CLINICS

- In 2015, Douglas County envisioned the need to have a “point of dispensing” model that could be adapted to testing, medication delivery or vaccine delivery
- With assistance from vaccine program and emergency preparedness, decided upon a drive thru flu clinic
- Have repeated these flu clinics each winter
- Now adapted to drive thru Covid Testing
- Have done 56 drive thru Covid testing clinics since March



DOUGLAS COUNTY FAIRGROUNDS



INVITE COMMUNITY PARTNERS

- Fire Department
- Emergency Manager
- Sheriff's Office
- Red Cross
- CERT
- Hospitals
- Healthcare Partners
- Media



JUST IN TIME TRAINING

Leave plenty of time
– suggest 30 minutes
for vaccinators

Prepare important
information ahead of
time

Use scripts

Deliver training at
each shift change

Provide job sheets

home | contact | training | downloads | dispensers

DA DISPENSE ASSIST

VOUCHERS FOR:

- [Anthrax](#)
- [Influenza](#)
- [Plague](#)
- [Tularemia](#)

Additional Languages:

- [Español](#)

Influenza Vaccine Screening

Please complete the screening information below, then press the "Next" button at the bottom of the page for a printable voucher.

Personal Information

First Name: Last Name:

Address:

Address2/Other:

City: State/Territory: --Select One-- Zip/Postal Code:

Telephone: ()

Email:

Date of Birth: mm / dd / yyyy

Sex: ☐ Male ☐ Female

Medical Information

1. Has this person had a serious reaction to the flu vaccine in the past? ☐ Yes ☐ No
2. Does this person have an allergy to eggs or egg products? ☐ Yes ☐ No
3. Has this person ever had Guillain-Barre Syndrome (GBS)? ☐ Yes ☐ No
4. Is this person allergic to Thimerosal or mercury products? ☐ Yes ☐ No

By checking the "Agree" box, I acknowledge that I have been offered a copy of the [Vaccine Information Statement](#) (Inactive and Recombinant and Live, attenuated) and I consent for the vaccine to be given to me or the person named above for whom I am authorized to sign. If there are any questions, please contact your local Health Department.

☐ I Agree

After completing the screening information, press the "Next" button for a printable voucher.

SPEEDING THINGS UP...

Use Dispense Assist
Pre-print NDC and lot
numbers onto labels

LESSONS LEARNED

- Tremendous community support
- Free is great
- There are a million details, but none are unsurmountable
- Can do 60 per hour per line
- Dwell time of less than 8 minutes
- Practice definitely helps
- If you will ever do it, this is the year
- Will be good practice for a Covid Vaccine drive thru



FINALLY...

Prepare for the weather!

SUPPLIES CHECKLISTS

Centers for Disease Control and Prevention

- [You Call the Shots: Satellite, Temporary, and Off-Site Vaccination Clinic Supply Checklist](#)

[Immunize Nevada Back to School Vaccine Clinic Operations](#) (includes supplies checklist)

VACCINE STORAGE

Centers for Disease Control and Prevention

- [‘Vaccine Storage and Handling Toolkit’](#)
- [Vaccine Storage and Handling Resources](#)
- [Provider’s Role: Importance of Vaccine Administration and Vaccine Storage & Handling](#)
- [Handling a Temperature Excursion in Your Vaccine Storage Unit](#)

U.S. Department of Health and Human Services

- [Vaccines for Children Program: Vulnerabilities in Vaccine Management](#)

California Department of Public Health

- [Transporting Refrigerated Vaccine: Guidelines for Emergency Vaccine Transport and Short-Term Storage](#)

ORDERING VACCINES

2020-21 Oregon CARES Influenza Vaccine [order form](#)