

*Ready, Set, Go!*



# Seasonal Immunization Campaign Calendar

2024-2025

Revised date: 7/2024

Use this tool as a planning guide to increase **both** influenza and pneumococcal vaccination rates during your 2024-2025 seasonal immunization campaign.

While influenza is often the primary focus of seasonal campaigns, this campaign is also a great opportunity to focus on the pneumococcal vaccine as part of your overarching wellness strategy. As you work through the calendar touchpoints, consider opportunities to impact the rates of all seasonal and non-seasonal vaccinations.

This calendar contains targeted activities with a timeline to assist your teams with planning, implementing, and evaluating your facility's seasonal campaign. Utilize the [Alliant Health Solutions Toolkit for Increasing Vaccination Rates in Nursing Homes](#) resource to assess current processes related to your campaign.

## JUNE

### INITIATE THE PLANNING PROCESS AND PLAN THE CAMPAIGN

- Review and evaluate prior year campaign results:
  1. Consider if adjustments are needed to the facility methodology for establishing vaccine quantities and supply par levels to meet this year's anticipated demand.
  2. Identify and list missed opportunities and trends related to vaccination declinations and develop strategies, considering health literacy and health disparities to encourage immunization.
  3. Identify strategies and opportunities for innovation to increase immunization rates for your patients/residents, employed and contracted staff and volunteers in all departments.
- Identify key team members, including vaccine coordinators and operational and clinician physician champions. Define roles and responsibilities.
- Assemble a seasonal vaccination campaign team. Include representatives from all shifts, all departments and all categories (full-time, part-time, per diem). Consider:

<i>Pharmacy</i>	<i>Medical Records</i>
<i>Infection Preventionist</i>	<i>Ancillary Departments</i>
<i>Physician</i>	<i>Human Resource</i>
<i>RN/LPN/CNA</i>	<i>Business Office</i>
<i>MDS</i>	<i>Information Technology</i>
<i>Admissions</i>	<i>Facility Management/ Maintenance</i>
- Schedule and host a campaign team kick-off meeting. Define your bold purpose for the meeting. Drill down beyond the surface reason for your meeting. "Every time you get to another, deeper reason, ask why again. Keep asking why until you hit a belief or value" (Parker, 2020).

- Establish your communication strategy ([CDC Digital Media Toolkit: 2023-2024 Flu Season](#))
  1. Identify a campaign theme (for example, “Kiss the Flu Goodbye” using Hershey kisses).
  2. Create email groups for staff and health care agents.
  3. Consider health literacy, health equity and cultural considerations in developing messaging strategies.
- Engage residents and/or resident councils in developing and implementing your campaign.
- Order educational and promotional materials (posters, brochures, t-shirts, pens, stickers, etc.) for each primary audience (residents and staff/volunteers). Consider materials in languages prevalent in your community.
- Engage frontline staff and residents in planning meaningful contests and celebrations for the highest vaccination rates across departments, shifts or units (pizza party, gift cards, pins, etc.)
- Develop a facility staffing plan for peak vaccine days.
- Begin monitoring influenza updates from the Centers for Disease Control and Prevention (CDC) [Weekly U.S. Influenza Surveillance Report](#) and from state and local health departments.
- Review the CDC Advisory Committee on Immunization Practices (ACIP) [Influenza ACIP Vaccine Recommendations](#) for this season’s vaccinations and confirm the order placed with the pharmacy provider.
- Establish par levels and order supplies, [vaccine storage](#) and equipment needed for vaccinations, including gauze, band-aids, alcohol wipes, safety needles and syringes, sharps containers, carts, etc.
- Schedule and reserve clinic space if needed.
- Schedule and begin to develop educational

- offerings for August, September and the remainder of the 2024-2025 season. Include:
1. Messaging for new hire orientation
  2. Goals, strategies and expectations for revisiting residents and staff who decline the vaccination
  3. Educational offerings for resident and family councils
  4. Documentation of vaccine education, offering and declination
  5. Utilize the seasonal campaign as a opportunity to highlight and identify opportunities to talk with patients and residents about all adult recommended vaccinations.
- Create an email blast to all staff to announce the campaign start and opportunities to get involved.
  - Establish your goals for this year’s campaign.

### Tips for success:

1. Start early to build energy around this year’s campaign. Alliant Health Solutions has several fun ways to engage residents and staff, including an [adult vaccine activity book](#) for residents and an interactive [Immunization Jeopardy game](#) for staff. Consider challenging a sister or competitor facility to a Jeopardy match to test Immunization knowledge.
2. Identify ways to engage your community in promoting the importance of vaccinations.
3. Think about people with special needs, like dementia or neurodiversity, who might have anxiety about the vaccination experience. For reference, review the [sensory considerations from the Autism Society of America’s Guide to Accessible Vaccine Clinics](#).
4. If you ordered your influenza vaccines late this year and are on a waitlist, identify community partners to assist with obtaining vaccine supplies.

## JULY & AUGUST

### PROMOTE THE CAMPAIGN AND BEGIN EDUCATION

- Review and update your influenza vaccine policies and protocols and utilize the [Alliant Health Solution’s Toolkit for Increasing Vaccination Rates in Nursing Homes](#).
- Plan activities and communications in observance of National Immunization Awareness Month using the [CDC National Immunization Awareness Month materials \(August\)](#).
- Download the [CDC current Vaccine Information Statements \(VIS\)](#).
- Finalize campaign dates, theme and a communication plan based on when the flu vaccine is expected to arrive.
- Finalize logistics and staffing plans for the campaign kick-off.
- Identify and train all appropriate staff on the [storage and handling](#) of the vaccine, [declinations](#), and documentation.

- Assign your facility infection preventionist or designate a team member, with at least one trained backup, to submit influenza vaccination data into the National Healthcare Safety Network (NHSN) Healthcare Personnel Vaccination Module from October 1, 2023, through March 31, 2024, and track declinations.
- Begin distribution of VIS and consents to residents and responsible parties. Implement a tracking system with key milestones for f/up for both unreturned consents and reapproaches for declinations.
- Proactively identify high-risk residents (i.e., dialysis residents) to receive the first doses of flu vaccine that arrive.
- Plan a kick-off event when sufficient vaccine is available to sustain the program.
- Continue monitoring all communications from the CDC and your local and state health departments regarding seasonal influenza and adjust the planned kick-off date in collaboration with the facility medical director.

## SEPTEMBER

### START THE CAMPAIGN WITH A KICK-OFF

- Do a final pulse check of recommendations, policies, and employee competencies (plan for anyone, including onboarding staff who still need annual in-service training).
- Hold a kick-off event when sufficient vaccine is available.
- Review declinations and no responses and initiate a strategy to approach with a trusted messenger.
- Establish a schedule for staff vaccination.
- Consider hosting community vaccination events with community pharmacies, hospitals or health departments.
- Monitor daily operations, [storage and handling](#) and inventory levels. Obtain staff feedback on what is going well and what process improvements could be made to improve workflow.
- Review EMR and MDS documentation of education, consent, declination, and vaccination.
- Record and track any vaccinations given. Monitor dates and submission requirements in your state registries and NHSN. (CDC/NHSN encourages facilities to update healthcare personnel influenza vaccination summary counts monthly.)
- Maintain campaign communication, emphasize the need to vaccinate throughout the influenza season, and measure success by sharing your outcomes.
- Celebrate success as key milestone targets are reached. Identify strategies for re-invigorating the campaign for any milestone lag.

## OCTOBER & NOVEMBER

### CONDUCT AND TRACK CAMPAIGN

- Check in with operational and physician champions for their feedback and recommendations. Provide one-on-one and facility-wide acknowledgment of operational and physician champion contributions to this year's campaign.
- Review staff and patient/resident vaccination rates with the facility medical director. Identify opportunities to increase rates and brainstorm additional strategies to reapproach individuals who have not been vaccinated.
- Assure all new resident admissions are reviewed for immunizations.
- Record vaccinations through October in NHSN and state registries.
- Plan and schedule activities and communications to highlight [National Influenza Vaccination Week](#) which is held in December every year.
- Celebrate any key milestone targets met. Identify new strategies for re-invigorating the campaign for any milestone lag.
- Continue to monitor storage and inventory levels and adjust as needed.

## DECEMBER

### INITIATE THE PLANNING PROCESS AND PLAN THE CAMPAIGN

- Review staff and patient/resident vaccination rates with the facility medical director.
- Conduct and highlight National Influenza Vaccination Week activities and events. Leverage social media to encourage community immunization.
- Record vaccinations through November in NHSN and state registries.
- Celebrate mid-season key milestone targets met. Identify new strategies for re-invigorating the campaign for any milestone lag, such as a “*Start the New Year Protected*” focus.
- Monitor community influenza rates.
- Identify opportunities to increase rates and brainstorm additional strategies to reapproach individuals who have not been vaccinated.

## JANUARY & FEBRUARY

### CONDUCT AND TRACK CAMPAIGN

- Shift the campaign’s focus to “It’s Not Too Late To Vaccinate.”
- Monitor state and local health department directives around the end of the season.
- Meet with the facility medical director to plan for the end of the season and determine the next steps if your vaccine supplies are expired or depleted.
- Record vaccination data through December and January in NHSN and state registries.
- Pulse check with the planning committee to evaluate the campaign, identify solutions to challenges, and celebrate successes.
- Order influenza vaccine for the next season. Consider high-dose, intradermal, and standard-dose flu vaccines, considering the pros and cons of providing each and target groups.

## MARCH

### COMPLETE THE CAMPAIGN AND TRACK

- Shift the campaign’s focus to “It’s Not Too Late To Vaccinate.”
- Define the next steps to reapproach unvaccinated staff and residents.
- Monitor state and local health department directives around the end of the season.
- Meet with the facility medical director to plan for the end of the season and determine the next steps if your vaccine supplies are expired or depleted.
- Record vaccination data through February in NHSN and state registries.
- Pulse check with the planning committee to evaluate the campaign, identify solutions to challenges, and celebrate successes.
- Order influenza vaccine for the next season. Consider high-dose, intradermal, and standard-dose flu vaccines, considering the pros and cons of providing each and target groups.

## APRIL

### INITIATE CAMPAIGN REVIEW (2024-2025 SEASON)

- Initiate facility-wide campaign debrief to include “Did Wells” and “Do Betters.”
- Share results of your seasonal influenza vaccination campaign at your quarterly Quality Assurance Performance Improvement Committee meeting (share monthly throughout the campaign if your QAPI meets monthly).
- Record vaccinations through March in NHSN and state registries.

## FINALIZE SEASON WRAP-UP AND INITIATE THE PLANNING PROCESS FOR NEW SEASON (2025-2026)

- Monitor communications from the Department of Health to ensure all submitted entries and documentation are completed timely (NHSN and MDS).
- Finalize the 2024-2025 seasonal campaign analysis to include feedback from health care agents, patients, residents and staff.
- Take a moment to collectively breathe and celebrate success!
- Finalize the 2024-2025 season wrap-up and initiate the planning for the next seasonal campaign (2025-2026).
- Also order additional supplies needed for the flu vaccination: gauze, band-aids, alcohol wipes, safety needles and syringes, sharps container and clipboards if needed for the type of flu vaccine formulation ordered.
- Order/acquire additional capital equipment, such as a flu vaccine cart.
- Reserve space for a walk-in flu vaccine clinic (usually held in October or November, depending on the final delivery date for the flu vaccine contract for the year).
- Schedule educational offerings for August, September, and the upcoming influenza season.

### Resource Links

1. [Alliant Health Solutions Toolkit for Increasing Vaccination Rates in Nursing Homes](#)
2. [Alliant Health Solutions Immunization Resource Library](#)
3. [Centers for Disease Control and Prevention - Influenza](#)
4. [Centers for Disease Control and Prevention – Long-Term Care Toolkit](#)

This tool was adapted from the *Seasonal Influenza Campaign Calendar* created by the Veterans Health Administration, U.S. Department of Veterans Affairs, and available on the [CDC website](#).

### References

- [APA 7 citation](#): U.S. Department of Veterans Affairs. (2012). Flu campaign calendar - VA public health. VA.gov. <https://www.publichealth.va.gov/docs/flu/flu-campaign-calendar.pdf>
- Parker, P. (2020). *The Art of Gathering: How We Meet and Why it Matters*. Riverhead Books.