

July Partnership For Community Health and Nursing Home Series: Community-Driven Strategies for Improving Vaccination Acceptance



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Dr. Ruth Carrico is a family nurse practitioner and senior consultant at Carrico & Ramirez, PLLC, specializing in infectious diseases, infection prevention and control, and vaccinology. She is also an adjunct professor at the University of Louisville School of Medicine's Division of Infectious Diseases. Dr. Carrico has over 30 years of experience in her field, including implementing the first drive-through vaccination program in Louisville, Kentucky, in 1994. She's authored books on mass immunization and has played a key role in emergency preparedness and rapid vaccination responses, including during the COVID-19 pandemic. Dr. Carrico serves on numerous advisory boards, develops innovative training for health care workers, and has significantly improved vaccination rates among refugee populations. She also runs an educational website for international travel counseling and vaccination (TH101.com). Dr. Carrico is board-certified as a family nurse practitioner and infection preventionist and has a certificate in travel health.



Denette Jackson, BSN, RN

COMMUNITY REGISTERED NURSE NAVIGATOR – EAST REGION UNIVERSITY OF TENNESSEE COLLEGE OF NURSING

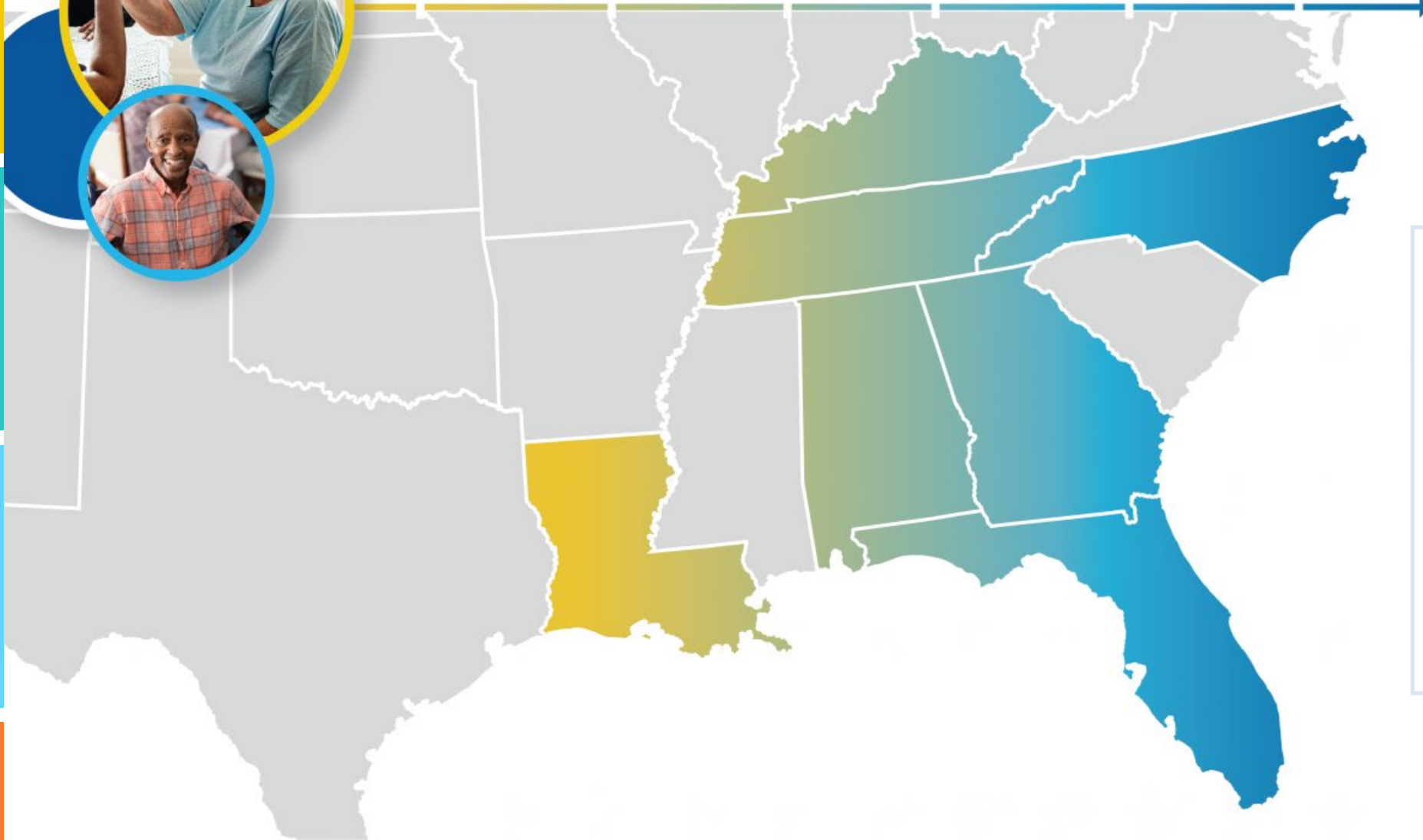
Denette is a registered nurse with a diverse background in medical-surgical acute care, reproductive health, and public and community health nursing.

During her tenure at a local health department, she observed the increasing mistrust and spread of misinformation surrounding immunizations, particularly in the context of COVID. Simultaneously, she recognized that certain barriers, such as basic needs, prevented individuals from accessing preventative health care. Drawing from her experience growing up in a low-income rural community, Denette became driven to address these challenges. Her primary goal is to improve immunization accessibility for the East Region's community members and empower them to make informed decisions about their health.

Denette is one of two East Region Community Registered Nurse Navigators. She is a member of the Rural Health Association, Campbell County Health Council and Anderson County Health Council. She is pursuing her doctorate of nursing practice at the University of Tennessee, specializing in psychiatric mental health nursing.



Making Health Care Better *Together*



Alliant Health Solutions is the Medicare Quality Innovation Network-Quality Improvement Organization (QIN-QIO) for the following states:

- Alabama
- Florida
- Georgia
- Kentucky
- Louisiana
- North Carolina
- Tennessee

Alliant Health Solutions, QIN-QIO

Objectives

- Learn about the planning, implementation, impact and sustainability of community-centered vaccination programs.
- Learn strategies for engaging community members and partners.
- Review and apply Alliant Health Solutions immunization resources to support provider immunization campaigns.

Disclosures: Ruth Carrico

- Advisory Boards—Sanofi [influenza vaccine], Pfizer [meningococcal vaccine, COVID-19 vaccine, Paxlovid], Moderna [COVID-19 vaccine], Valneva [travel vaccines], Seqirus [influenza vaccine], Novavax [COVID-19 vaccine]
- Speakers Bureau—Sanofi [influenza immunization], Pfizer [pneumococcal immunization, RSV immunization]
- Consultant—VaxCare [vaccination logistics]; American Hospital Association [environmental infection control]

Mobile Vaccination History: Louisville, Kentucky

- 1994: The first drive-through vaccination documented anywhere in the US/worldwide
 - Influenza vaccine provided to individuals in their car
 - Focus initially on individuals with mobility issues
 - Expected to see 300 patients, but saw more than 3000
- 2009: Used the process to plan and implement community vaccination for H1N1
 - Influenza vaccine provided to individuals in their car
 - Open to community members
 - Administered 20,000 doses in 18 hours
- 2021: Used the process to plan and implement community vaccination for SARS-CoV-2
 - COVID-19 vaccine provided to individuals in their car
 - Open to community members in structured public health response
 - Administered more than 110,000 doses to the Louisville, KY community

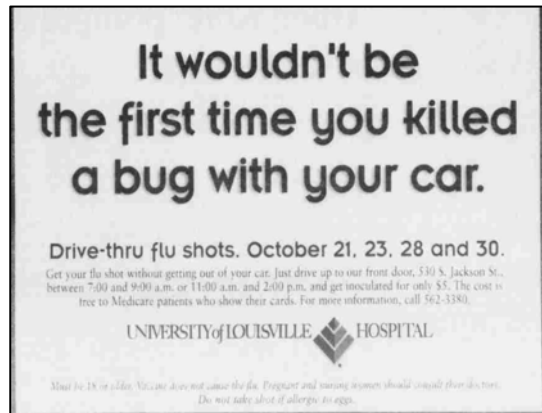


Photo permission: UofL Hospital, 1994

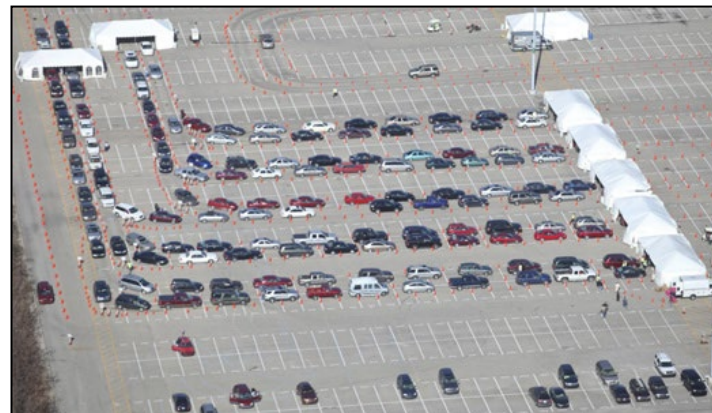


Photo permission: UofL SPHIS, 2009



Photo permission: NYT to LMPHW, 2021

What If We Take Vaccine and Vaccination To Communities?

- Kentucky Nurses Association assumes the role of project lead
- Built upon partnerships established earlier in the pandemic [KNA led mobile testing activities using the same mobile processes]
- Embraced community-centered approaches and went where the local community leaders and partners led
- Identified specific areas of Louisville with limited access to vaccines and limited access to a means to obtain the vaccine
- Developed a written procedure manual, developed hands-on competency-based training, implemented training, measured effectiveness, embraced an iterative improvement and growth process



Refugee Site



Homeless Shelter



KNA Team Leaders



Community Site



School Gym

KNA CEO

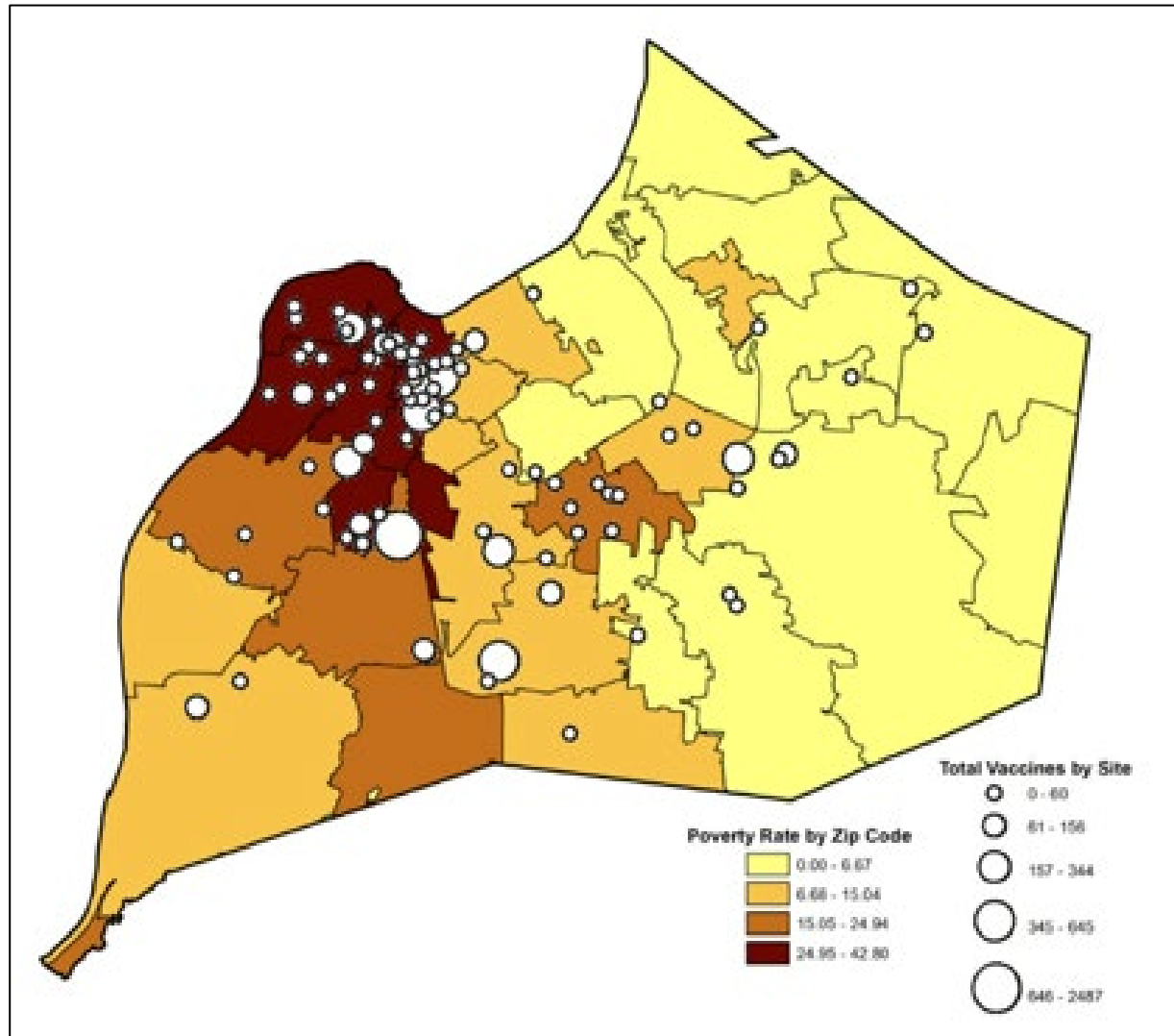


Photos courtesy of Ruth Carrico

Training Agenda

- Partnerships and goal of the program
- Vaccination locations
- Workflow processes
- Safe Injection Practices
- Vaccine and vaccine administration
- Simulations
- Scenarios

Impact



- Between March 2021 and July 2022, 8,086 COVID-19 vaccination doses were successfully administered through mobile vaccination clinics.
- More than 40 clinic sites focused in areas of Louisville where poverty rates are highest.
- Led by nurses with broad collaboration across public health, medicine, dentistry, nursing, and social work.
- Built upon trusted relationships, those relationships continue to be nurtured.

Clinical Focus

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Enhancing Equitable Access to COVID-19 Vaccination through the Implementation of Mobile Vaccination Clinics: A Community-Based Approach in Louisville, Kentucky

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Mobile clinic

Vaccination

Immunization

COVID-19



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is no
Healthcare
without

NURSES



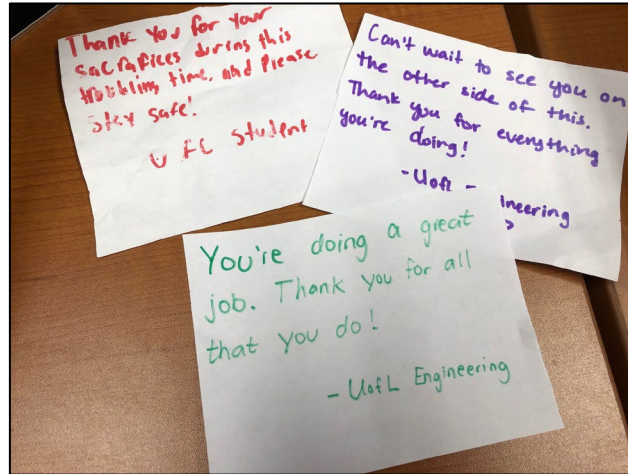
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**THANK YOU
KENTUCKY NURSES**

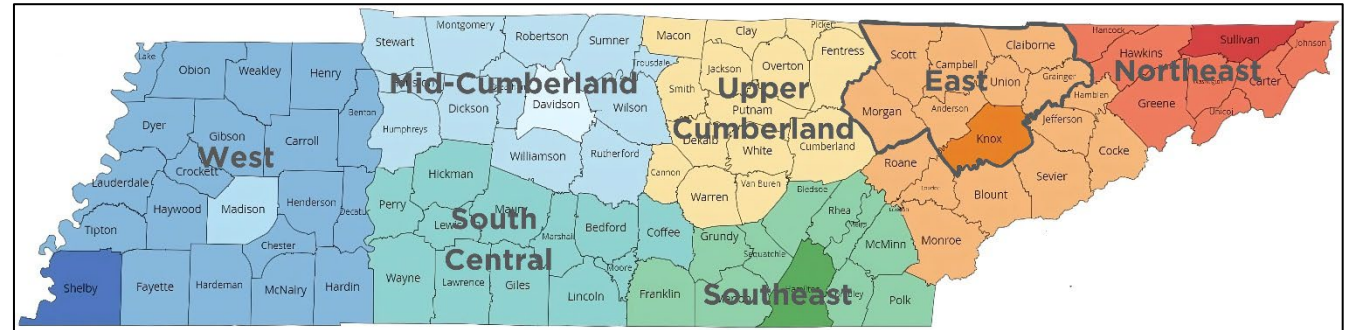
For Fighting COVID-19

- ✓ Health Care Experts
- ✓ Frontline Leaders
- ✓ Friends & Neighbors
- ✓ Protectors & Defenders



Community Registered Nurse Navigator Project

- Funded by the Tennessee Department of Health
 - 17 RNs and APRNs
 - East Region
- **The goal is to assess and eliminate barriers to immunizations in those younger than 2 and older than 50**
 - Assessment
 - 35 interviews
 - 726 individual surveys from adults
 - 55 meetings
 - One focus group
 - Interventions
 - Trusted community partners & members
 - Education based on assessment
 - Education, then immunization
 - Educating workers & leaders
 - Focus on at-risk groups within the community



Communication, Trust and Education

The words and the messengers matter.

- *“To make it accessible, you would need to make it Middle School/High School readable.” [Community Leader]*
- *“In this neck of the woods, they may not trust anyone outside their four walls – family, church, schools, boss at work, doctor.” [Religious Leader]*
- *“I believe pre-COVID, they trusted healthcare workers; I don’t believe that’s always the case now. They feel like they have been lied to and aren’t given the whole truth. It has set us way back.” [Social Worker]*
- *“Disinformation is a big problem. People trust the people they know, and that’s it.” [Health care Worker]*
- *“COVID has made some changes in the way people feel. It will take a while to build trust back.” [Community Educator]*
- *“Older adults just don’t know, and some of their doctors don’t talk to them.” [Healthcare Worker]*
- *“Someone from Appalachia would trust their local doctor more than they would trust a doctor from Vanderbilt. He’s outside our box and outside of our network. It’s telling who he’s working for.” [Religious Leader]*

Vaccines

Shots

Immunizations

Inoculations

Interventions

Educate and Empower

- Patient advocates
 - Storytelling
 - Healthcare workers
 - Layman's terms
 - Address specific concerns
 - Frequent
 - Staff
 - Promotional materials with quotes and photos
 - Staff immunization policies
 - Patients
 - Facts
 - Specifics for comorbidities
 - Education before vaccination
- *"We have been bombarded with too much from the media. The CDC says this, and a couple of months later, they said this. There is a general distrust and I think we can have too much information. It's hard for people who don't get out a lot to know what to do with that." [Community Leader]*
 - *"Now pneumonia and shingles it is a lot easier to get older people to take because they don't want pneumonia, and they hear shingles are extremely painful and can cause a lot of nerve damage, and of course, they repeat those stories. You know their cousin may have had them, and they repeat that story over Christmas. When they come in in January, they want that shingles vaccine." [Healthcare Worker]*
 - *"In this neck of the woods, if somebody, [names redacted], the baseball coach out here came out said, 'I got my flu vaccines,' they would be very impactful. Faith leaders are impactful, but I don't think everyone is like me and is pro-vaccine." [Religious Leader]*
 - *"If you help one person, that will spread that throughout the community. Word of mouth is effective in this area." [Religious Leader]*
 - *"You got to identify the movers and shakers. We have to have enough people speaking highly of vaccines." [Religious Leader]*
 - *"Be reminded what [immunizations] we need. [Intercept interview, age 78]*

Increasing Influenza Vaccination Rates in Nursing Homes



Increasing Influenza Vaccination Rates in Nursing Homes

Alliant Health Solutions, in collaboration with health equity leads, developed a comprehensive toolkit that discusses strategies and provides comprehensive resources for improving influenza vaccination rates in nursing homes. This toolkit can be shared broadly with nursing homes to increase their immunization rates. It is available on the Alliant website for download. This tool was updated in June 2024.

Ways to use this toolkit:

- Source for staff education
- Corporate clinical or QI leads
- Re-used every year in preparation of the seasonal flu campaign



SCAN ME

READY, SET, GO: Seasonal Immunization Campaign Calendar 2024-2025 Season



Use as a guide every year to:

- Plan, track and evaluate your campaign
- Increase your vaccination rates

Changes or additions to this year's guide:

- Updated links to key resources
- Focuses on Influenza vaccinations but can cover other vaccinations



Scan the QR code or
click the link below to
access the calendar

[Seasonal
Immunization
Campaign Calendar
2024-2025](#)

July Subject: READY SET GO – Key Milestones for a successful seasonal vaccination campaign
Now is a good time to start planning for this fall's flu and pneumonia campaign. To complement your campaign planning, Alliant Health Solutions created a **comprehensive [Toolkit for Increasing Vaccination Rates in Nursing Homes](#)** (allianthealth.org).

Each month we will send you an email reminder of key milestones that should be completed or well underway. Here is a [link](#) to a

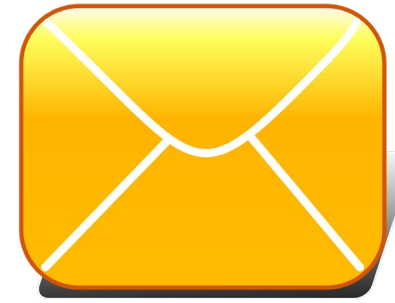
Pulse check! This month the focus is on education and sharing your vision for a successful campaign. Here is a [link](#) to a calendar for the remainder of the season.

- Review and update standing orders and policies to reflect current year regulations and guidelines
- Develop staff training on campaign vision and goals
- Establish par levels for flu and pneumococcal vaccines and supplies such as sharps containers. Think about other vaccines that may be requested or provided during the campaign like COVID-19 and RSV (Respiratory Syncytial Virus)
- Order promotional items
- Identify team members and facility champions

The full calendar with resource links is attached for planning and easy reference.

I am available to **provide individualized coaching support** to help you and your team, work through any challenges. We look forward to helping you prep for this fall's vaccination campaign. Look to next month's email for a 12-month planning calendar.

Ready, set, go!



October Subject: READY SET GO – October Milestones

Pulse check! Start vaccinating patients/residents and staff and tracking your influenza vaccinations rates.

- Ensure new patient/residents and staff are being offered immunizations and re-approached if needed
- Meet with your team and ask their feedback, recommendations and acknowledge their contributions
- Review trends with your medical director to identify gaps

Last month's milestones:

- ✓ Reviewed standing orders, policies, and employee competencies for one last check prior to kick-off
- ✓ Hosted your kick-off event

I look forward to helping you make this your most successful campaign.

Here is a [link](#) to the calendar for the remainder of the season for planning and reference.

Ready, set, go!

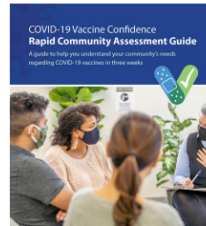
Increasing Community Immunization Rates: A Community Call To Action

IMMUNIZATION

Increasing Immunization Rates: RESOURCES FOR COMMUNITY COLLABORATION

Community toolkits developed to increase COVID-19 immunization rates provide a framework for community collaboration to increase flu, pneumonia and other vaccine rates. This resource contains links to several toolkits and resources partnerships for community health can use to increase overall vaccine confidence and immunization rates.

1. [The COVID-19 Vaccine Confidence Rapid Community Assessment Guide](#) helps communities identify objectives and focus, plan for a rapid community assessment, recruit community partner organizations, collect data, and execute plans. Additionally, the Alliant Health Solutions [Recruiting Community Stakeholders to Join Us in Action](#) resource contains tips for engaging community and government agencies in healthcare coalitions.
2. The [CDC COVID-19 Vaccination Field Guide Addendum Rural Considerations for Vaccine Confidence and Uptake Strategies](#) contains 12 strategies for increasing vaccine uptake in rural communities that help increase flu and pneumonia immunization rates.
3. [A Guide for Community Partners: Increasing COVID-19 Vaccine Uptake Among Members of Racial and Ethnic Minority Communities](#) is a resource for organizations with community-level reach looking to increase vaccine confidence and access in racial and ethnic minority communities.
4. [The Checklist of Best Practices for Vaccination Clinics Held at Satellite, Temporary or Off-Site Locations](#) is a step-by-step guide for temporary vaccination clinics in non-traditional vaccination clinic settings such as community centers, workplaces or makeshift clinics in remote areas.



COVID-19 Vaccine Confidence Rapid Community Assessment Guide

IMPLEMENTATION TIPS

- Adapt the key messages to the language, tone and format that will resonate with your community.
- Consider health literacy in older adults in the development of immunization campaign materials, [CDC Health Literacy in Older Adults](#)
- Print copies of the posters and FAQs to use as handouts. Make sure the graphics are posted in highly visible places in your community.
- Continue to educate your community via articles, blog posts and social media posts. Invite community members to wear stickers once they have been vaccinated and post vaccination selfies on social media.
- Connect with your local health department. The health department's immunization program team can help coordinate vaccination clinics, provide speakers for presentations and offer other types of expertise.

ADDITIONAL RESOURCES

National Immunization Awareness Month (NIAM): Get Back on Track with Routine Vaccines

The [NIAM Get Back on Track with Routine Vaccine](#) resources can be used throughout the year to promote vaccine awareness and uptake.

NIAM Resources

Vaccine Finder

The [VaccineFinder](#) is a web-based system that helps people find the latest information on COVID-19 and influenza vaccine availability based on zip codes.

Vaccines.gov - Find COVID 19 and Influenza vaccine locations near you

CDC Digital Media Toolkit

The [Digital Media Toolkit](#) includes additional influenza resources and tools.

CDC Flu Resource Center

Immunize.org

[Immunize.org](#) is a web-based system that provides information about vaccines and the diseases they prevent.

Immunize.org adult vaccine information

Alliant Health Solutions

The [Alliant Health Solutions](#) immunization resource page has a compendium of no-cost, downloadable immunization resources.

Alliant Health Solutions Immunization Resources

CMS Clear Communication Index

This health literacy resource provides guidance for making written material clear and effective.

Outreach and Education Written Materials Toolkit

Autism Society of America Guide to Accessible Vaccine Clinics

This guide provides tips and links for clinics serving neurodiverse patients or any patients who have anxiety about vaccination visits.

Guide to Accessible Vaccine Clinics



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Alliant Health Solutions' one-page resource, [Increasing Immunization Rates: Resources for Community Coalitions](#), contains links ranging from broad, high-level planning toolkits to toolkits focused on a specific patient population or setting, implementation tips and links to additional resources.



Immunization Jeopardy: Nursing Home Edition



Alliant Health Solutions developed Immunization Jeopardy as a fun, interactive way to generate discussion, identify areas where additional staff education would be helpful and keep the focus on immunizations as a facility priority throughout the year.

- Download game: [Jeopardy Immunization Slide Deck](#)
- Facilitator guide: [Immunization Jeopardy Facilitator Guide](#)

Tips:

- Create shift-to-shift or unit-to-unit challenges with rewards your team enjoys
- Host Immunization Jeopardy match challenges with other nursing homes in your community

PANEL

ASSESS	RECOMMEND	ADMINISTER	DOCUMENT	QUALITY ASSURANCE	HODGE PODGE
\$200	\$200	\$200	\$200	\$200	\$200
\$400	\$400	\$400	\$400	\$400	\$400
\$600	\$600	\$600	\$600	\$600	\$600
\$800	\$800	\$800	\$800	\$800	\$800
\$1000	\$1000	\$1000	\$1000	\$1000	\$1000

Nursing Home and Partnership for Community Health: CMS 12th SOW GOALS



OPIOID UTILIZATION AND MISUSE

- Promote opioid best practices
- Reduce opioid adverse drug events in all settings



PATIENT SAFETY

- Reduce hospitalizations due to c. diff
- Reduce adverse drug events
- Reduce facility acquired infections



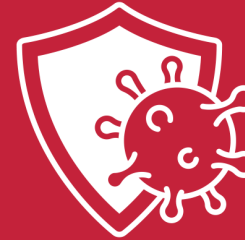
CHRONIC DISEASE SELF- MANAGEMENT

- Increase instances of adequately diagnosed and controlled hypertension
- Increase use of cardiac rehabilitation programs
- Reduce instances of uncontrolled diabetes
- Identify patients at high-risk for kidney disease and improve outcomes



CARE COORDINATION

- Convene community coalitions
- Reduce avoidable readmissions, admissions to hospitals and preventable emergency department visits
- Identify and promote optimal care for super utilizers



COVID-19

- Support nursing homes by establishing a safe visitor policy and cohort plan
- Provide virtual events to support infection control and prevention
- Support nursing homes and community coalitions with emergency preparedness plans



IMMUNIZATION

- Increase influenza, pneumococcal, and COVID-19 vaccination rates



TRAINING

- Encourage completion of infection control and prevention trainings by front line clinical and management staff

Making Health Care Better *Together*



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