

# Creating a Culture of Best Practices to Promote Immunization and Vaccines



December 4, 2024



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## Housekeeping

- + Who's in the room today? (Name, facility, role)
- + To eliminate any background noise during today's presentation your audio has been muted upon entry.
- + We encourage questions and open discussion through the Q&A, Chat box, or you can raise your hand to be unmuted and engage verbally.
- + This event is being recorded.



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## Flex Program Areas

### Flex Program Areas

Required in order to participate in other activities.

#### Quality Improvement



The quality improvement area includes MBQIP data. **Submitting MBQIP data is the only requirement for critical access hospitals to participate in the Flex Program.** If critical access hospitals meet the MBQIP reporting requirements, they are automatically able to participate in Flex Program activities. Iowa Healthcare Collaborative sends MBQIP reports to hospitals and provides technical assistance, webinars and calls and live events related to quality improvement.

Can participate in these activities if quality improvement requirements are met.



#### Financial Improvement

HomeTown Health provides financial improvement webinars, trainings resources, live meetings, comparative dashboards, in-depth assessments and action planning and peer assistance.



#### Operational Improvement

HomeTown Health provides operational improvement webinars, live meetings, comparative dashboards, in-depth assessments and action planning and peer assistance.

#### Population Health



Iowa Healthcare Collaborative provides community health needs assessment technical assistance webinars. Iowa HHS provides individual technical assistance with community health needs assessments and health improvement plans.



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## Presenter Information



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# Flu Vaccination

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December 2024

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## Topics

- ▶ The impact of influenza
- ▶ Benefits of flu vaccination
- ▶ Vaccine promotion and flu prevention

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# The Impact of Influenza

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## Influenza

- ▶ Influenza (flu) is a contagious respiratory illness caused by flu viruses
- ▶ It can cause mild to severe illness, including death

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# Flu Symptoms

Symptoms usually come on suddenly and can include all or some of the following:

- Fever/chills
- Runny or stuffy nose
- Cough
- Sore throat
- Muscle or body aches
- Fatigue
- Headache
- Vomiting or diarrhea (less common)

# How Flu Spreads

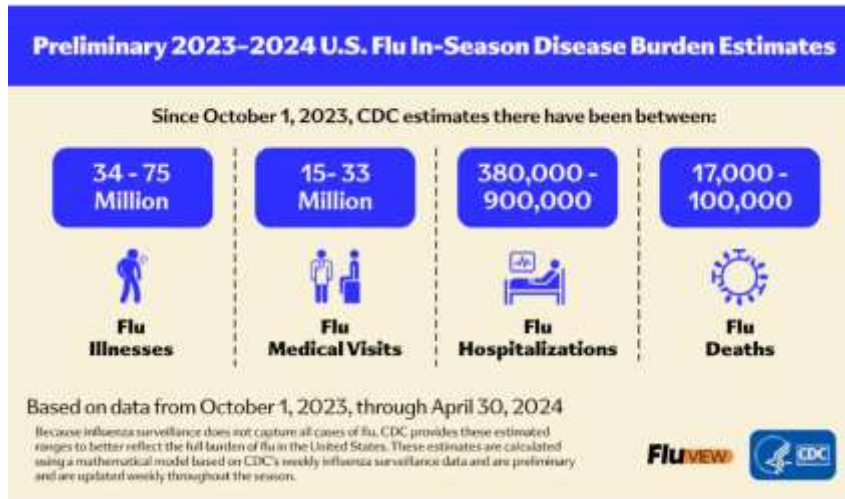
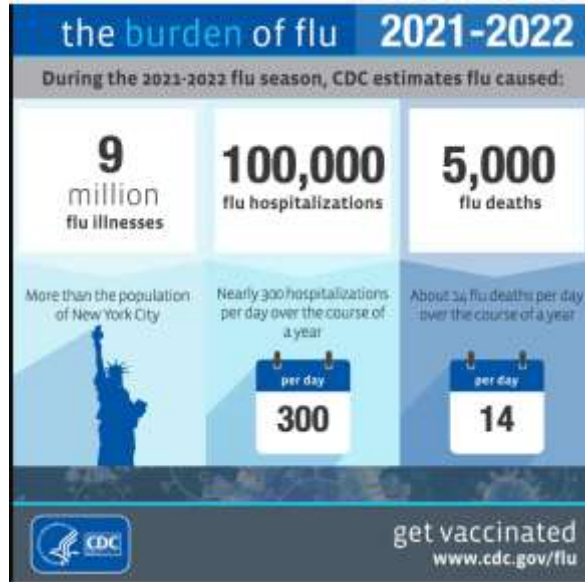
- ▶ Respiratory droplets when someone with the flu coughs, sneezes or talks
- ▶ Less frequently by touching an object or surface with flu virus

## When are people contagious with the flu?

- ▶ **1 day before symptoms begin** and 5-7 days after becoming sick
- ▶ Most contagious the first 3 days of the illness
- ▶ Some people (children, those with weakened immune systems) may be contagious longer
- ▶ Symptoms usually start 2-4 days after being exposed

## People at greater risk of severe illness

- ▶ Adults 65 years and older
- ▶ Children younger than 2 years
- ▶ Persons with weakened immune systems or chronic health conditions (especially respiratory)
- ▶ Pregnant persons
- ▶ Hospitalized patients
- ▶ Residents in long term care facilities



# Flu Prevention

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## Prevention

- ▶ The best way to prevent the flu is through vaccination
- ▶ Unless contraindications, flu vaccine is recommended for everyone  $\geq 6$  months
- ▶ Flu vaccine prevents millions of illness and flu related doctor visits yearly

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## Benefits of Flu Vaccination

- ▶ Reduce flu illness and severity
- ▶ Protects the person being vaccinated and those around them (family, co-workers, patients, community)
- ▶ Prevents or reduces time off work due to illness

## Vaccination Rates

During the 2023–2024 respiratory virus season, influenza vaccination coverage was 80.7% among acute care hospital personnel and 45.4% among nursing home personnel.

[Source: MMWR, Influenza and COVID-19 Vaccination Coverage Among Health Care Personnel — National Healthcare Safety Network, United States, 2023–24 Respiratory Virus Season](#) (link)

Figure 1. Percentage of health care personnel who received influenza vaccination, by work setting: — Internet panel surveys<sup>†</sup>, United States, 2013-2014 through 2022-2023 influenza seasons<sup>‡</sup>

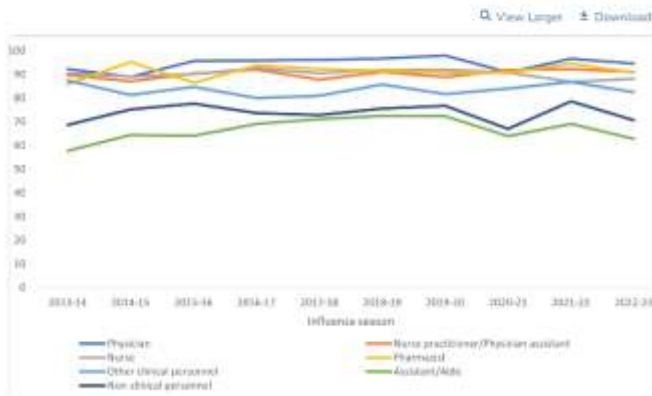


Source: Influenza Vaccination Coverage Among Health Care Personnel — United States, 2022-23 Influenza Season | FluVaxView | CDC (link)



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Figure 2. Percentage of health care personnel who received influenza vaccination, by occupation: — Internet panel surveys<sup>†</sup>, United States, 2013-2014 through 2022-2023 influenza seasons<sup>‡</sup>



Similar influenza vaccination patterns were seen in previous seasons.



Influenza Vaccination Coverage Among Health Care Personnel — United States, 2022-23 Influenza Season | FluVaxView | CDC

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## Prevention

- ▶ Respiratory viral diseases, including influenza, pose significant risks to healthcare personnel in health care settings
- ▶ High influenza vaccination rates are critical in preventing healthcare transmission of flu from healthcare personnel (HCP) to patients and from patients to healthcare personnel

## CDC Recommendations

- ▶ Annual flu vaccination for all healthcare personnel (paid and unpaid)
- ▶ Comprehensive programs to increase vaccine coverage among healthcare personnel are needed; influenza vaccination rates among HCP within facilities should be measured and reported regularly

[Immunization of Health-Care Personnel](#)

## Prevention and Productivity

- ▶ Preventing flu transmission in HCP is essential for maintaining a safe work environment and for ensuring staffing levels
- ▶ Vaccination is an effective strategy for maintaining a healthy workforce
- ▶ According to a 2022 study:
  - 75% of employees missed work due to flu illness
  - Average time out of work was 2-3 days each time ill
  - 60-80% of employees continued to work while sick
  - Employees said they missed work to care for someone else with the flu on average of 1-2 days

[Impact of Influenza and Influenza-Like Illness on Work Productivity Outcomes: A Systematic Literature Review - PMC](#)

## Flu Facts

- ▶ Flu vaccines cannot give you the flu
- ▶ Flu vaccines are safe, and most side effects are mild and resolve quickly
- ▶ Even if the vaccine doesn't completely prevent the flu, it can reduce the severity
- ▶ Getting sick with the flu can be very serious
- ▶ Annual vaccination is necessary
- ▶ Anyone can get the flu-even healthy people

## Strategies to Increase Staff Vaccination

- ▶ Providing on site vaccination during work hours (all shifts)
- ▶ Mobile vaccine carts
- ▶ Providing no cost vaccination
- ▶ Offering incentives
- ▶ Display boards with unit vaccination rates and competitions between units
- ▶ Consider mandatory staff vaccination
- ▶ Requiring staff to sign declination forms

## Strategies to Increase Staff Vaccination

- ▶ Strong leadership and buy in
- ▶ Upper-level staff is visibly supportive of vaccination events
- ▶ Modeling of senior staff vaccination
- ▶ Support and encourage vaccine champions
- ▶ Clear and consistent messaging, with education and opportunities to ask questions

## Vaccination Requirements

- ▶ Employer vaccination requirements were strongly associated with influenza and COVID-19 vaccination uptake among HCP. Influenza vaccination coverage was approximately 50 percentage points higher among HCP with employer vaccination requirements, compared with HCP without employer vaccination requirements or recommendations ([Influenza Vaccination Coverage Among Health Care Personnel — United States, 2022–23 Influenza Season | FluVaxView | CDC](#) (link))

## Call to Action

- ▶ Annual flu vaccination for all HCP
- ▶ Foster a culture of safety encouraging and supporting vaccination
- ▶ **Flu vaccination among HCP is a fundamental measure to protect staff and patients**

## Resources

- ▶ [Addressing Common Concerns on Flu, COVID-19, and RSV Vaccines](#) (link)
- ▶ [Healthcare Personnel Vaccination Recommendations](#) (link)
- ▶ [Prevention and Control of Seasonal Influenza with Vaccines: Recommendations of the Advisory Committee on Immunization Practices \(ACIP\)—United States, 2024-25](#) (link)
- ▶ [Influenza](#) (immunize.org) (link)
- ▶ [Influenza Vaccination Honor Roll | Immunize.org](#) (link)
- ▶ [HPS Flu Vaccine Protocol 2024 508](#) (link)

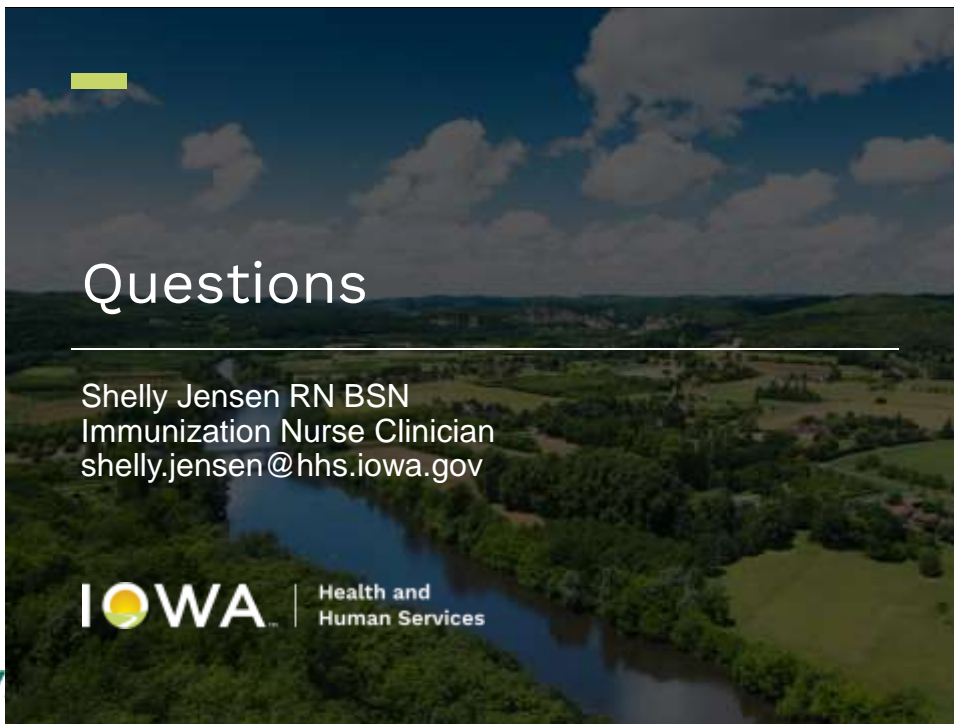
## Resources cont.

- ▶ [Influenza Vaccination Coverage Among Health Care Personnel — United States, 2022–23 Influenza Season | FluVaxView | CDC](#) (link)
- ▶ [Influenza and COVID-19 Vaccination Coverage Among Health Care Personnel — National Healthcare Safety Network, United States, 2023–24 Respiratory Virus Season | MMWR](#) (link)

# Questions

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Human Services



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## Presenting

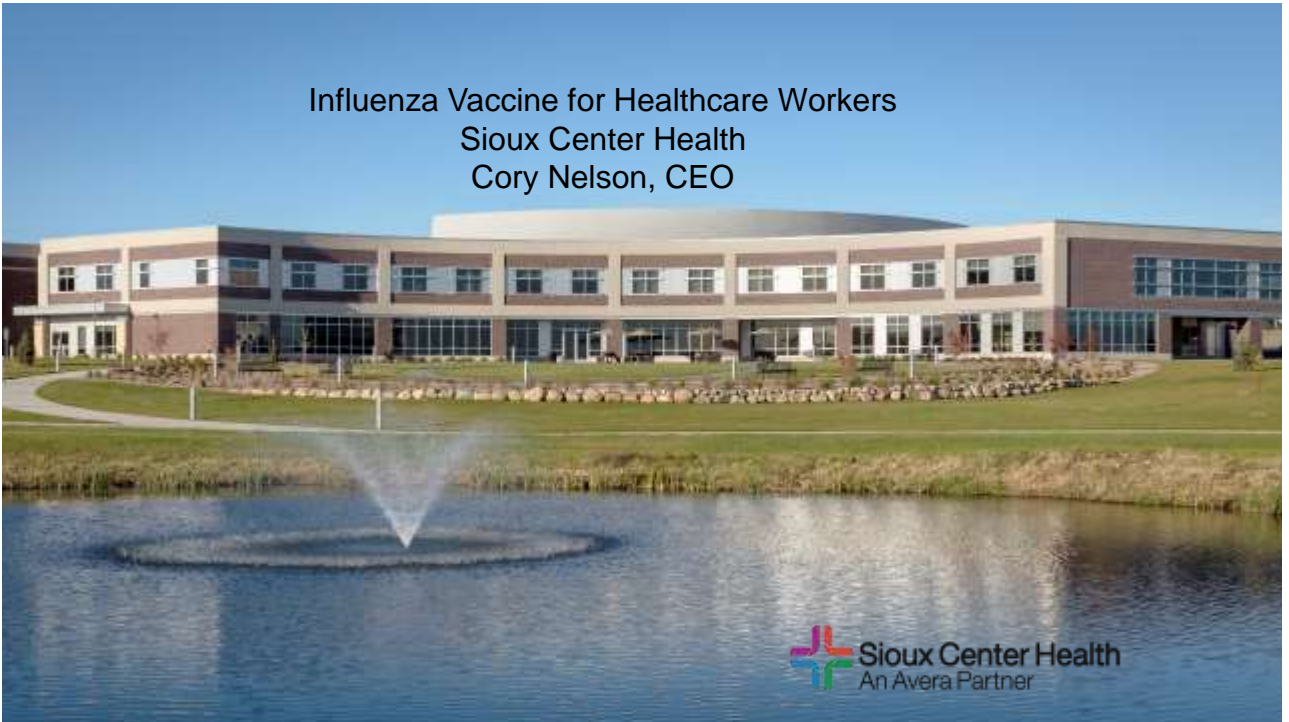
Cory Nelson, MPA  
Chief Executive Officer  
Sioux Center Health



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Influenza Vaccine for Healthcare Workers  
Sioux Center Health  
Cory Nelson, CEO



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## A little about us....

- ✦ 19 bed critical access hospital in Northwest Iowa
- ✦ Senior Campus including:
  - ✦ LTC
  - ✦ AL/IL
  - ✦ Memory Care AL
- ✦ Clinics in three different communities
- ✦ Over 600 employees

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## Challenges that we see

- ❖ Many employees
  - ❖ A lot of PRN and high school students who may not be aware
- ❖ Vaccination fatigue
- ❖ Misinformation regarding vaccines
- ❖ What qualifies as a religious exemption?

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## New Hire Education

- ❖ We are very up front regarding flu vaccination requirement upon hire
- ❖ Employees should never be surprised
- ❖ We do have some employees decline offers because of this reason

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## Availability and Accountability

- ❖ Employee Health schedules flu shot clinics at both the hospital and Senior Campus at different times of day
- ❖ Managers will at times hold a vaccination clinic during department meeting with employee health
- ❖ Managers are given periodic lists of employees who have not received immunization
- ❖ Managers are able to follow up specifically with employees to hold them accountable

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## Promoting a Culture of Positivity

- ❖ Remind our employee's why we do what we do
- ❖ Helping employees understand Public Health
- ❖ Reinforce our mission
  - ❖ Caring for and keeping patients safe needs to be our top priority

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# Conclusion

- ❖ Enforcing flu vaccination is not always easy to do
- ❖ We understand we may lose employees over this
  - ❖ Typically lose very minimal employees
- ❖ Being up front and honest with employees right away
- ❖ Make opportunities available for employees to easily receive vaccination
- ❖ Talk about vaccination with positivity
- ❖ Stand firm on strong public health policy

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## iCompass Academy

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- + Learn more, sign-up and/or login [here](#) (Link)



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## iCompass

- + We encourage you all to also join us on our communication platform, iCompass.
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## Thank You for Participating

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