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Organizations**

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CENTERS FOR MEDICARE & MEDICAID SERVICES

SUPERIOR HEALTH
Quality Alliance

Fostering an Immunization Culture

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Objectives

- Review the meaning of culture and how it applies to immunizations.
- Learn how to foster an immunization culture.
- Describe how technology can be useful to promote a positive immunization culture.

What is Organizational Culture?

- “Culture is how organizations ‘do things’.” - Robbie Katanga
- Involves making sure staff members are all on the ‘same page’ and convey the same messages.
- According to Forbes:
 - A rich company culture can lead to innovation.
 - Strong culture means better retention.
 - Culture is a long-term commitment to excellence.
 - The right focus means greater efficiency.

What Does It Mean to Foster an Immunization Culture?

- All staff members are knowledgeable about vaccination recommendations *or* know who to ask.
- Staff members know the benefits of vaccines and can describe the burden of vaccine preventable diseases.
- Consistent messaging about immunizations.
- Signage throughout your building.
- Use a “presumptive” style of recommendation.
 - “It is time for your next COVID-19 booster. I recommend you get boosted today. My family and I are all boosted. It is the healthy thing to do.”

Why is it Important to Foster a Culture of Immunization?

- To keep your staff and your residents safe.
 - Remember, vaccines help to prevent or reduce the severity illness.
- Helps reduce confusion and build confidence.
- Have a more efficient vaccination season.

Educate and Motivate Your Staff

Provide Appropriate Training

- “Lunch and Learns” leading up to your first influenza clinic.
- Use what is already available:
 - [How Nurses and Medical Asssistants can Foster a Culture of Immunization in Practice](#)
 - [Front Line Forces – Vaccinations](#)
 - [You Call the Shots](#)
 - [Center for Disease Control and Prevention \(CDC\) Immunization Courses](#)
- What do you do or use at your facility?

How I Recommend



Source: [#HowIRecommend Vaccination Video Series](#)

Identify Vaccine Champions

How many of you already have vaccine champions?

- Select a team of people who are:
 - Well-respected
 - Influential
 - From different teams (administration, RNs, CNAs, dietary, etc.)
 - Confident
- Identify a lead champion.
- Ensure this team has full support from leadership and they have the tools they need to spread your culture.

How to Be a Vaccine Champion

- If you identify someone who could be a potential champion these resources could help them understand their role:
 - [How to Be a Vaccine Champion](#)
 - [What is a Vaccine Champion?](#)
 - [Vaccine Champion Training](#)



Role of Vaccine Champion

- Encourage coworkers to get vaccinated.
- Source of information for residents, family members and staff.
- Help create guidelines for your immunization culture:
 - Develop consistent language.
 - Use existing or create new posters to advertise immunization seasons.
- Create bulletin boards to encourage vaccination.
- Start friendly competitions to improve vaccination rates.

Keep Staff Updated

- Bulletin boards
- Text messages
- Emails
- Huddles
- Information dissemination from vaccine champions.
- Share evidence-based resources.
 - CDC Vaccination Information for Health Care Professionals
 - Centers for Medicare & Medicaid Services (CMS) [Immunization and Vaccine Resources](#)
 - CDC [Advisory Committee on Immunization Practices \(ACIP\)](#)

Lead by Example

- Leadership team members **MUST** believe in the culture and live it.
- Leadership must:
 - Use the language.
 - Empower champions.
 - Provide time, support and resources.

Culture shifts are difficult and time-consuming but achievable and worth it.

Capture Every Opportunity to Immunize

Assess Immunization Status

- Understand who is tracking your immunizations (staff and resident).
- Ensure staff members track immunizations appropriately so that no one is missed.
- Know the [immunization schedule](#) and print it out for staff members to reference.
- Review your state immunization registry.

Maximize Opportunities to Vaccinate

- Schedule a mobile vaccination clinic.
- Co-administer vaccines.
 - Influenza and COVID-19.
 - Administer all needed (or recommended) eligible vaccines at the same time.
- Drum up excitement about vaccination season.
 - Create posters, send emails or letters and talk about upcoming clinics regularly with residents and family members.
- Create an efficient consent process so all residents are ready to be immunized when you have your first clinic.

Prioritize Education and Communication

We are Pro-immunization

Share your nursing home's philosophy and polices with residents, family and staff.

- Admission
- Resident council
- Resident care conferences
- Practitioner visits
- Interviews / onboarding
- Team meetings / huddles
- Newsletters, eblasts, resident invoice statements

[Sample Vaccine Policy Statement \(immunize.org\)](http://immunize.org)

Strong Vaccination Recommendation

Studies indicate a clear, unequivocal recommendation from the provider is the most important factor in a resident or family member agreeing to vaccination.

LEAVE NO DOUBT

Consistent Vaccination Messages

Train staff to on how to address basic vaccine questions.

- **Share** the tailored reasons why the vaccine is right for the resident.
- **Highlight** positive experiences with vaccines (personal or in practice).
- **Address** resident questions and concerns.
- **Remind** residents that vaccines protect them from diseases.
- **Explain** the potential costs of getting the disease.

[Vaccine Recommendation \(cdc.gov\)](https://www.cdc.gov/vaccines/imz/downloads/2012/05/120501a.html)

[AdultVaccineMessaging2.pdf \(izsummitpartners.org\)](https://www.izsummitpartners.org/AdultVaccineMessaging2.pdf)

[Vaccine Information Statements \(VISs\) | CDC](https://www.cdc.gov/vaccines/imz/downloads/2012/05/120501a.html)

[You Must Provide Patients with Vaccine Information Statements:\(VISs\) -- It's Federal Law! \(immunize.org\)](https://www.immunize.org/vis/)

Immunization Education

- Culturally appropriate manner.
- Easy to understand.
- Provide handouts with information about the vaccines and the diseases they help prevent before vaccination.
- Maintain ongoing education.

[Vaccines and Immunizations: For Healthcare Professionals | CDC](#)

[Vaccination handouts and educational materials for patients and healthcare professionals \(immunize.org\)](#)

[Find Resources and Toolkits | WeCanDoThis.HHS.gov](#)

Put Technology to Work

Technology

Electronic health record (EHR)

- Tracking / flagging
 - [Documenting Vaccinations | CDC](#)
- EHR reports and audits
- Standing orders



Technology

- Include the nursing home's vaccination philosophy and adult vaccination schedule on the home's website.
- Screen savers on computers and laptops promoting immunization.
- Use Facebook, Twitter and other social media platforms to promote vaccination efforts.
 - [Our Best Shot: The Importance of Vaccines for Older Adults - YouTube](#)
 - [People 65 Years and Older Need a Flu Shot. \(CDC\)](#)
 - [GSA Flu Vaccine for Older Adults A Decision Tool September 2021.pdf \(geron.org\)](#)

State Immunization Registries

- [Michigan Immunization Portal](#)
- [Minnesota Immunization Information Connection - Minnesota Dept. of Health](#)
- [Wisconsin Immunization Registry \(WIR\) | Wisconsin Department of Health Services](#)

Quality Improvement Program

Consider immunization projects that:

- Generate measurable increases in adult vaccination coverage.
- Bring about measurable increases in influenza, pneumococcal and COVID-19 vaccinations.
- Reduce disparities in vaccination coverage.

It is not working what do I do?

Barriers to effective immunization culture:

- Physical
- Psychological barriers
- System based
 - Missed vaccination opportunities include avoiding simultaneous administration of vaccines.
 - Unaware that a person needs a vaccine.
 - Providers following invalid contraindications [ACIP's General Best Practice Guidelines for Immunization.](#)
 - Restrictive policies.

Questions?

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A key element to obtaining a culture of positive immunization is promoting a consistent positive message. What strategies have you used when staff have opposing views?

Resources

[Resources to Help Improve Resident Immunization Rates - Moving Needles](#)

[Immunization Strategies for Healthcare Practices and Providers; Epidemiology and Prevention of Vaccine-Preventable Diseases 14TH Edition \(CDC\)](#)

Continue the Conversation in Superior Health Connect



Connect is a shared learning environment for Superior Health participants to come together to foster and promote an all-teach-all-learn climate that provides the framework to improve and sustain mutual health care quality improvement initiatives locally, regionally, and nationally.

<https://bit.ly/3BhfHc1>



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