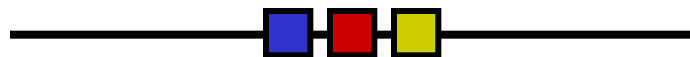


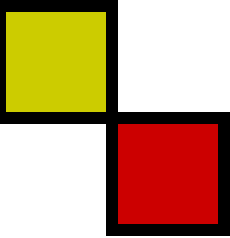
Increasing Influenza Vaccination Rates in Southern Nevada: An Innovative Approach

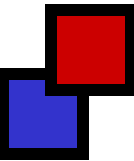


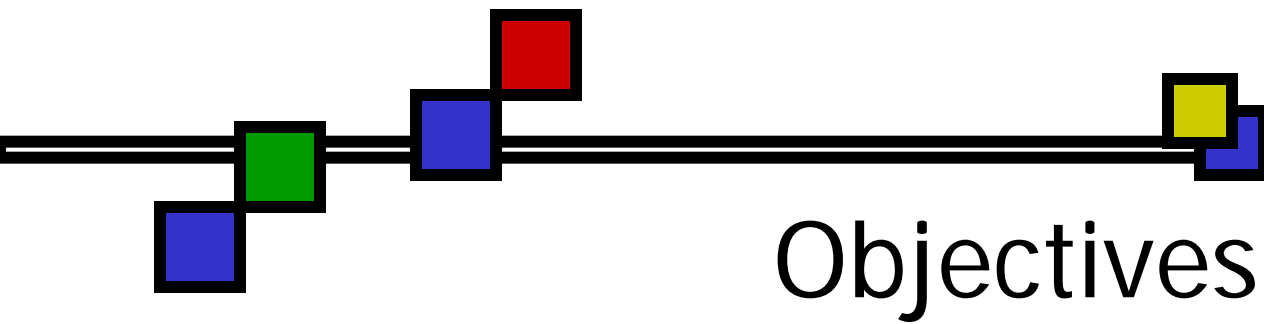
Authors: Lynda McCloskey, RN, BSN, MPA;
Jim Osti, BSN, MPH; Michael Lacy
Southern Nevada Health District
Las Vegas, Nevada



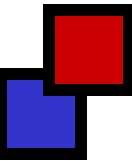
Presented by

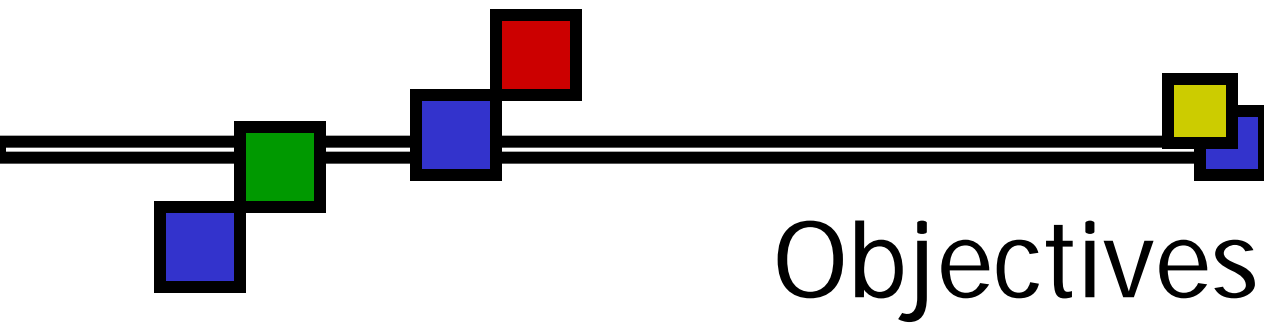
- 
- Christina M. Madison,
Pharm.D.
 - Assistant Professor of
Pharmacy Practice
 - Roseman University
of Health Sciences
 - College of Pharmacy
(RU-COP)
 - Clinical Pharmacy
Faculty



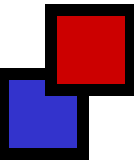
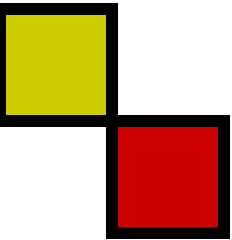


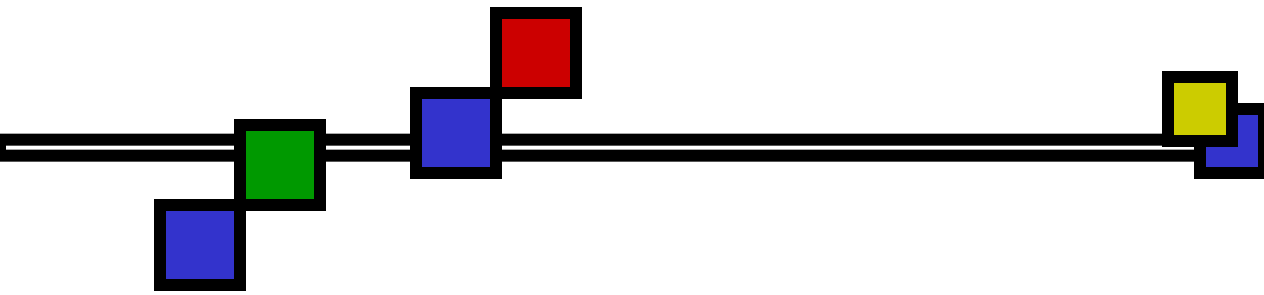
- Identify actions and processes to improve the influenza vaccination program
- Improve public awareness and education concerning influenza immunizations
 - Reduce myths and misconceptions



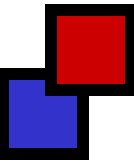
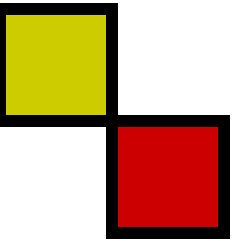


- Identify solutions to improve information flow & documentation regarding the administration of the 2010/11 influenza vaccination program
- Identify influenza vaccination program's noteworthy practices/cost saving measures

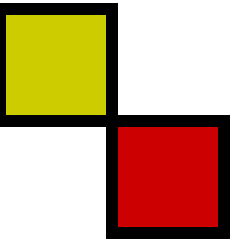
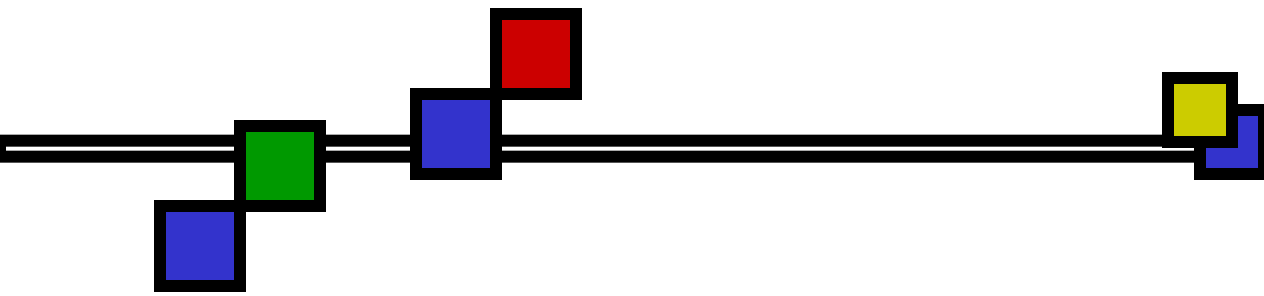




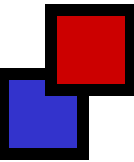
Vaccinating against the flu is the best practice to prevent contracting the "flu."

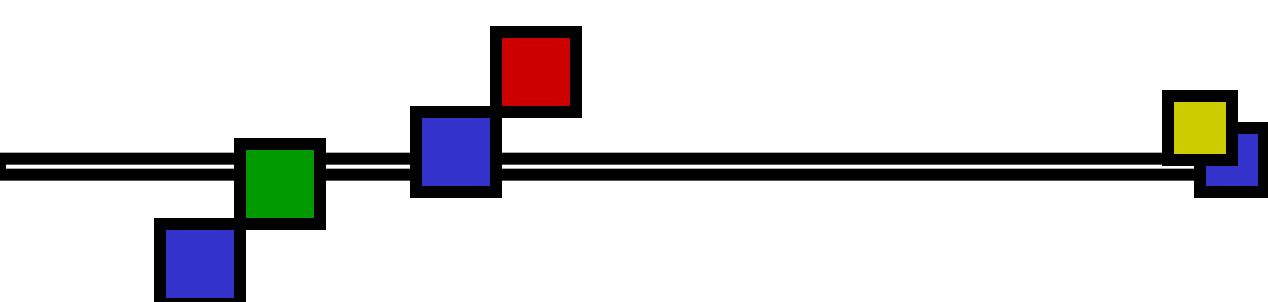


- ❖ The CDC and ACIP provides annual recommendations for the protection and control of the influenza viruses.

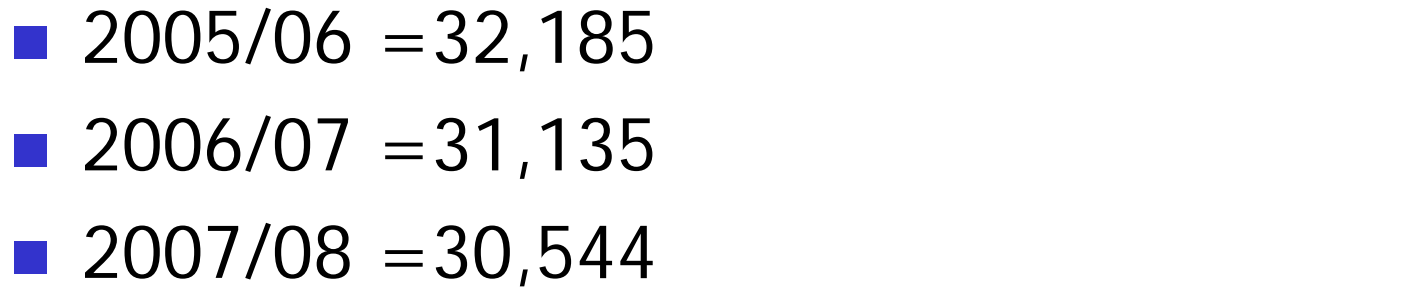


SNHD Historical Annual Influenza Rates, Clark County, Nevada



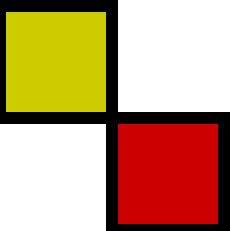
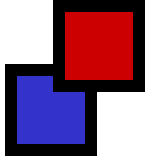


SNHD ANNUAL INFLUENZA VACCINATION RATES

- 2005/06 = 32,185
 - 2006/07 = 31,135
 - 2007/08 = 30,544
 - 2008/09 = 29,512
 - 2009/10 = 24,265 (Does not include H1N1)
 - 2010/11 = 43,956
- 

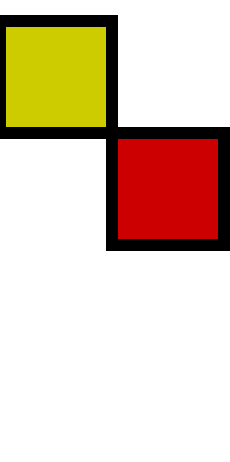
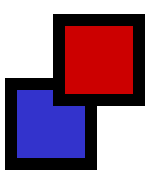


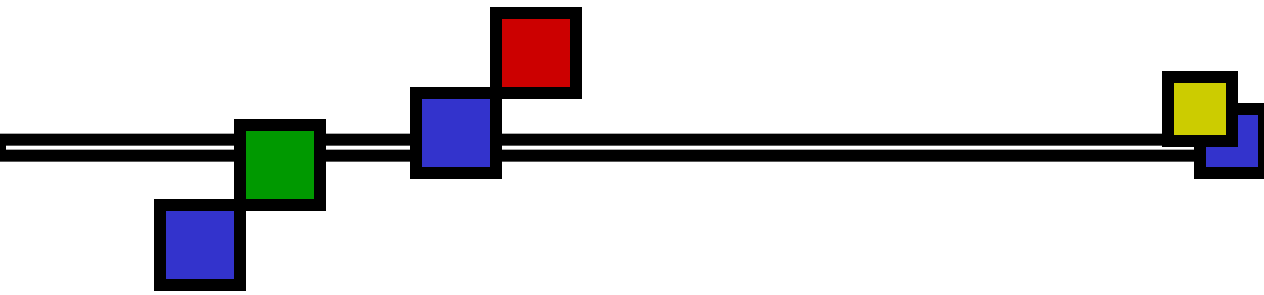
2010/11 Success Influences

- 
- Public Health Emergency Response Grant Extension H1N1 (PHER GRANT)
 - Designated Influenza Program Coordinator, Administrative Assistant and Supervisor
 - Advancing Pandemic Planning
- 



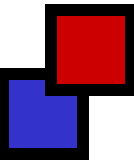
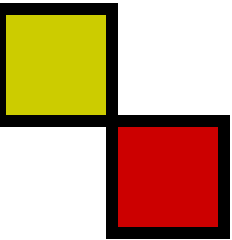
Focus of the 2010/2011 Influenza Campaign

- Advance pandemic planning, preparedness
 - Increase public access/awareness
 - Targeting priority groups and disparate populations
- 
- 



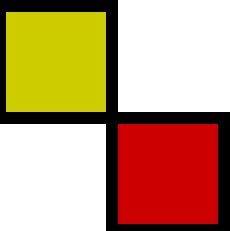
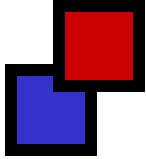
PLANNING

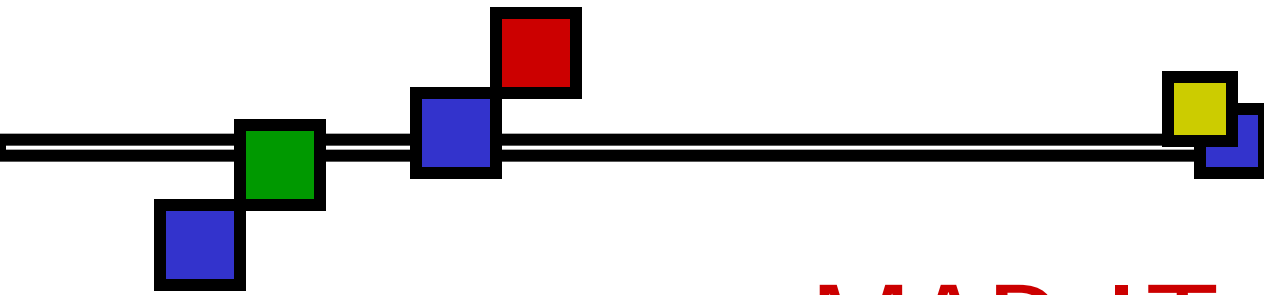
- Two Key Acronyms to Remember:
 - SMART
 - MAP IT





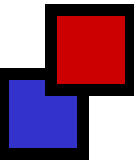
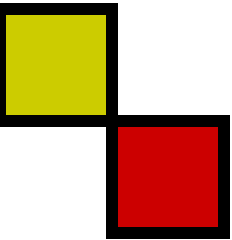
SET **SMART** OBJECTIVES

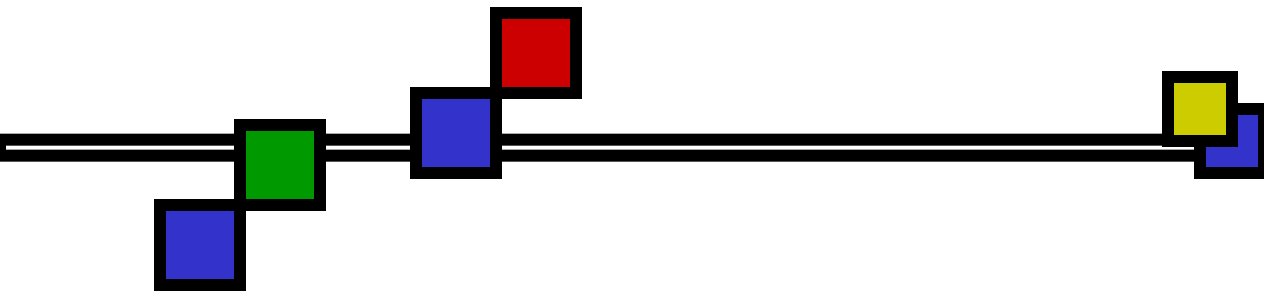
- S = Specific
 - M = Measurable
 - A = Attainable
 - R = Realistic
 - T = Timely
- 
- 



MAP IT

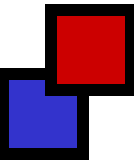
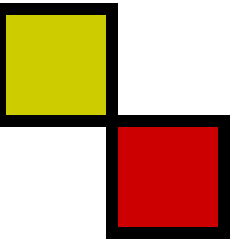
- M= Mobilize
- A= Assess
- P= Plan
- I= Implement
- T= Track

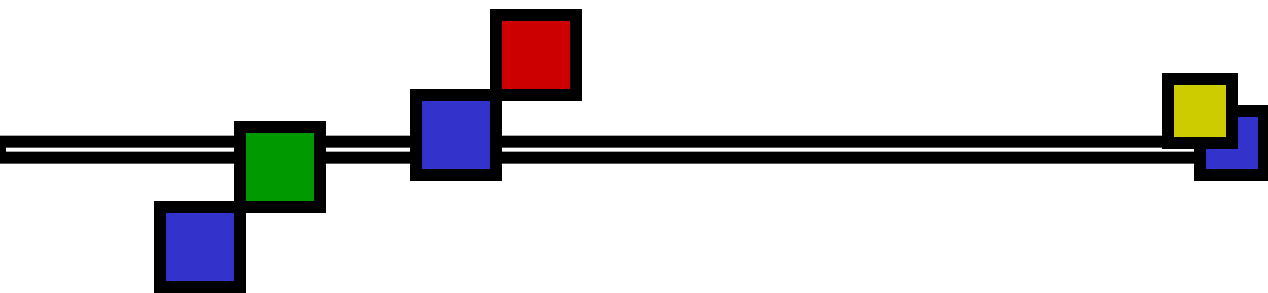




Target Groups Identified

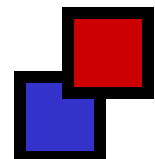
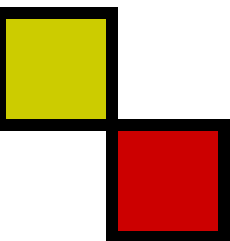
- Disparate Populations:
 - School Age Children
 - Ethnic Minorities
 - Population with Limited Resources/Access
 - Adults with disabilities (including individuals with weakened immune systems)
- Healthcare Workers

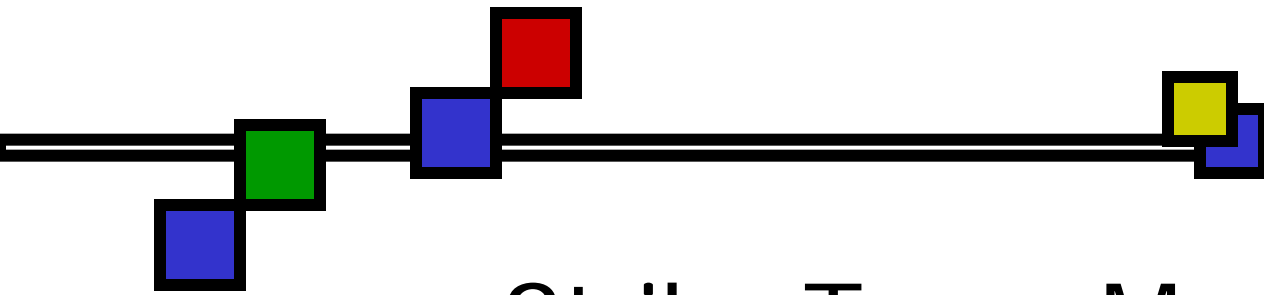




Identifying Targets

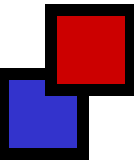
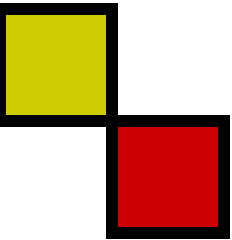
- Child Care Centers
- Clark County School District
- Outreach Events
- Public Health Centers

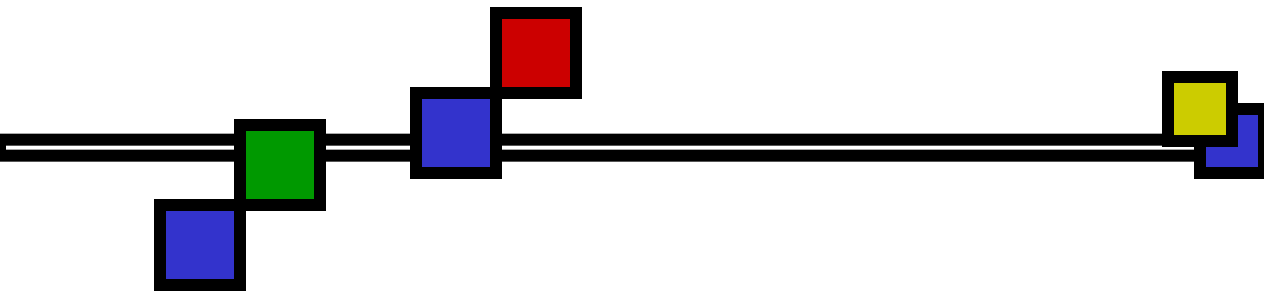




Strike Team Members

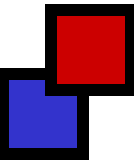
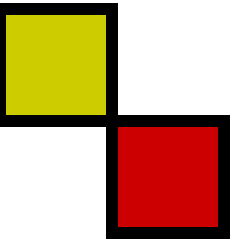
- Pre Screened
- Attended Four Hour Comprehensive Training
- Strike Teams Members:
 - RN, LPN, Clerk
 - RN & Clerk
 - Clinical Pharmacist and Student Pharmacists





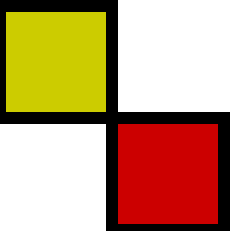
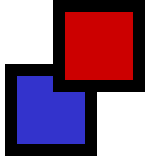
Child Care Centers

- Over 50 Childcare Centers who have more than 100 students were located and targeted in disparate populations using zip codes.



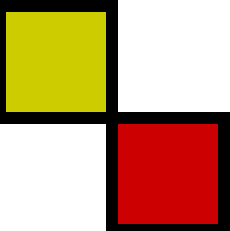
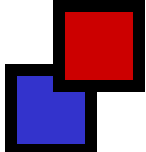


Childcare Center Results

- 
- Number of Childcare Centers Visited: 67
 - Number of Childcare Centers with 2nd visit: 52
 - Total Number of Clients Vaccinated at Childcare Centers: 4,163
 - (Results include vaccinating : staff, family members and children.)
- 



CLARK COUNTY SCHOOL DISTRICT

- 
- Five CCSD High Schools Identified in L.V.
 - Flu Clinics: Tues. & Thurs. 3pm-7pm,
(Jan 11-Mar 10)
 - Requirements: Parent Must be Present
 - Supported Special Events: Influenza Speaker at Father/Son Dinner
 - Results: 614 Vaccinated
- 



Community Outreach Events

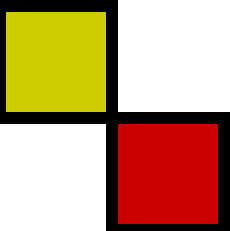
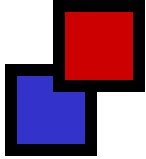


- Resources Used to Locate Events:

- Newspapers
 - Community Centers
 - Boys and Girls Clubs
 - Clark County Libraries
 - Organizational Human Resource Departments
 - Job Fairs
 - Health Fairs
- 



Community Outreach Events

- 
- Government Center
 - Welfare Offices
 - Faith Based Churches
 - Homeless Shelters/Shade Tree
 - Markets
 - Casino sponsored event ,i.e. Expos
 - Ethnic Chambers of Commerce's
 - Internet Sites using Yahoo, Google, and Bing
- 

EAST COMMUNITY CENTER HEALTH FAIR



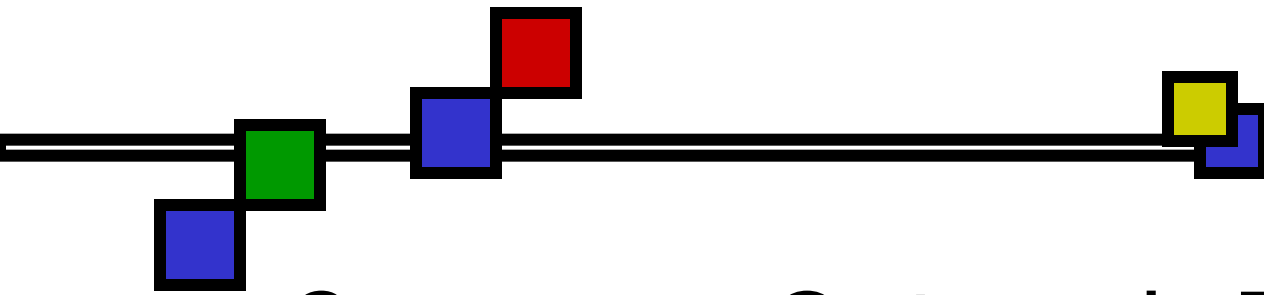


Injured Police Officers (IPO)

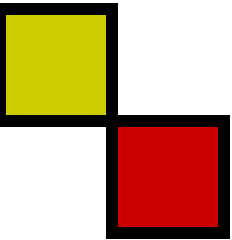
Injured Police Officers Fund Event



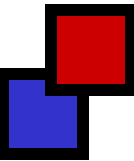
IPOF



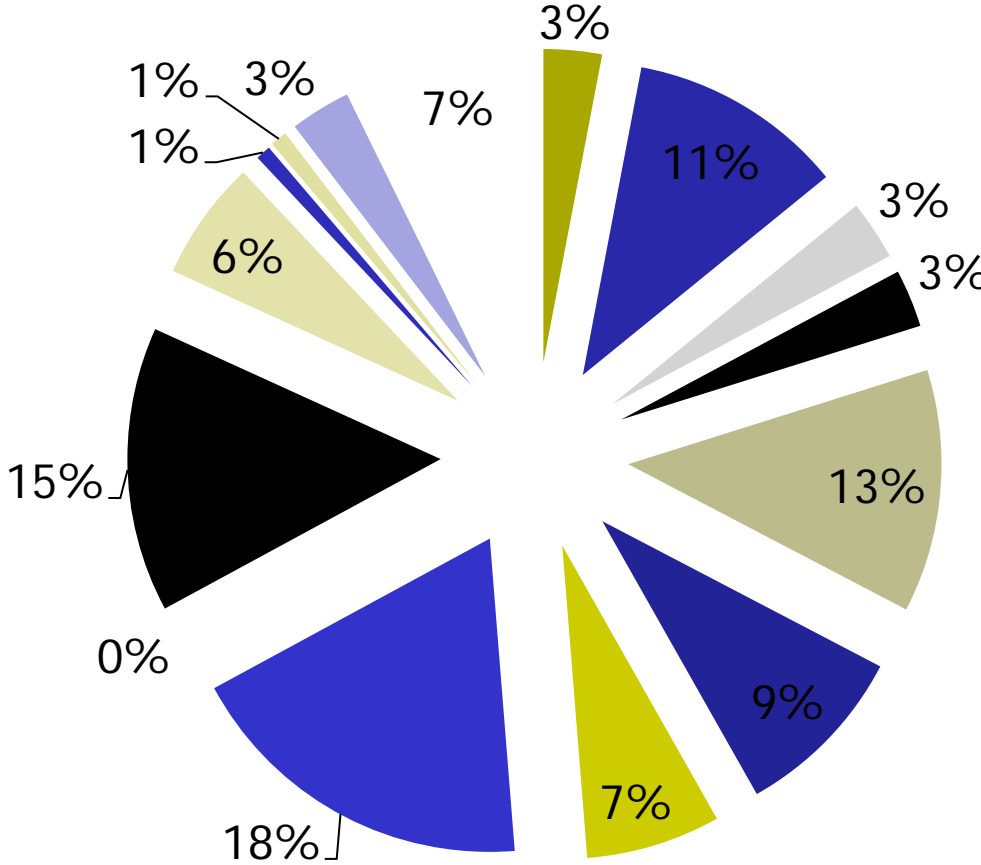
Summary Outreach Events:



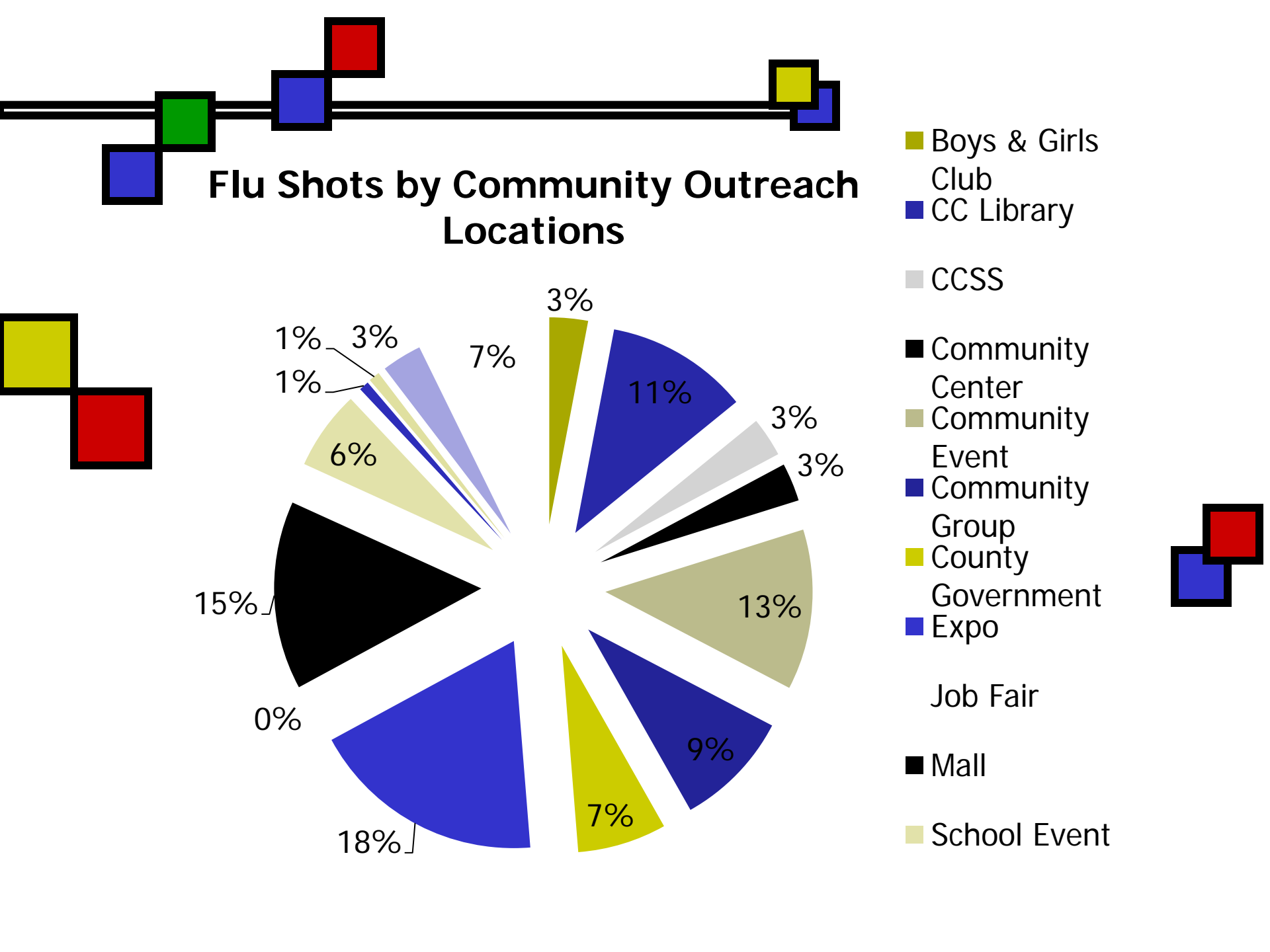
- Number of Outreach Events: 113
- Number of Outreach Clients Vaccinated at Outreach Events: 4,045

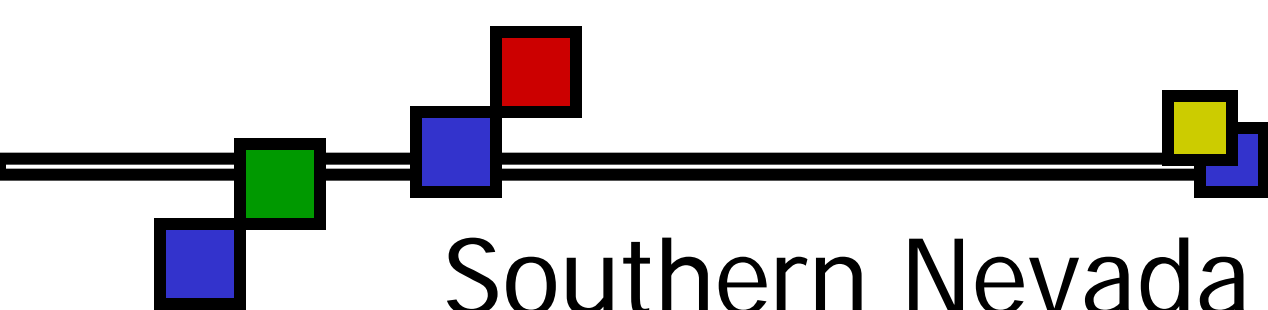


Flu Shots by Community Outreach Locations

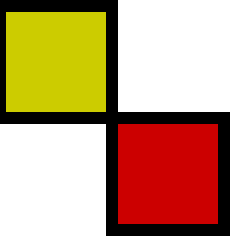
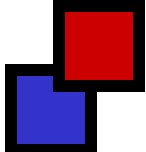


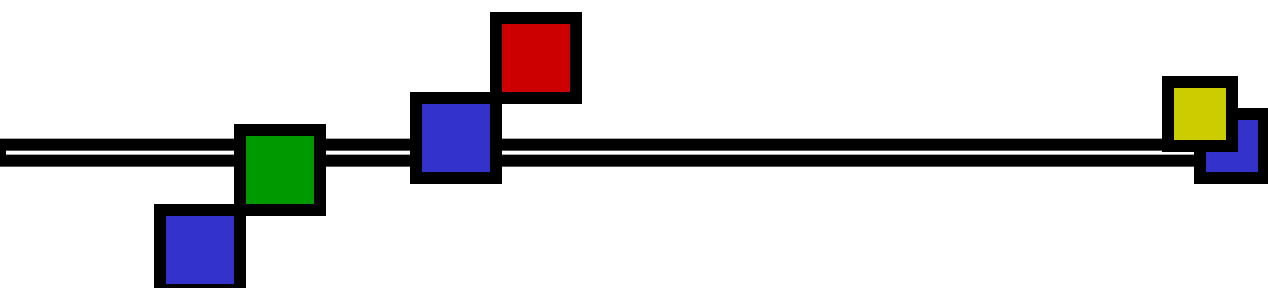
- Boys & Girls Club
- CC Library
- CCSS
- Community Center
- Community Event
- Community Group
- County
- Government
- Expo
- Job Fair
- Mall
- School Event



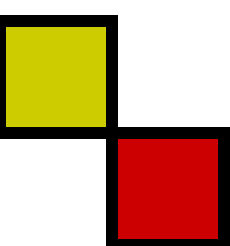


Southern Nevada Health District (SNHD) Locations

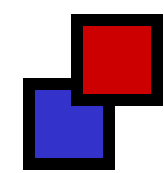
- 
- All Immunization clients/families received a Vaccine Administration Record (VAR) with the [option to opt out](#).
 - Immunization Nurses offered “flu shots” in various locations within the Public Health District,
 - i.e., Health Card Movie, waiting areas for other departments.
- 

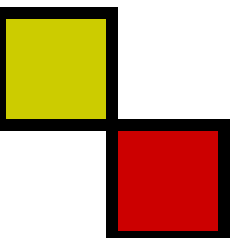
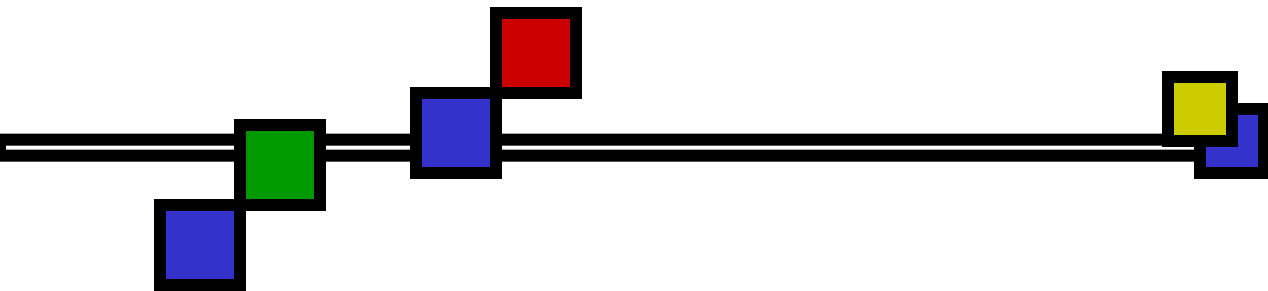


SNHD Public Health Clinics

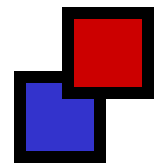


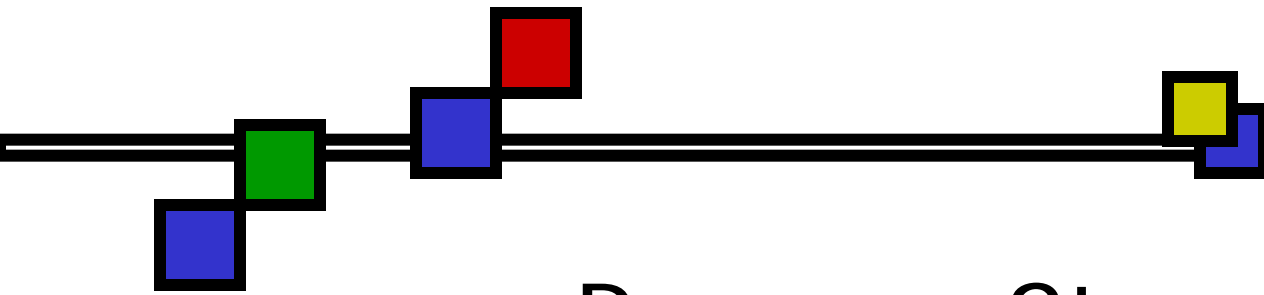
Mesquite	75
Ravenholt	5299
East Las Vegas	1394
Henderson	301
Total Clients	7069





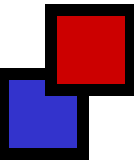
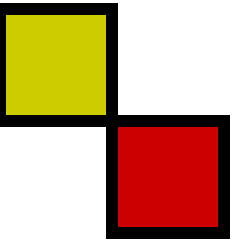
PROGRAM STRENGTHS





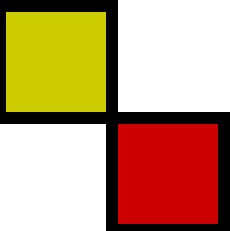
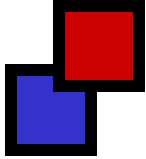
Program Strengths

- Improved Public Satisfaction
- Developed New Community Partners
- Strengthened SNHD Interdepartmental Collaboration
- Improved Documentation of Flu Vaccine
- Enhanced Vaccine Accountability



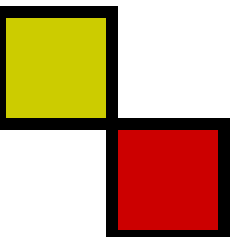


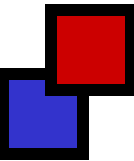
Improved Public Satisfaction

- Reduced and Eliminated Barriers
 - No Cost “Flu Shots”
 - Bring Vaccinations to the Clients
 - Increased Access
 - Highly Visible in the Community
 - Provided opportunities to educate public concerning influenza viruses during flu clinics
 - Provide information and language interpreters at outreach events
- 
- 



Developed New Community Partners

- 
- Child Care Centers
 - CCSD Personnel
 - Clark County Librarian Event Planner
 - Casino Event Planners
 - Welfare Office, Shelters, and other Government Centers
 - Religious Leaders, all Faiths
 - Asian and Hispanic Communities
 - SNHD Interdepartmental





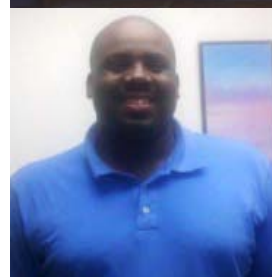
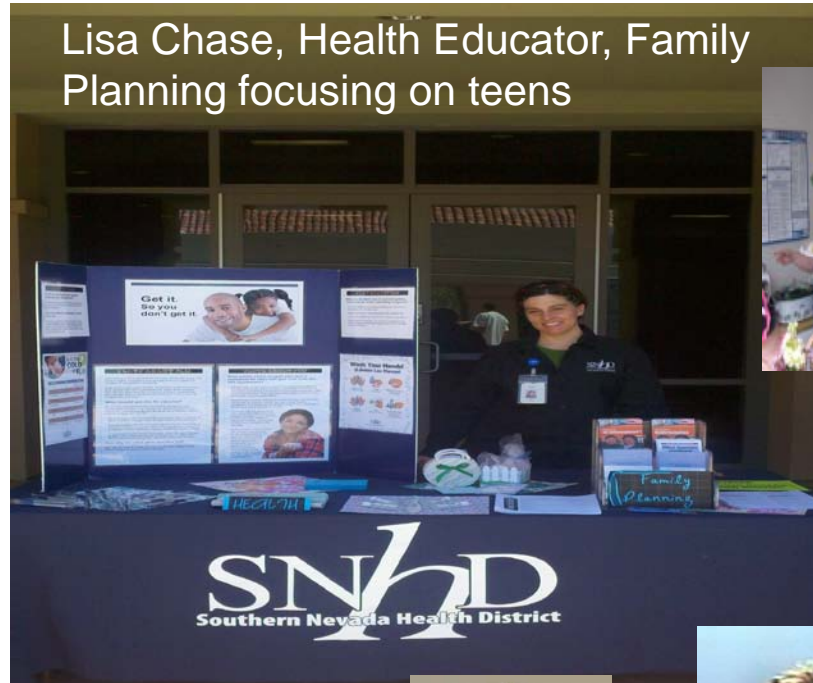
Student Pharmacist Participation Asian Celebration





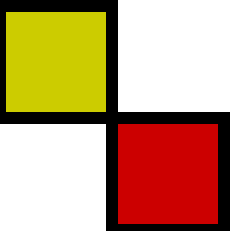
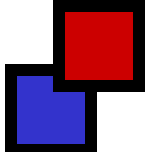
SNHD Interdepartmental Team

Lisa Chase, Health Educator, Family Planning focusing on teens





Improved Vaccine Documentation

- 
- Type Three Inventory Management System
 - MS Excel Spread Sheets Stored on SNHD's SharePoint Site (Intranet)
 - Vaccine Electronic Client Record -Web IZ
 - DOC-U- SHARE-Scanning Project
- 



Vaccine Accountability

- Vaccine Accountability Form
- Daily briefing and debriefings were conducted with “Strike Teams”
- Daily Reconciliation of Influenza Vaccines
- Influenza Vaccine Tracked :
 - Web IZ
 - MS Excel Graphs
 - SNHD SharePoint

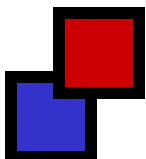


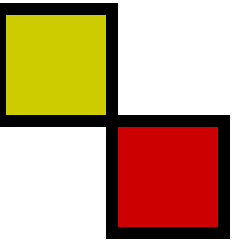
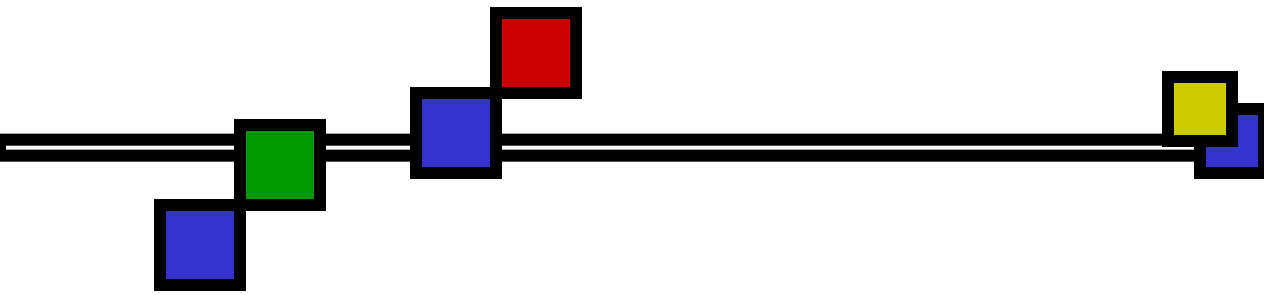
Vaccine Measuring Tool

- Zero Vaccine Discrepancies

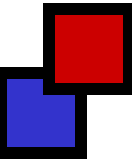


Vaccine Confirmation Levels: Multi-dose vials filled with normal saline to validate remaining doses in vial after a flu clinic.





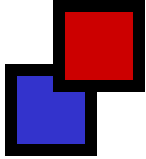
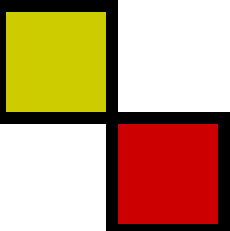
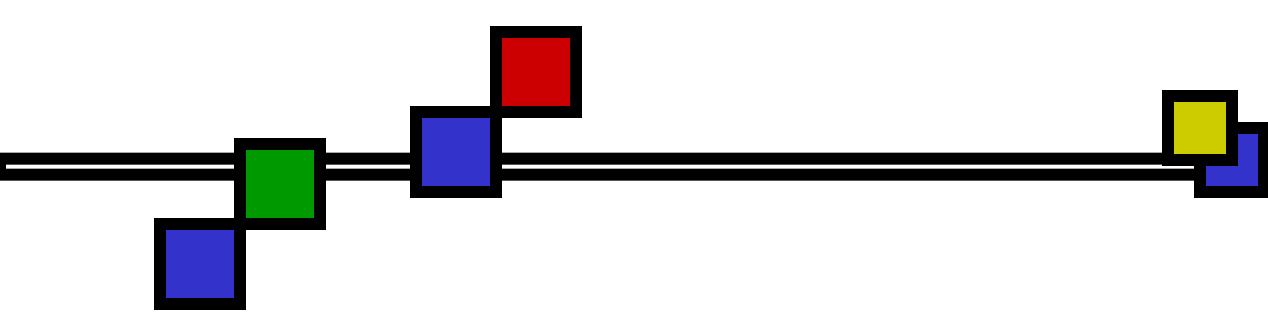
MAINTAINING COLD CHAIN



Veri Cor Vaccine Transporters



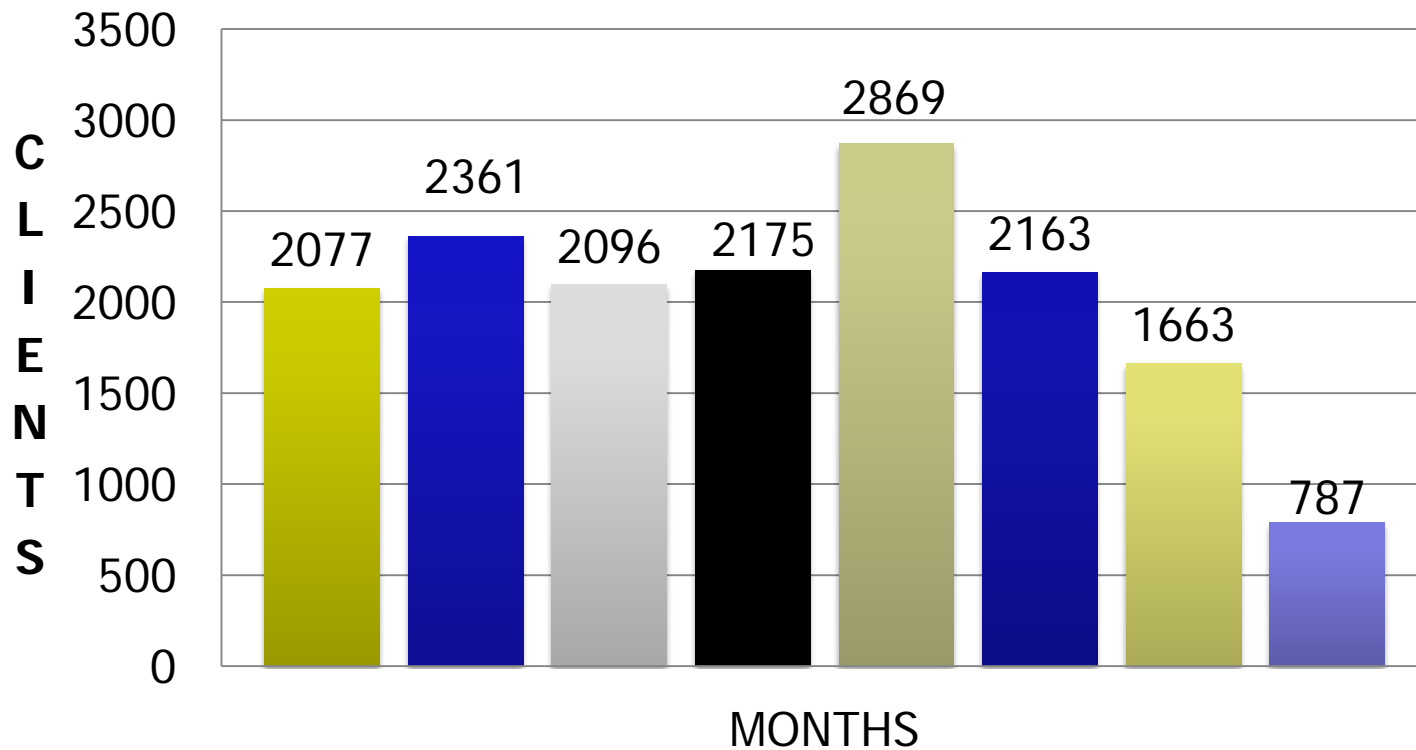
- Keeps accurate vaccine temperatures 96 hours
- Lightweight and easy for nurses to handle



SNHD 2010/2011 OUTREACH ANNUAL INFLUENZA VACCINATION RATES



OUTREACH INFLUENZA PROGRAM 2010/11



Nov-10

Dec-10

Jan-11

Feb-11

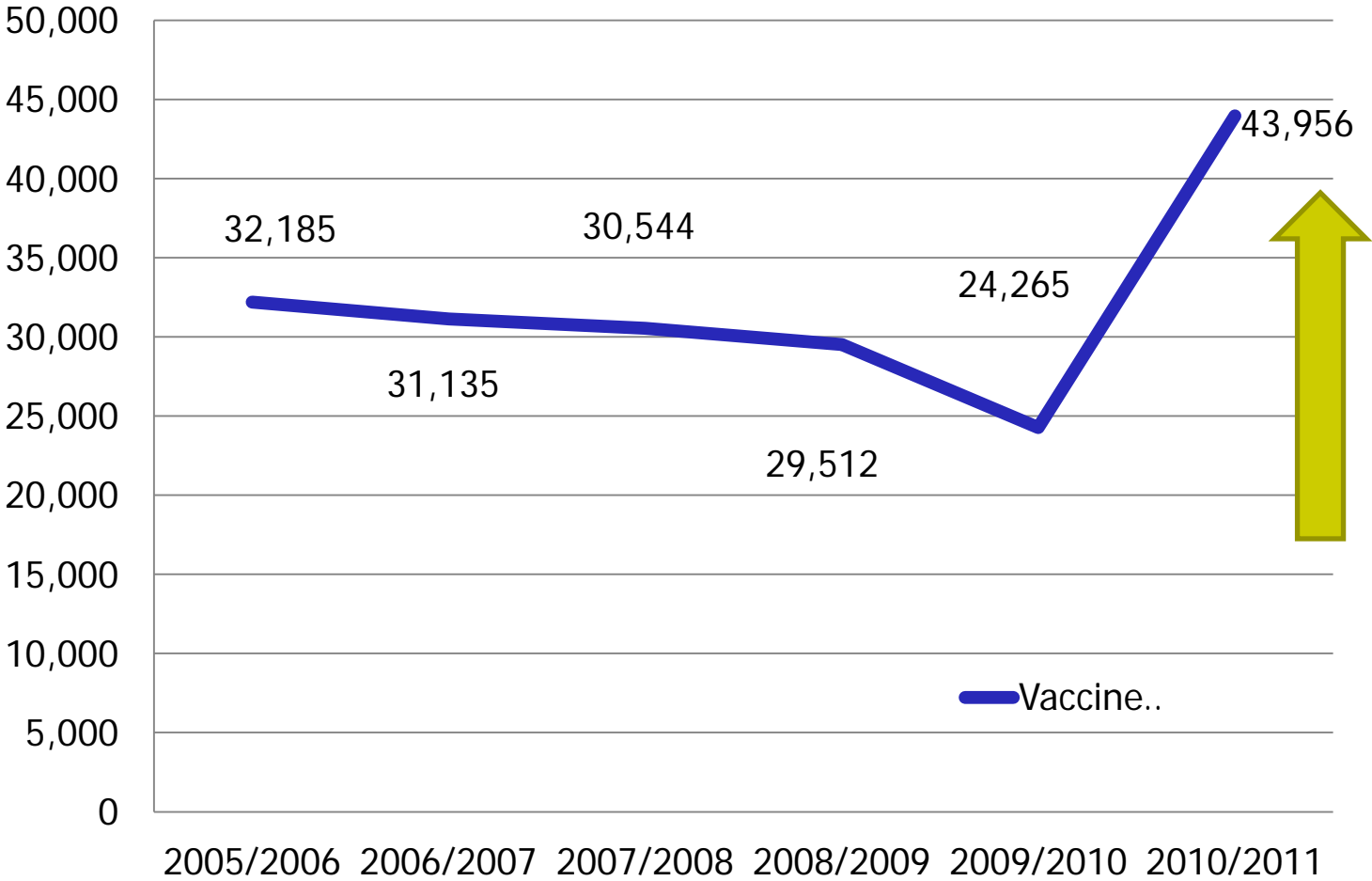
Mar-11

Apr-11

May-11

Jun-11

SNHD Seasonal Flu Shots by Year

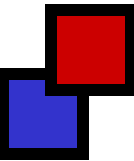
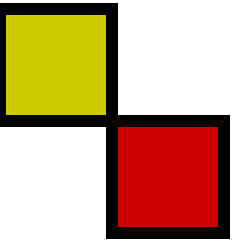


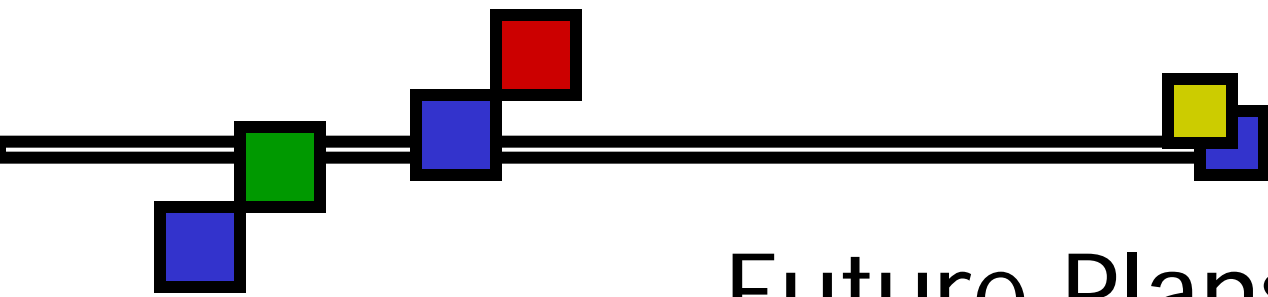
2009/10 Numbers do not include H1N1 Numbers



Recommendations

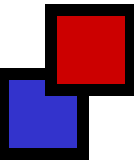
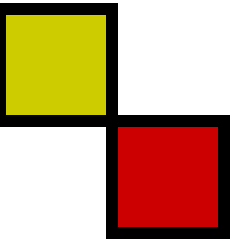
- Support activities that fund influenza prevention
- Continue to advertise and educate public about influenza
- Recognize community members who sponsor and support community health and outreach programs
- Continue to use cost saving measures when implementing future health programs

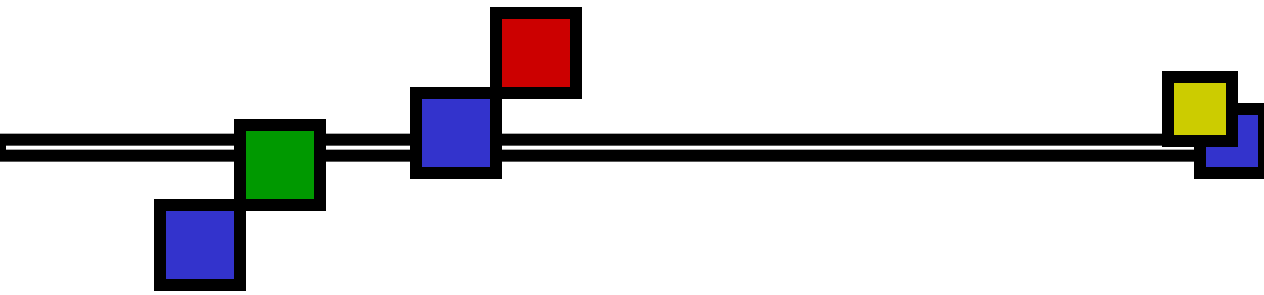




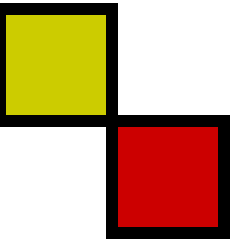
Future Plans

- Continue to advance pandemic planning
- Identify and monitor influenza rates in Clark County, N.V.
- Inform, educate, and empower community members about health issues
- Continue to collaborate with community partners to improve access, protect health and ensure safety in Clark County, N.V.





Questions?



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