Become an Immunization Champion
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Goals/Outline
• What is a champion and what it means to be a champion
• How to become an immunization champion
  • Proven strategies to help toward developing a positive immunization culture
• How to keep your positive immunization environment moving forward
• Empower health care personnel to promote and create a strong and confident immunization environment where all staff serve as a vaccine advocate

Champions
• When most people think of champions they think of this:

There are Also These Champions

What is a Champion?
• One definition is:
  • Someone who fights or argues for a cause or on behalf of someone else
    • For example:
      • A champion of women's rights
  • That someone could be you
    • As professionals in the medical field we are champions (advocates) for the people we care for
    • Our unit, our office, our health system, our LHD is OUR TEAM
    • We are all wanting to ensure that our patients are healthy

What About Immunizations?
What does an Immunization Champion look like?
How will you (the immunization champion) create a positive immunization culture?

Note: The presentation may include slides not included in this handout and the order may be changed.
Who is Your Immunization Champion?

My Immunization Champion

Identify Who Your Office Champion Is

• Would this be you? Maybe it is more than one person?
  • Advocates for practice change
    • Which is an important component to initiation and sustainability
  • Leader in the office
    • Enthusiastic about work
    • Can implement practice changes and has time to guide your office immunization goal(s)
  • You will be the office voice
  • Pivotal in implementing a positive immunization culture and the office immunization message

Develop Your Office Immunization Culture

The Office Culture

• Building a pro-vaccine culture in your office starts with
  • The front desk
  • Reaches every exam room
  • Touches every area of your office (all the way to the back of the office)

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The Immunization Office Champion (Your Team)

• Your office is your team
• Each person should have the same overarching team goal
  • What
  • Do
  • Is it Team-based strategies can help promote an atmosphere in which immunizations are expected and welcomed
• How do you ensure everyone knows the message?
• Plan, plan, plan
  • Have office meetings and discuss your office policy and your office immunization message

How do We Make This Happen?

The 4 Steps to Become an Office Champion

Step 1: Assemble Your Immunization Team
• Includes your Immunization Champion
• Pull some key players in your office to be on an Immunization Quality Improvement (QI) Team
  • Remember a team approach is key for continued improvement
  • Your QI team will be responsible for change and continuous improvement
• The team should meet regularly, review rates and set benchmarks, collect feedback and create/update office policies

Step 2: Make Your Immunization Plan
• A plan is key for creating change
  • Document your plan and share it with everyone in your clinic
  • Will need to consider
    • Provider behaviors
    • Patient flow
    • Staffing
  • Find out your office immunization rates
    • Baseline rates are critical to measuring practice improvement
  • Use to improve a clinic’s baseline
    • Important—data entry and verification

Step 3: Engage Everyone in the Office

Step 4: Action (Get Them Vaccinated)
Office Immunization Champion!

Design Your Clinic’s Immunization Strategy

• Continuing with step 2
  • Know your clinic’s strengths—will help when figuring out an approach to increasing your rates
  • Create a policy considering:
    • What will be your immunization message
    • Assessment of immunization status at every encounter
    • Follow the recommended immunization schedule
    • How will you handle refusals?
• Document the immunization policy and share it with all the team members
  • Prepare for feedback and discussion
  • Ensure office will adhere to the new policy

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Your Office Standard Message

- A standard vaccine message for your office will show your patients:
  - Office consistency
  - Support of immunizations
  - Honesty (gives the why)
  - Belief in evidence-based research
  - Vaccines are safe and effective
  - It is the office view on vaccines
  - It gives the patient/parent one unified message from the office

Creating Your Standard Immunization Message

- It is the office mission/policy on immunizations
  - Your plan for communication
  - Provides standardization across the vaccine lifespan
- A strong statement such as “we believe”:
  - Patients/parents questions are important
  - In the effectiveness and safety of vaccines
  - Everyone should receive all recommended vaccines
  - Vaccinating our patients, as well as our staff, is one of the single most important health-promoting interventions we perform

Example of an Office Statement

- We desire to create the safest office environment that we can control.
- We are enacting an Immunization Policy.
- That policy states that all patients must be fully and completely immunized, according to the CDC immunization schedule.
- It was with humility, grace, and love that we implemented that policy.
- Given the recent pertussis, measles, and mumps outbreaks, it makes sense to have such a strong immunization message/position.
- As the parent, you, and only you, can decide on the healthcare your child does or does not receive. Our job, as pediatricians, is to educate you so that you have the most up-to-date, most reliable, most scientifically-based information and resources available.
- Only then can you have the knowledge and experience necessary to take full ownership in the decision to immunize your child.
- Immunizations are overwhelming safe and effective.

Step 3: Engage Everyone in the Office

- Whole office should be on board and a part of your immunization team
  - Even staff who do not directly engage in patient care can impact the process by giving misinformation
- Have staff meeting(s) to prepare all the staff
  - Discuss office policy and immunization statement
  - Train—making content specific to the office
    - Provide information on effective communication and educational materials
- Have a daily team huddle
  - Ensure that your staff are aware of their role in immunizations
    - Reminder, recommendations and the administration process

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**Your Approach: What You Say Matters**

- Don’t assume a patient/parent will refuse vaccines
- Validate their concerns - welcome questions
- If parents or patients voice concerns:
  - Listen first—you are their consultant, so you need to hear their stance
  - Understand what the concerns are (additives, too many too soon, etc.)
- Appeal to both the head and the heart
- Provide accurate information, guide to valid sources
- Respect the decision
  - Why? Because you want to leave the lines of communication open for future conversations

**Approach to a Vaccine Hesitant Person**

- Many parents express concerns about the safety of vaccines
  - Questions do not = opposition
  - Questions present an opportunity to educate
- Fence-sitters
  - Seeking information and advice
  - Parents should focus our efforts on
- Anti-vaccinators
  - Not as likely to convince

**Team Training for Building Positive Vaccine Communication**

- Affirm agreements to find common ground:
  - “It’s clear that you want the best for your child’s health. We want the same thing at this office. That’s why we recommend (vaccine) for your child and every child in this practice, including our own sons and daughters.”
- Don’t lie. Acknowledge risks to vaccine decisions:
  - “All medical decisions come with a risk, including the decision to skip or delay vaccines. Medical experts including doctors in this office strongly believe the benefits of vaccines far outweigh any risks. Most commonly risks include soreness and redness around the shot.”

**Team Training for Building Positive Vaccine Communication cont..**

- Use a combination of facts and personal stories/anecdotes
- Some families prefer to hear facts and figures:
  - Ex: Approx. 33,700 men and women receive a cancer diagnosis from HPV each year
  - Ex: 330,000 women undergo treatment for pre-cancerous cervical dysplasia from HPV each year (American Cancer Society)
- While stories are more powerful for others:
  - Personal anecdotes can be as simple as, “All of the doctors, nurses, and MAs in our practice vaccinate our children on time.”
  - If you don’t want to share a personal story or information, consider using a video from one of these sites:
    - [http://www.shotbyshot.org/](http://www.shotbyshot.org/)
    - [https://www.vaccines.gov/](https://www.vaccines.gov/)
    - [https://vaccinates.org/](https://vaccinates.org/)

**Handouts for Communication**

**Conversations with Parents**

**Conversations with Adults**

**Step 4: Action (Get Them Vaccinated)**

- Make a strong provider recommendation
- Communicate in the office
  - Ensure the provider knows that the patient is due or overdue (prompt them)
  - EMRs, sticky notes in chart, etc.
- Increase access
  - Assess and administer at every patient encounter
  - Have nurse only visits, walk-in visits and use standing orders
- Measure success
  - Compare rates to baseline rates
  - Give monthly reports to office staff
  - Make competitive and share with patients

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Tips for Making a Strong Recommendation

- Studies consistently show provider recommendation is the strongest predictor of vaccination
- Be concise—a short and sweet recommendation is better than a long speech
- Be neutral in your recommendation
  - Do not treat some vaccines more importantly than others
  - Do not treat school-required vaccines more importantly than other ACIP-recommended vaccines!
- Seek information that is scientifically based
- Ensure all your staff are up-to-date on the recommended immunizations

Bringing it All Together
Hello Champion!

Improving Your Immunization Rates

1. First, declare your Immunization Champion and move your plan into action
2. Ensure everyone voices their strong support for immunizations
3. You MUST be proactive in the community
   - When anti-vaccine people are speaking loudly, their message becomes fact (i.e., Jenny McCarthy)
   - Use your voice
4. Every visit is a “vaccine” visit—reduce missed opportunities
5. Lead by example
   - You need to get vaccinated!

Keeping Your Office Running Smoothly

1. Implement a standardized process
2. Implement standing orders
3. Screen and follow only true contraindications
4. Offer Immunization only clinics
   a) At alternate times and advertise these clinics
5. Document vaccines given and minimize financial risk
6. Recognize and reward the participation of your team

Use the Michigan Care Improvement Registry (MCIR)

- Remember if it wasn’t documented then it was not done
- MCIR can:
  - Help with assessment
  - Monitor your inventory
  - Provide office immunization rates
  - It is an immunization record
  - Holds vaccine history of a patient

Champions for Immunizations

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It All Starts With You

Gaylord Fall Immunization Conference 2017

Thank you
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Resources

- Michigan Department of Health and Human Services: www.michigan.gov/immunize
- Becoming a vaccine champion: evidence-based interventions to address the challenges of vaccination: https://www.cdc.gov/hpd/partners/establishing-partners/vaccine.html
- Steps for Increasing HPV Vaccination in Practice: https://www.cdc.gov/hpd/partners/establishing-partners/vaccine.html
- Developing an Immunisation Culture in Your Office: www.dove2ME4.org
- AMA: https://www.stepsforward.org/tools/creating-a-health-facility
- AMA, Adult Vaccinations: Team-Based Immunisation: https://www.stepsforward.org/tools/creating-a-health-facility
- Top 10 List for HPV #VaxSuccess: www.cdc.gov/HPV
- Nine Practical Ways to Improve Clinic Immunization Rates: www.health.state.mn.us/immunize
- Let’s Talk About Immunizations, February 16, 2015, Dr. J. Scott Rogers with Dr. Raymond A. Cattaneo, http://www.faceyourfearfebruary.com/single-post/2015/02/16/Lets-Talk-About-Immunizations
- Immunization Champions: http://www.immunizeusa.org/education/best-practices/immunization-champions

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