

Health Care Worker Vaccination Mini-Grant Outcomes

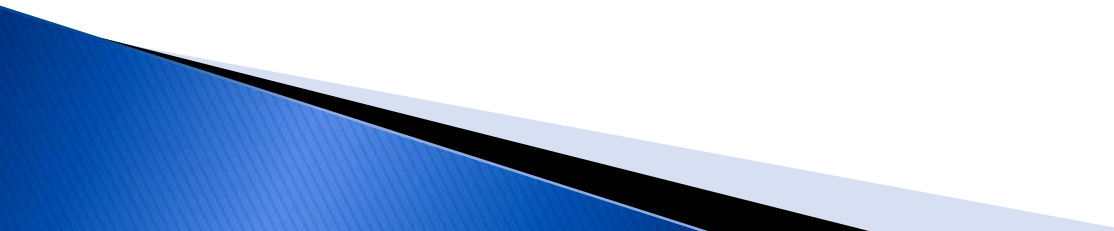
2011



Funding

- ▶ One-time Public Health Emergency Response (PHER) funds

Legacy Healthcare Process

- ▶ Changed approach from outdated strategy
 - ▶ Utilized Leadership Council
 - ▶ Recruited champions - “Flu Kickers”
 - ▶ Training and Education in September
- 

Help kick the flu!



Join the Flu Kicker team.

If you are a licensed R.N., M.A. or N.P., join Legacy Health's team of employees who are committed to protecting themselves, their co-workers, their patients and their communities.

You are essential to Legacy's flu vaccination program. Please join the Flu Kicker team and help give flu shots to your co-workers!

Make a difference, and have fun doing it. This year's Flu Kickers will receive a Flu Kicker fleece vest and lanyard.

Please contact your Employee Health nurse or e-mail KickTheFlu@lhs.org as soon as possible to sign up.


8/20/11/4500

www.legacyhealth.org



“Flu Kicker” Campaign

Legacy

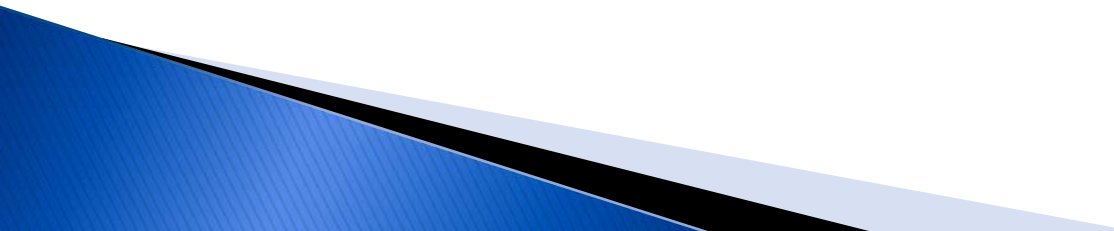
- ▶ Offered flyers, decals and other information throughout flu season
 - ▶ Explored other means of vaccine distribution
 - ▶ Partnered with OAIC for current, accurate information through one-on-one teaching
 - ▶ Worked with data from the Oregon Health Authority/Public Health Division
- 

Legacy Outcomes

(final results available April 2012)

- ▶ Increased education and communication to Legacy Health employees
 - ▶ Increased employee involvement through incentives and recognition
 - ▶ Projected vaccination rates improvement from 63.3% to 70% for 2011–2012
- 

Notes

- ▶ Realized that plan A (pay check stuffers) would not work
 - ▶ Immediately remedied the issue with a new plan
 - ▶ Started at the top by involving upper management
- 

Deschutes County Health Department

Process

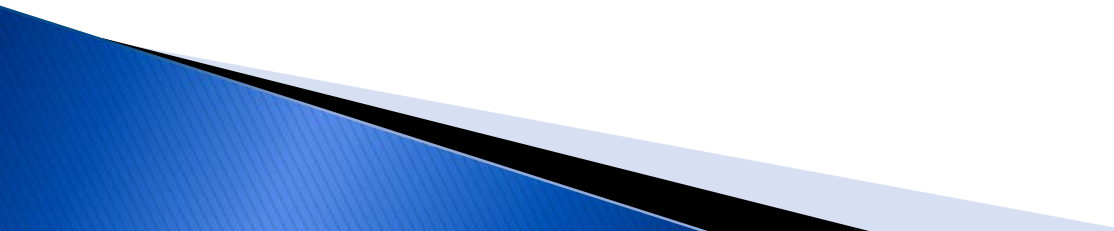
- ▶ Survey: Health Care Worker's Attitudes and Beliefs
- ▶ Focus Group

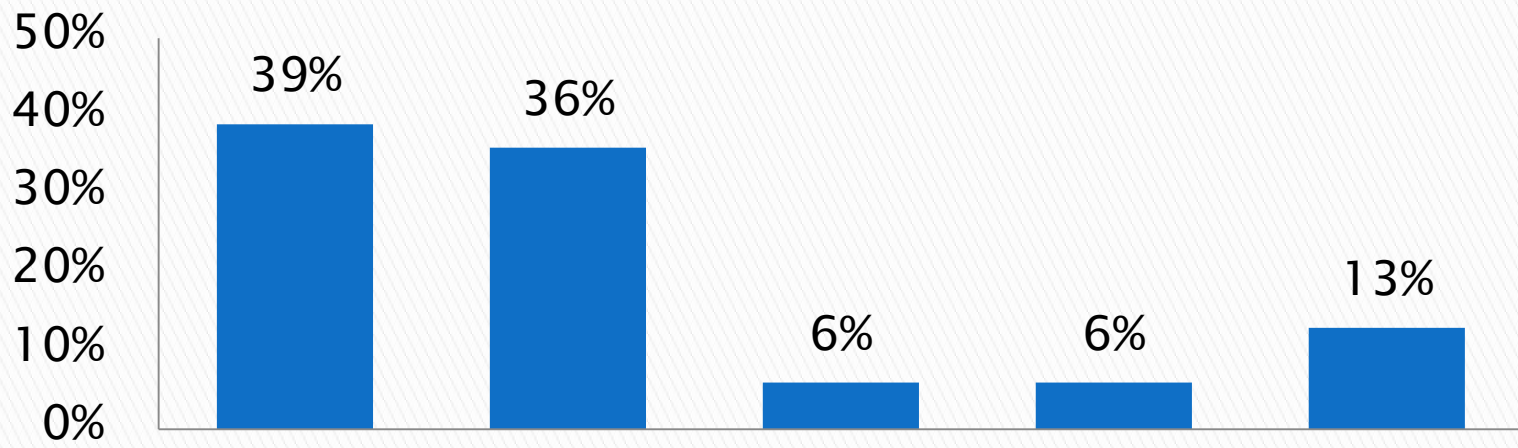
Materials

▶ Focus Groups

- 6 Clinics
- 2 Hospitals
- 1 Assisted Living Facility
- 1 EMS/Fire
 - Total: 1535 survey respondents
45 Focus Group Participants

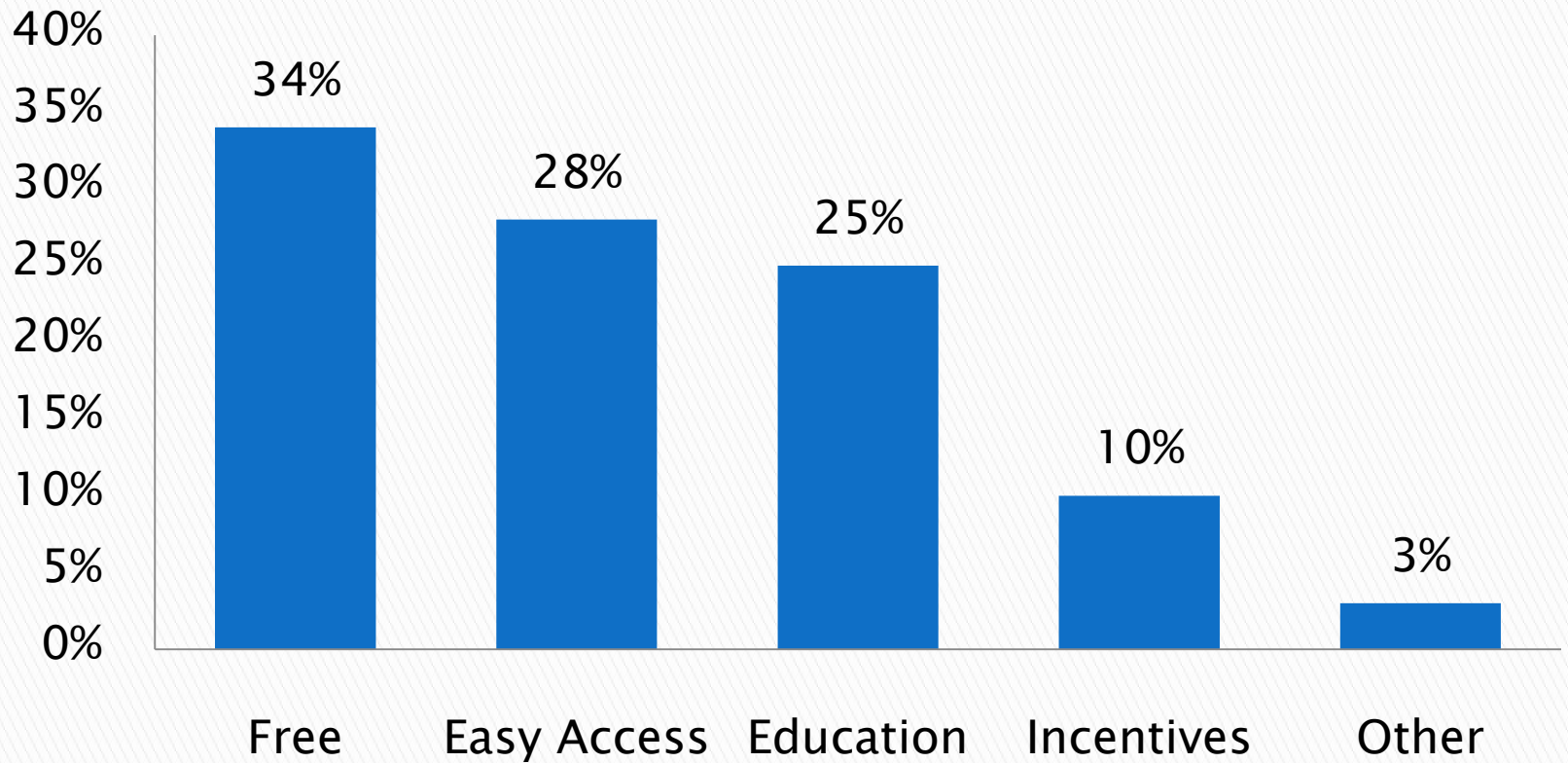
Myths

- ▶ Vaccine Causes Illness
 - ▶ Healthy/Don't Need
 - ▶ Other
 - ▶ Needle Phobia
 - ▶ “Natural” Immune Response is Better
- 



Vaccine Causes...
Healthy/Don't...
Needle Phobia
"Natural Immune...
Other

■ Reasons for NOT Getting Vaccinated



■ Strategies to Increase Flu Vaccination

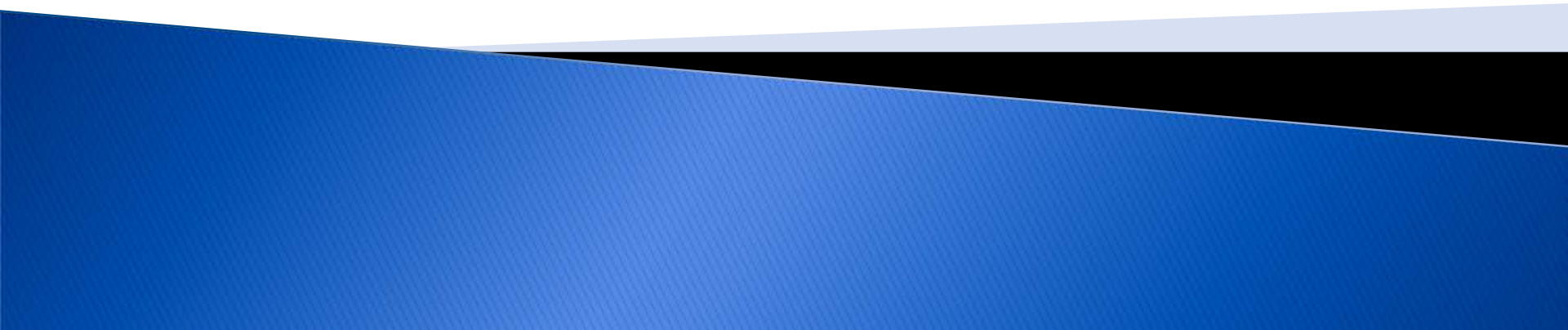
- ▶ Designate a Flu Campaign Coordinator
- ▶ Hold no-charge vaccine clinics in easy to access locations
- ▶ Develop a written vaccination policy
- ▶ Incentives
- ▶ Education
- ▶ Monitor employee immunization

Linn County Health Department

Process

- ▶ Took on ~1150 extended care facility staff
- ▶ Created Multi-media packet
- ▶ Part-time Health Educator

Linn Materials

- ▶ Brochure specific to employees at extended care facilities
 - ▶ Two social media posters; one strongly worded, one softly worded
 - ▶ Digital materials for facility use on USB flash drive
- 

Get the Shot!

*Get vaccinated against the flu
so you can protect:*

- **Your Residents**
- **Yourself**
- **Your Family**
- **Your Facility Visitors**
- **Your Community**



LINN COUNTY PUBLIC HEALTH

P.O. Box 100
Albany, OR 97321

Phone: 541-967-3888

Fax: 541-926-2102

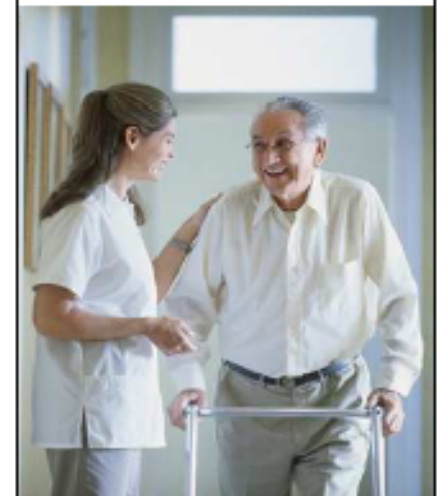
Made possible by a grant from the
Oregon Immunization Program



Prevention
Promotion
Protection

FLU VACCINE FACTS

THE IMPORTANCE OF
THE
FLU VACCINE IN
EXTENDED CARE



**LINN COUNTY PUBLIC
HEALTH**

Ph: 541-967-3888

Resident Safety



The residents of an extended care facility are among the most at risk for serious complications from the flu. Every year, Influenza is

responsible for approximately 44,000 deaths in the elderly population and over 150,000 excess hospitalizations across the U.S. Coming down with the flu can trigger heart attacks or invite other complications.

High staff vaccination rates can reduce the risk of winter time death by up to 50% from influenza related causes.



Protect Your Residents

- **90%** of influenza deaths are in the 65 and older age group
- You can spread the virus up to **24** hours before symptoms develop and a full week after symptoms occur
- Flu vaccine is less effective in the elderly population and residents have reduced ability to fight the flu themselves
- Vaccination rates in excess of **80%** can create herd immunity, greatly diminishing the risk of acquiring the flu in your facility

Protect Yourself

- Health care workers are among the most at-risk for exposure to the flu
- Unvaccinated workers use up to **50%** more sick leave and personal time than vaccinated workers



Flu Vaccine Facts

- Seasonal flu vaccine is inactive, meaning it contains killed viruses
- It is impossible to get the flu from the flu vaccine
- It takes about two weeks for the body to develop antibodies from the vaccine, so get vaccinated early
- Chance of a severe reaction to the flu vaccine is more than a million to one
- Most common side effect is soreness at the sight of injection, which passes in 1-2 days
- Flu vaccine can be up to **90%** effective in preventing the seasonal flu
- Protect your residents by taking the first step to creating a flu-free zone



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HEALTH

P.O. Box 100
Albany, OR 97321
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Fax: 541-926-2102

Linn Outcomes

- ▶ Started with Administrators
- ▶ Campaign to be utilized this flu season
- ▶ Need further funding to keep health educator through flu season
- ▶ Time to do final analysis

Oregon Nurses Association

- ▶ The ONA project set out to “create a social media campaign that provides education to Oregon’s Nursing Professionals and student nurses and assists them to make informed choices about receiving annual influenza vaccine in order to protect their clients, families, and themselves”.

ONA Home Page

- ▶ <http://www.oregonrn.org/>

Protect Yourself,



Protect Your Patients

Nurses have the power to protect by getting vaccinated to protect their health, the health of their families and the health of their patients, protecting them from the flu.

- ▶ [Click here for more details](#)
- ▶ [Student Video Contest](#)

ONA Facebook Page



Nurses: The Power to Protect

<http://www.facebook.com/pages/Nurses-The-Power-To-Protect/143658209037214>

ONA Process

- ▶ Health promotion video competition for Oregon's schools of nursing
- ▶ Promotional flyers
- ▶ Regular postings in the Friday e-newsletter, ONA website and e-mail communications

ONA Outcomes

- ▶ Only 36 hits to Facebook page
- ▶ No entries into student video competition
- ▶ Hope to increase access after summer and into fall

Multnomah County Health Department

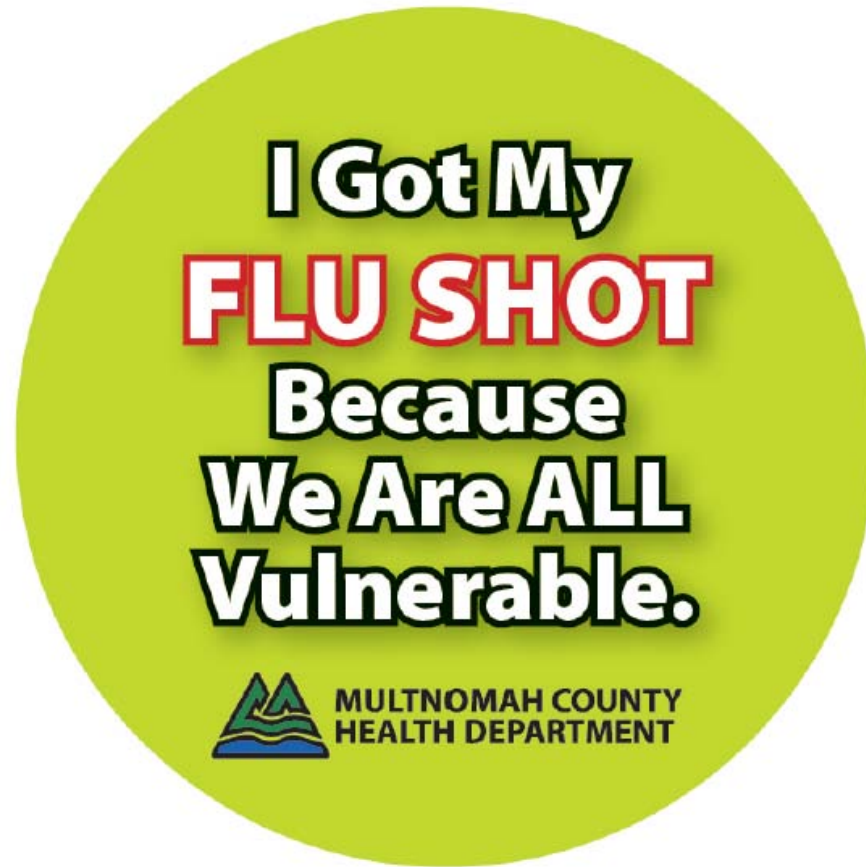
Process

- ▶ Why they say “No” and what to do about it
- ▶ Initial survey sent to all county health department employees who declined last year
- ▶ 40 respondents (26% survey response)

Multnomah Materials

- ▶ Variety of posters geared to multiple audiences

Multnomah County Button



We Are All Vulnerable.



hypertensive

YOUTH

obese



diabetic



REFUGEE

elderly

immunocompromised



VULNERABLE



INFANT



STRONG

HIV +

pregnant



Protect your patients, protect yourself, protect your community.

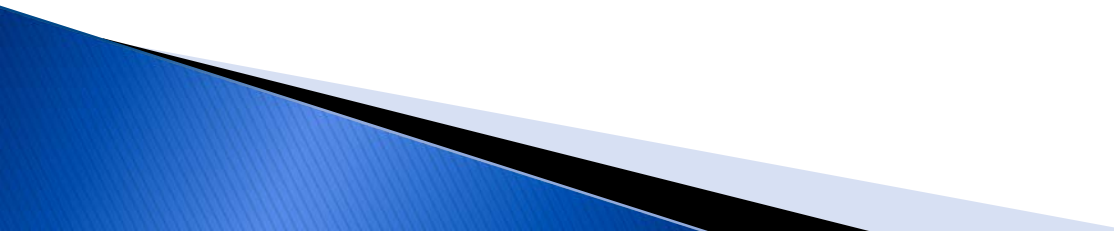
Get A Flu Shot.



Multnomah Outcomes

- ▶ Survey – 26% response
- ▶ Listening Sessions conflicted with policies and had to be cancelled
- ▶ Clarified healthcare worker definition to be included in updated policy before the 2011–2012 season

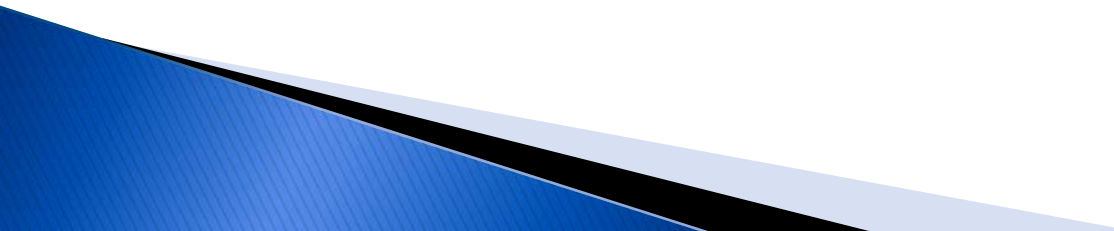
Multnomah Outcomes

- ▶ Developed a employee flu vaccination health communications plan with promotional messages and clear policy communication
 - ▶ Employee flu vaccination promotional campaign messages based on information derived from the survey and literature search
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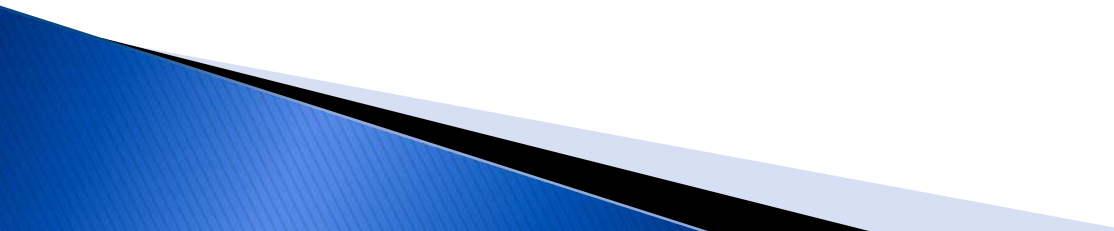
Multnomah Notes

- ▶ Reasons for declination:
 - Concern about vaccine additives
 - Feelings that vaccines are forced upon them
 - Distrust of government recommendations and policies relating to influenza
 - The vaccine is not necessary
 - Doubts about vaccine efficacy
 - Belief that vaccine could cause the flu

Silverton Hospital Network Project Partners

- ▶ Silverton Hospital
 - 750 employees
 - ▶ Silverton Together
 - ▶ Silverton Fire
 - ▶ Mt. Angel Fire
 - ▶ Marion County Public health Immunization Branch
 - ▶ Woodburn Ambulance
- 

Process

- ▶ Partners met monthly
 - ▶ Ad campaign that would appeal to the “helping nature” of all involved
 - ▶ Focused on employees with direct contact to vulnerable population
- 

Universal Respiratory Precautions For Health Care Settings

- ✦ Cover coughs and sneezes with tissue or surgical masks
- ✦ Wash hands frequently
- ✦ Wear gloves and gowns and replace often
- ✦ Get your flu and pneumonia vaccines

"By getting the flu vaccine you protect your family, friends, coworkers and your patients."



Flu Vaccines
do not cause
the flu!

The flu vaccine
Boosts your body's
immune system

For more information visit
<http://www.cdc.gov/flu/>



Break

The Chain of Infection

Make it a Chain of Protection



The Flu

STOPS

with You!

Oregon
Health
Authority

The Button

Worn by vaccinated staff to show clients that their care provider is protecting them



Notes

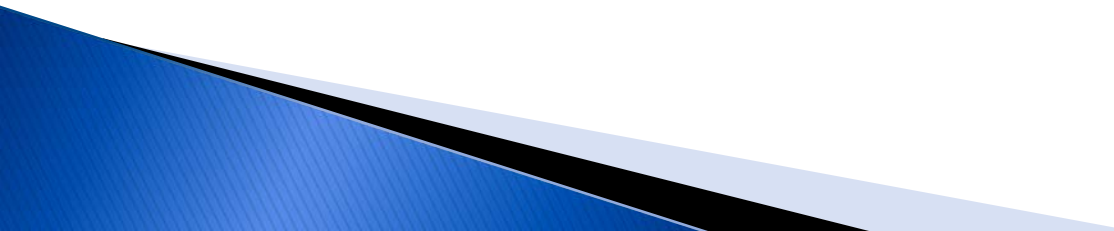
- ▶ Each agency developed its flu vaccination tracking method
- ▶ Each will post these numbers in their facilities

Adventist Health

Melody Ayers, CFRE

Tillamook County General Hospital

Process

- ▶ “Beat the Flu” luncheon
 - ▶ Employee survey
 - ▶ Newsletter article
 - ▶ Flyers
 - ▶ Graphic on electronic time clock display
- 

Tillamook Newsletter

Tidemark

July 4, 2011

A publication for the employees, volunteers
and friends of Tillamook County General Hospital



My Story: One of My Best Days

By Bambi Poblador, RN, Surgery

Working in the Surgery department has a lot of stress but has great rewards, too. As I listened to the surgery schedule line one Sunday night and found out my work schedule for the next day, I prayed for guidance.

At work the next morning, I saw there were 4 rather than 3 scheduled cases, as well as an emergency case to be added on. But so far things were running smoothly. I knew the last case of the day would be my biggest challenge. While the procedure itself was not complicated, with the patient's past health history, things might not go smoothly.

I briefly greeted the patient and went back to my other cases. When all was ready, I formally introduced myself. The patient was very sweet and nice, a rather "perfect patient" in spite of an extensive medical history. I then told the patient that I usually pray with my patients before we go in to surgery and asked if she would like me to pray with her. She beamed and replied, "I would love that." I said a prayer for her and also for the surgical crew working for her. We ended by reciting the Lord's Prayer together. She told me all her Facebook friends were also praying for her.



A few minutes later we wheeled her to the Surgical suite. As she was lying there, she mumbled, "You are an answer to my prayer." I didn't understand what she meant so I said, "What?" She then explained that she had prayed someone would come in and pray with her, and then I came in and did just that.

See Best Days, page 2

Inspiration

"For you have been called to live in freedom, my brothers and sisters . . . use your freedom to serve one another in love." Galatians 5:13 MLT

Patient Safety First

New Tool Will Enhance Quality Care

A new software tool now being used at all Adventist Health hospitals, enhances patient care by enabling caregivers to immediately see if core measures have been met; and if not, to close the gaps.

Meeting core measures (evidence-based best practices) is one of the best ways to ensure patients receive the highest quality care. With the new software, physicians, front-line staff, case managers, and nurses will get immediate feedback on what quality measures have not been met or addressed.

For example, evidence-based research has determined that a patient in the hospital or arriving at the hospital with heart attack symptoms should have an EKG and it be read by a physician within 10 minutes. This is called "best practice" because the evidence has shown doing this provides the best chance of helping the patient survive the event.

Best practices are defined by the Centers for Medicare & Medicaid Services (CMS) and are required if the hospital accepts CMS payments.

The new software is referred to as "NHQM", the acronym for National Hospital Inpatient Quality Measures. The NHQM software will be used in coordination with Computerized Provider Order Entry (CPOE) and Project IntelliCare programs.

See Patient Safety, page 2

"Beat the Flu" Lunch & Learn July 26

Join your co-workers and Employee Health nurse Pat Valenz on July 26 for a "FREE" lunch and learn about how you can help prevent and our community beat the flu this season. Bring your friend. There will be a short 10 minute presentation, a quiz questionnaire and prize drawings.

Although the #1 best way to prevent the flu is by getting vaccinated, TCGH's employee flu immunization rate fell last year to a little more than 50%. Encourage for not getting a flu shot (because you can't get the flu) ahead of vaccine readiness, and don't treat ourselves.



Pat jokes, "The one of those who doesn't get the flu, that I get the flu about every year to protect those around me, I would feel so bad! If for some reason I get the flu and passed it on to a patient, coworker or friend."

Our goal for immunization this year is 75% of employees. Beat the flu - if not for yourself, for those around you!



Beat the Flu article

Our Mission is to share God's love by providing physical, mental and spiritual healing

Invitation Poster

Beat the Flu

Presentation & Free Lunch
(flu shot given at later date)

Date: **July 20, 2011**

Time: **11:30 am** - Conf Rms ABC
12:30 am - Conf Rms ABC
5:00 pm - Cafeteria
11:00 pm - Special Delivery

Presented by *Pat Valenti*
-Infection Prevention Coordinator



A quick questionnaire & prize drawings.

1000 Third Street
Tillamook, Oregon
(503) 842-4444
www.TCGH.com

 **Adventist Health**
Tillamook County General Hospital

TCGH Employee Health Influenza Questionnaire



1. Did you receive the Influenza Vaccine for 2010-2011?

Yes

No

2. If you did not receive the vaccine, the reason for declining it was:



3. Do you intend to receive the Influenza Vaccine next year (2011-2012 flu season)?

Yes

No

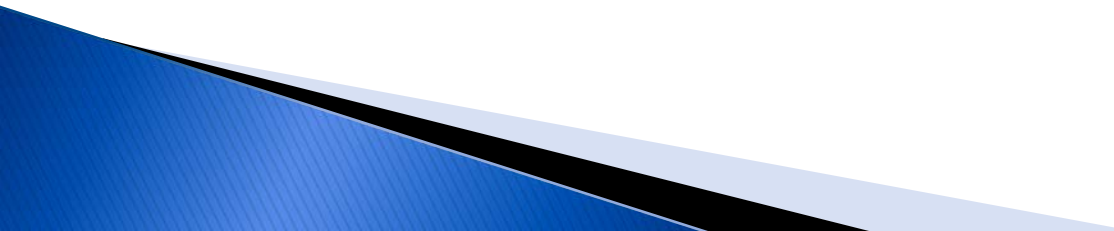
What would make it easier for you to get the Influenza Vaccine?



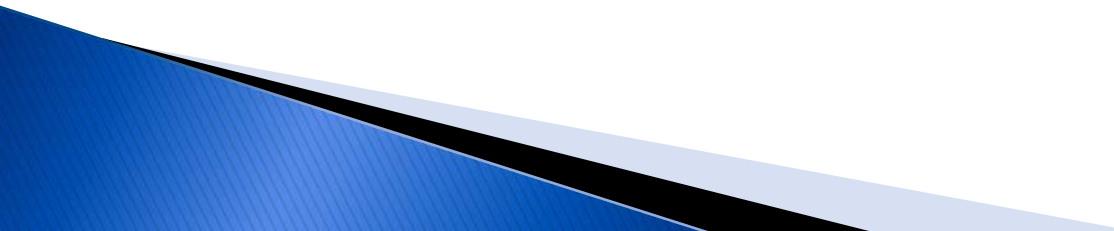
4. Other Suggestions:

Influenza Questionnaire

Luncheon Outcomes

- ▶ 73% plan to be vaccinated in 2011–2012
 - ▶ 23% would not
 - ▶ 4% would consider doing so
- 

2011–2012 Campaign

- ▶ Kickoff event with chicken soup and vaccinations
 - ▶ Vaccines offered on all shifts to make
 - ▶ Promote vaccination awareness through employee newsletter, flyers, etc.
- 

Goal

- ▶ Increase 2011 Vaccination Rate to 75%, from 51% in 2010

Questions, Comments?

Thank you....

Jeanine Whitney, RN

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