

# END STAGE RENAL DISEASE NETWORK OF TEXAS

## Population Health Innovative Pilot Project Immunization Awareness Campaign

### Guidelines and Resources

#### Purpose of the Immunization Awareness Campaign

According to the latest data from the National Health Information Survey in 2011, only 20% of adults aged 19-64 years at high risk for pneumococcal disease received the vaccine, and only 36% of adults at high risk for hepatitis B have been vaccinated. *(Taken from the article located on the last page of this document.)*

The Network asked you to conduct immunization discussion groups at your facility to discover barriers to adult immunizations that might

explain such low vaccination rates.

These low rates mean that adults needlessly suffer illness, hospitalization, and even death. The purpose of the Immunization Awareness Campaign is to increase awareness of and educate patients on immunizations and the important role they play in keeping the patients and their loved ones healthy.

This is an opportunity for you, as a healthcare provider,

to increase your patients' level of engagement in their care.

This document outlines the requirements of the campaign and includes resources that will help you create an engaging and informative awareness campaign.



#### Included:

- Purpose
- Recommendations
- Requirements
- Timeline
- Resources

“Contact the Network with any questions or concerns *before* missing a deadline. We are here to support you!”

#### Recommendations for Success from the Network

In order to successfully execute this campaign and remain compliant with the PHIPP requirements, the Network suggests the following:

- ◆ Stagger any promotional events to accommodate patient and staff vacation schedules, as well as staffing conflicts

or shortages.

- ◆ Develop a backup plan, which includes training more than one person to complete the project requirements, despite unforeseen staffing issues.
- ◆ Include your Facility Patient Representatives (FPRs)

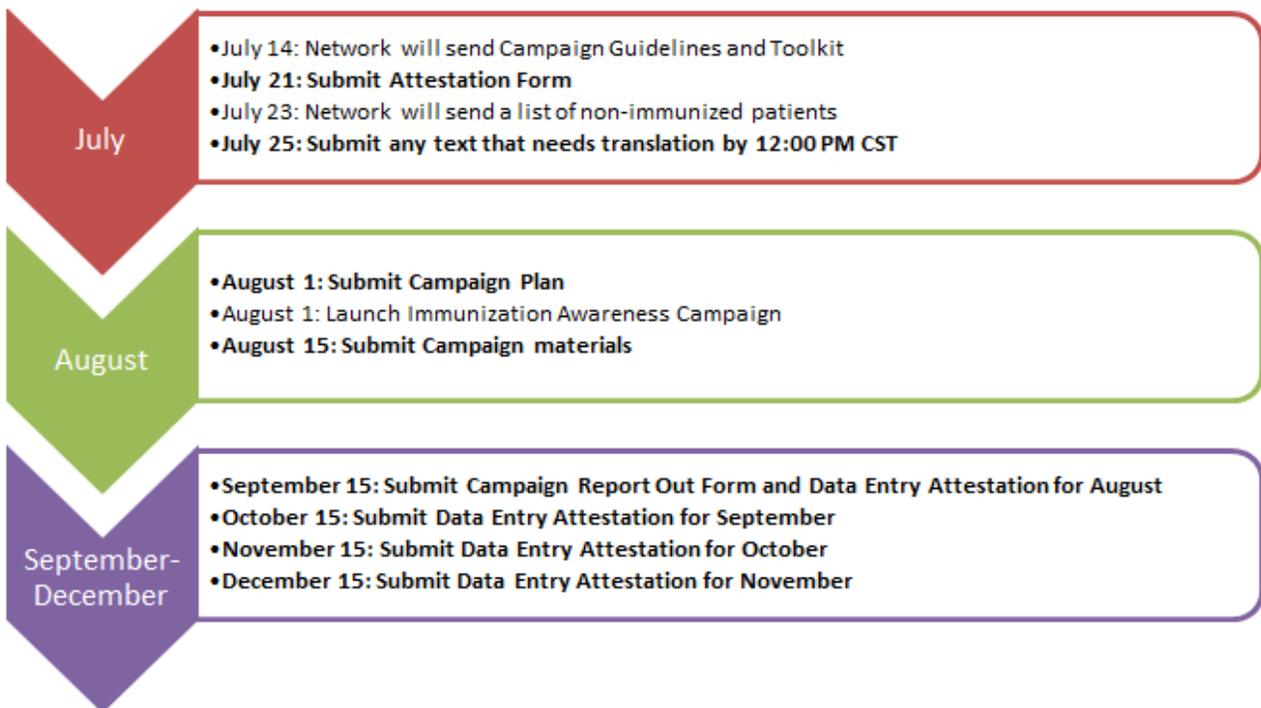
in the planning and execution of your campaign to lighten the burden on facility staff.

- ◆ Contact the Network with any questions or concerns *before* missing a deadline. We are here to support you!

## Immunization Awareness Campaign Requirements

- ◆ Submit an attestation form that you have read the Immunization Awareness Campaign Guidelines and Resources document in its entirety and understand the purpose of the project. (Please see the Timeline section for the deadline.)
- ◆ Materials should promote immunizations by addressing the barriers discovered and lessons learned during the discussion groups. For example: If patients believe that the vaccination will give them the disease, include evidence-based information to show that this is not the case.
- ◆ Have materials available in English and Spanish. (Please see the Online Resources and Network Resources sections for information on materials in languages other than English.)
- ◆ Your facility goal includes immunizing all current patients who were at your unit in late 2012 and whose CROWNWeb data shows that they are still not immunized. (The Network will provide this list. If the list is inaccurate, you should correct the data in CROWNWeb. If the list is accurate, you should focus your vaccination efforts toward immunizing these patients.)
- ◆ Submit your campaign materials to verify that you have launched the campaign. (Please see the Timeline section for the deadline.)
- ◆ You are responsible for increasing awareness and educating patients about immunizations. If your campaign includes educational handouts, keep a log of patient names and materials distributed. (Please see the Immunization Awareness Campaign Toolkit for the distribution log.)
- ◆ Submit a report summarizing your campaign's impact. (Please see the Timeline section for the deadline and the Immunization Awareness Campaign Toolkit for the reporting form.)
- ◆ Submit a monthly attestation form in September through December to confirm that you have verified the accuracy of the previous month's vaccination data in CROWNWeb. (Please see the Timeline section for the deadlines; the Network will supply the Data Entry Attestation Form at a later date.)

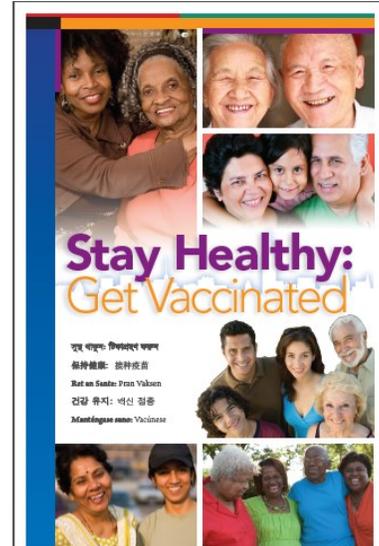
### Timeline



## Online Resources

The Network realizes there are an abundance of resources already available that speak to immunizations, and we encourage you to utilize those resources to create an inspired and creative campaign to engage your patients in their health. Below are some resources that may be useful to you.

- ◆ Immunization Action Coalition handouts: <http://www.immunize.org/handouts/> (This resource has materials available in Spanish and several other languages.)
- ◆ National Public Health Information Coalition (NPHIC) National Immunization Awareness Month Toolkit: [http://nphic.org/component/docman/?task=cat\\_view&gid=216&Itemid=554](http://nphic.org/component/docman/?task=cat_view&gid=216&Itemid=554)
- ◆ Life Options handouts: <http://lifeoptions.org/catalog/catalog.php?prodCat=vaccinations> (This resource has materials available in Spanish and several other languages.)
- ◆ Centers for Disease Control and Prevention (CDC) resources: <http://www.cdc.gov/vaccines/partners/campaigns/index.html> (This resource has materials available in Spanish.)



Example of a poster available as a resource.

“We encourage you to... create an inspired and creative campaign to engage your patients...”

## Immunization Tracking Resources

Research indicates that while many dialysis patients may not have computers in their homes, they are still technologically connected through their smartphones and public resources. The Network encourages you to promote patient self-management through immunization tracking services and healthcare applications, or apps, available for registration or download through the resources below. These apps can also be used by healthcare professionals.

- ◆ ImmTrac, the online Texas Immunization Registry: <http://www.dshs.state.tx.us/immunize/immtrac/default.shtm>
- ◆ Immunization Action Coalition Smartphone App list: <http://www.immunize.org/resources/apps.asp>

## Network Resources

A requirement for this project is that all materials must be made available in English and Spanish. The Network understands that facilities may not have access to translation services and, for this reason, will offer translation services to you in order to meet this requirement.

The Network will translate up to 3 pages of text if the request and materials are received no later than noon on Friday, July 25, 2014.

Please forward all materials to be translated to Kathleen Prewitt:

Phone: 469-916-3815 | Fax: 972-503-3219 | Email: [kprewitt@nw14.esrd.net](mailto:kprewitt@nw14.esrd.net)

**DO NOT EMAIL PATIENT INFORMATION TO THE NETWORK OFFICE.** If your campaign materials to be translated include patient names, **DO NOT EMAIL THEM.** Fax them to the number above.



Example of a poster translated into Spanish.

## ESRD Network of Texas, Inc.

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### *Supporting Quality Care*



END STAGE RENAL DISEASE  
NETWORK OF TEXAS

### *Mission Statement:*

To support equitable patient- and family-centered quality dialysis and kidney transplant health care through patient services, education, quality improvement, and information management.

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## Healthcare Professionals Are Key to Boosting Adult Immunizations

“Too few adults are taking advantage of the protection vaccines provide, leaving themselves and those around them at greater risk of vaccine-preventable diseases,” according to Dr. Howard Koh, Assistant Secretary for Health at the U.S. Department of Health and Human Services. Many factors influence low rates of adult immunization, but research indicates that a health care professional’s (HCP) strong recommendation is a powerful motivator for adults to get vaccinated. Even HCPs who do not provide vaccinations in their practice can play an important role in protecting

their patients’ health simply by recommending they get vaccinated against serious diseases like hepatitis B and pneumococcal disease.

According to the latest data from the National Health Information Survey in 2011, only 20% of adults aged 19-64 years at high risk for pneumococcal disease received the vaccine, and only 36% of adults at high risk for hepatitis B have been vaccinated.

These low rates mean that adults needlessly suffer illness, hospitalization, and even death. As the most trusted sources of information about health – including immunization –

you can make a significant difference in whether a patient gets vaccinated. By routinely assessing your patients’ vaccine needs and strongly recommending needed vaccines, you can improve the health of your patients and their loved ones. Every healthcare professional has a role in ensuring their patients know which vaccines they need, even if they don’t stock vaccines in their office. Use every patient visit as an opportunity to assess vaccine needs and strongly encourage them to stay up-to-date on recommended vaccines.



*August is National Immunization Awareness Month – a reminder of the importance of immunization in keeping our communities healthy. Your strong recommendation can make a difference.*

*To access this article and similar resources, refer to the NPHIC National Immunization Awareness Month Toolkit link provided on page 3 of this document.*