

# Map out your annual flu vaccination campaign

Early, strategic planning can help protect more patients this flu season

You play a key role supporting public health and increasing the number of people vaccinated against seasonal flu. We're here to help you take the right steps toward a successful vaccination campaign—before, during, and after the flu season.

#### PLAN, EXECUTE, and EVALUATE from start to finish



#### **PLAN BEFORE FLU SEASON BEGINS**



JUN - AUG (BEFORE)

**Prepare staff** and resources **Update online** patient outreach

Prep awareness and reminder pieces



#### EXECUTE VACCINATION CAMPAIGN<sup>1-3</sup>

SEP - FEB (DURING)

Raise flu vaccine awareness

**Encourage a flu** shot at all visits

**Empower staff** to get involved



#### EVALUATE NEEDS AFTER PEAK FLU SEASON1-3



Continue flu vaccinations

Evaluate flu season campaign Get a head start on next flu season

# How a successful flu vaccination campaign comes together

JUN - AUG (BEFORE)

SEP - FEB (DURING)

#### PLAN BEFORE FLU SEASON BEGINS

**Prepare staff and resources** 



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- Stay up-to-date with best practices, policies, and recommendations
- Prepare a plan and set goals for the season
- Communicate plans and goals with staff
- Plan and promote walk-in vaccination days, using a dedicated room and staff to administer flu shots

#### Update online patient outreach

- Update your website and/or patient portal to educate on the importance of annual flu vaccinations, which flu vaccines you offer, and why you carry differentiated options
- Ensure vaccination messaging is prominent, including on any social media accounts, and encourage vaccination as recommended by the CDC
- If flu vaccination clinic dates are planned, include those dates on your website

#### Prep awareness and reminder pieces

- Schedule email blasts, phone scripts, and text messages to drive appointments
- Order and/or download posters and desk signs encouraging flu vaccination

**EXECUTE VACCINATION** CAMPAIGN<sup>1-3</sup>



#### Raise flu vaccine awareness

- Launch email blasts, phone scripts, social media, and text messages encouraging vaccination appointments
- Use telehealth calls to schedule appointments for flu vaccination
- Use in-clinic signage to build patient awareness around the dangers of flu and the importance of vaccination

#### Encourage a flu shot at all visits

- At check-in, provide literature about flu vaccination and ask about getting vaccinated that day
- Encourage vaccination to patients who aren't vaccinated. Inform them of vaccine options based on age and health
- Co-administer flu with other appropriate vaccines to avoid missed vaccination opportunities
- If patient declines, make a note in their EMR to follow up during their next visit

#### **Empower staff to get involved**

- Remind staff about their personal and clinic goals for the flu season
- Record staff's successful flu vaccination encounters

MAR - MAY (POST-PEAK)

### EVALUATE NEEDS AFTER PEAK FLU SEASON<sup>1-3</sup>



#### **Continue flu vaccinations**

- Flu activity can last as long as May, so continue vaccinating as long as the flu is circulating and you have unexpired vaccine available
- Continue encouraging flu vaccination to eligible, non-vaccinated patients
- Send follow-up emails and text messages to patients

#### Evaluate flu season campaign

- Assess flu vaccination success and learnings.
  Ask yourself:
- o "Did we meet our goals? What can we learn for next season?"
- o "Is there vaccine that went unused? How can we vaccinate more patients next season?"
- "What factors may prevent patients from getting vaccinated? How can we help overcome them?"
- o "Did we proactively engage, follow up, and use signage and literature effectively?"

#### Get a head start on next flu season

- Make your pre-book reservation, accounting for patient population and next season's goals
- It's never too early to start planning—even in May!



#### PRO TIPS

- Discover and download resources at **flu360.com**, including:
  - Patient communications, posters, and signs
  - Telehealth Flu
    Vaccination Guidance
  - HCP-to-Patient Discussion Guides
  - Flu Vaccination Goal Tracker Poster
  - Coadministration
    Best Practices
- 2 Encourage flu vaccination at every visit, including telehealth appointments, and use emails, calls, or text message reminders to follow up with patients
- 3 Contact your CSL Seqirus representative to help determine your clinic's pre-booking needs ahead of the next season



#### Remember, higher flu vaccination rates help:

- **✓** Protect against influenza³
- Reduce the risk of coinfection from both flu and COVID-19<sup>1</sup>
- Minimize the burden of influenza on the healthcare system<sup>3</sup>



#### **WHAT'S NEXT?**

Go to **flu360.com** or scan the QR code for tools and resources to help successfully plan and implement your annual flu vaccination campaign.

## Your CSL Seqirus representative can also help you at every step along the way.

**References: 1.** Grohskopf LA, Blanton LH, Ferdinands JM, et al. Prevention and control of seasonal influenza with vaccines: recommendations of the Advisory Committee on Immunization Practices — United States, 2022-23 influenza season. *MMWR Recomm Rep.* 2022;71(1):1-28. **2.** CDC. The flu season. Accessed April 25, 2023. https://www.cdc.gov/flu/about/season/flu-season. htm **3.** CDC. Key facts about seasonal flu vaccine. Accessed April 21, 2023. https://www.cdc.gov/flu/prevent/keyfacts.htm