



Helpful Tips for a Successful Influenza Vaccination Campaign

Implementing a vaccination campaign at a dialysis facility requires planning and coordination. Here are some steps to take:

1. Join **ESRD Network 3 2023-2024 Vaccination Campaign**:
 - a. Post the [pledge form](#) in the facility waiting room and staff lounge. A [Spanish version](#) of the pledge form is also available
 - b. Click here to [“Join the Protect, Prevent, Vaccinate Campaign”](#) today and pledge to implement activities to educate and promote vaccinations
2. Set Goals:
 - a. CMS goal: Achieve **90% of eligible patients** vaccinated against influenza.
 - b. CMS goal: Achieve **90% of eligible staff** vaccinated against influenza.
3. Designate a vaccination champion to lead the efforts.
4. Plan the vaccination days:
 - a. Consider scheduling on the last day before the patients’ long weekend in case any side effect is experienced.
 - b. Consider scheduling on the day before the staff’s day off in case any side effect is experienced.
5. Raise awareness:
 - a. Choose a *positive* and *catchy* vaccination slogan to use. **Make it fun.**
 - b. Use bulletin boards, flyers, posters, videos, fact sheets and other educational materials to reinforce the message and address common concerns and misconceptions.
 - c. Review **“How to Make Strong Recommendations”** resource tools and train staff to effectively educate about the vaccine.
 - d. Announce when the vaccination event will take place.
6. Offer opportunities for one-on-one discussions to address specific concerns:
 - a. Utilize motivational interviewing techniques.
 - b. Leverage life goals and what matters most during discussion.
7. Ensure enough vaccine doses are available.
8. Give a copy of most recent [Vaccine Information Statement](#) (VIS) prior to vaccination.
9. Provide motivation and incentive:
 - a. Vaccinate staff on the floor where patients can see.
 - b. Use printable [“I Got My Flu Vaccine”](#) stickers for patients and staff who have received flu vaccine. [Spanish sticker template](#) is also available.
 - These downloadable stickers can be printed on laser and inkjet printers. They fit Avery label numbers: 22807, 22817, 22825, 41464, 41494, 22923, 22933, 22921, 22961, 80510, 92807, 4227.

10. Provide proof of vaccination to patients and staff.
11. Obtain and record reason for vaccination refusal.
12. Track your vaccination rates and follow up with patients and staff who have not yet been vaccinated to address any of their concerns or questions.
13. Documentation:
 - **Non-Batching Organizations**
 - Patient Vaccinations are recorded in [EQRS](#)
 - https://mycrownweb.org/wp-content/uploads/2022/07/EQRS-Vaccination-Data-Submission-Requirements-and-Frequently-Asked-Questions-FAQ_vFINAL508.pdf
 - Staff Vaccinations are reported in [NHSN](#)
 - <https://www.cdc.gov/nhsn/hps/vaccination/index.html>
 - **Batching Organizations**
 - Record **patient vaccination** in the appropriate EMR location as directed by your organization.
 - Record **staff vaccination** in appropriate applications as directed by your organization.
14. Review your progress toward goal using the ESRD Facility Dashboard in your monthly QAPI meetings.
15. Gather feedback from patients and staff and use this feedback to improve the vaccination campaign.
16. **Tell your campaign story.** Share your process and outcomes. Include any pictures and or videos. Submit your story to vdelacruz@qualityinsights.org

Campaign Tools

- Patient Flu Vaccination Goal Poster ([English](#)) ([Spanish](#))
- Staff Flu Vaccination Goal Poster ([English](#)) ([Spanish](#))
- [Adults Need Vaccines, Too - Influenza](#)
- [CDC Flu Resource Center](#)
- [CDC HCP Fight Flu Toolkit](#)
- [New!! 2023-24 Summary of Flu Vaccine Recommendations](#)
- [New Jersey DOH Influenza Resource Center](#)
- [CDC Make a Strong Flu Vaccine Recommendation 50-64](#)
- [CDC Make a Strong Flu Vaccine Recommendation 65+](#)
- How to Have Conversations about Vaccines ([English](#)) ([Spanish](#))
- Get the Facts about the Flu and Pneumonia Vaccine ([English](#)) ([Spanish](#))
- [ESRD NCC: A Change Package to Increase Vaccinations](#) - Key Change Ideas for Dialysis Facilities to Drive Local Action
- [ESRD NCC Immunization Card](#) ([English](#)) ([Spanish](#))
- [How to Manage Vaccination Record](#)

