



## Helpful Tips for a Successful Pneumococcal 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. Review your facility's Pneumococcal Vaccination patient level report. Identify patients not up to date and offer the vaccine.
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 encountered.
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 [Pneumonia Vaccine FAQs](#) 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. Use printable "[I Got My Pneumonia Vaccine](#)" stickers for patients who are up to date with pneumonia vaccine. Use [Avery Template 22807 Round Label](#).
10. Provide proof of vaccination to patients.
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](https://mycrownweb.org/wp-content/uploads/2022/07/EQRS-Vaccination-Data-Submission-Requirements-and-Frequently-Asked-Questions-FAQ_vFINAL508.pdf)

- **Batching Organizations**

- Record *patient vaccination* in the appropriate EMR location 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](mailto:vdelacruz@qualityinsights.org)



## Campaign Tools

- [Adults Need Vaccines, Too - Pneumonia](#)
- [CDC Pneumococcal Vaccination](#)
- [CDC Fast Facts about Pneumococcal Disease \(English and Spanish\)](#)
- [ESRD NCC: A Change Package to Increase Vaccinations](#) - Key Change Ideas for Dialysis Facilities to Drive Local Action
- [ESRD NCC Immunization Card \(English\) \(Spanish\)](#)
- Get the Facts about the Flu and Pneumonia Vaccine ([English](#)) ([Spanish](#))
- How to Have Conversations about Vaccines ([English](#)) ([Spanish](#))
- [How to Manage Vaccination Record](#)
- [Knock Out Pneumonia with a 1-2 Punch](#)
- [PneumoRecs VaxAdvisor Mobile App](#)
- [Pneumococcal Vaccine Timing for Adults](#)
- [Pneumococcal Vaccination Sample Standing Orders](#)
- [Pneumococcal Vaccine Frequently Asked Questions \(English and Spanish\)](#)
- [Prevent Pneumococcal Pneumonia Fact Sheet \(English\) \(Spanish\)](#)