

MAY 18, 2010

SCOTTSDALE, ARIZONA



NATIONAL INFLUENZA VACCINE SUMMIT

2010 Immunization Excellence Awards

Awards Lunch & Presentations

- 12:30PM Awards Lunch begins
- 12:35 PM Introduction to Awards Luncheon
- 12:40 PM *Presentations of Awards to Summit Honorable Mention Award Winners*
- 12:40 PM “Overall Season Activities” Award
Recipient: Tennessee Department of Health H1N1 Team
- 12:42 PM “Healthcare Personnel Campaign” Award
Recipient: UT M.D. Anderson Cancer Research Center
- 12:44 PM “Immunization Coalitions / Public Health / Community Campaign” Award
Recipient: Open Cities Health Center, Inc.
- 12:46 PM “Corporate Campaign” Award
Recipient: American Lung Association’s “Faces of Influenza”
- 12:48 PM *Presentations from Summit National Award Winners*
- 12:50 PM “Overall Season Activities” Award
Recipient: Palm Beach County Health Department
- 1:05 PM “Healthcare Personnel Campaign” Award
Recipient: The Children’s Hospital of Philadelphia
- 1:20 PM “Immunization Coalitions / Public Health / Community Campaign” Award
Recipient: South Dakota Department of Health
- 1:35 PM “Corporate Campaign” Award
Recipient: Walgreens
- 1:50 PM Wrap Up
- 2:00 PM End Luncheon
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About the Awards Program: Recognizing the value and extraordinary contributions of individuals and organizations towards improved adult, and/or childhood influenza vaccination rates within their communities during the 2009-2010 influenza season, the [National Influenza Vaccine Summit](#) is pleased to announce the recipients of the 2010 NIVS Immunization Excellence Awards. There are four categories of recognition including overall season activities, healthcare personnel campaign, immunization coalitions/public health/community campaign, and corporate campaign. Nominees were evaluated based on the areas of impact, collaboration, originality, overcoming challenges and opportunities. More than 30 nomination packets describing innovative programs were received this year. The Summit applauds all stakeholders who are working towards improving the health of their communities.

Overall Season Activities

Palm Beach County Health Department

(PBCHD). The recent influenza season provided an opportunity for the health department to partner with the medical community, responding partners and services agencies to meet the challenges of serving defined targeted populations within an expedited time-frame. These public-private collaborations supported extending the reach of the health department, engaged and empowered individuals and families, and provided vaccinations in traditional and non-

traditional settings. An innovative Influenza Readiness Initiative enabled information and vaccine to flow from PBCHD to hundreds of area supermarkets, pharmacies and other outlets, reaching the public where they routinely shop and congregate, and provided access to trusted and knowledgeable healthcare professionals. Over 400 providers were recruited and registered to receive and administer the almost 300,000 doses shipped by PBCHD. In addition, healthcare worker vaccination was paramount as the emergency medical system (EMS), hospitals and professional organiza-

tions partnered in education and vaccine administration programs to providers of healthcare and the community. An extensive media campaign was launched in the county consisting of television and radio public service announcements, print campaign, billboards, posters and the dissemination of Flu Ready Shopping Cards, in English and Spanish.



Healthcare Personnel Campaign

The Children's Hospital of Philadelphia (CHOP).

During the past four years CHOP has increased their efforts to engage staff at all levels through education, collaboration, and data sharing. During the 2009-2010 influenza season vaccination was made mandatory and resulted in 99.6% of targeted staff being vaccinated (up from 91% the previous year). Collaboration was key to the program's success, with support from the hospital's senior clinical and administrative leaders. CHOP is a large healthcare system with an in-patient campus and over 40 ambulatory sites. Outreach included targeting areas where vaccine uptake was low

in past years, peer-to-peer outreach, web-based education, and use of a multi-disciplinary flu planning committee. Through utilization of a "kick-off-event" they vaccinated over 1,000 employees utilizing 10 vaccine stations within four hours. The event incorporated music, the "smell of popcorn", involvement of a local radio station, information booths, skeet ball and other games, raffles, and the "Philly-Phanatic". Weekly reports to managers, and clinical and administrative leaders allowed the team to target their attention to areas needing follow-up. CHOP believes they have changed

the way their healthcare workers look at influenza vaccine: "it is a patient safety issue rather than an optional self-protective one."

 **The Children's Hospital of Philadelphia®**
Hope lives here.

National Winners

Immunization Coalitions/Public Health/Community Campaign

South Dakota Department of Health. Covering a geographic area of approximately 75,885 square miles with a population of 812,000 people, the South Dakota Department of Public Health (SD DOH) were faced with serving rural and limited to non-existent healthcare service areas. To be able to serve the needs of the state, the SD DOH established several partnerships with private and public healthcare providers, including major hospital systems. These systems took responsibility for setting up and running 150 public vac-

ination clinics. The Health Department also created strike teams to go into underserved areas of the state, including reservations and tribal lands, conducting over 130 public vaccination clinics. Working with Indian Health Services, Tribal Health, and the Centers for Medicaid and Medicare Services (CMS), they developed a mobile medical clinic to provide services to pregnant women and children on the Pine Ridge Reservation. Through its various partnerships, the SD DOH was able to vaccinate over 260,000 citizens.



Corporate Campaign

Walgreens. Pharmacists, nurse practitioners and physician assistants administered over 7 million seasonal and H1N1 influenza vaccines across more than 7,000 stores during the 2009-2010 influenza season, focusing on its commitment to improve public health through ensuring the availability of an easy and convenient source of information and patient care services. Utilizing the company's and its employees knowledge, skills and resources, Walgreens implemented a campaign that included collaboration with local county health departments in all 50 states and territories, state and federal government agencies, CDC, Influenza Summit partners, the Association of State and

Territory Health Officers (ASTHO), and the pharmacy and medical communities. The reach of their services included assisted living facilities, religious centers, shopping malls, schools, community centers and other locales. Walgreens launched a comprehensive public relations, public awareness and communications campaign, the largest public health initiative in the company's 109-year history. They brought CDC's messages about the importance of immunizations to the public through various national television outlets, including The Dr. Oz Show, as well as national radio, print and other media. Their "Arm Yourself for Ones You Love" Campaign involved the company's more

than 70,000 health service providers, and in particular its more than 18,500 immunization-trained pharmacists, nurse practitioners and physician assistants. The company also instituted a program aimed at increasing immunization rates of its employees and their families. Recognizing the impact on individuals without the ability to pay for receiving the influenza vaccination, Walgreens instituted a campaign to provide up to \$1 million of seasonal flu shots for uninsured adults.



National Winners

Overall Season Activities

Tennessee Department of Health H1N1 Vaccine Distribution Team.

The team established an extensive network of healthcare providers to carry out its 2009 H1N1 mass vaccination campaign. The network was able to adapt swiftly to challenges and the need to supplement the resources of the public health department with resources from the private sector. The program's successful operating principles included: being open to all potential im-

munization providers through online pre-registration; regular bi-directional communications via email, telephone hotline and the state immunization registry website; and a distribution system designed to maximize the number of vaccine providers while being equitable and efficient. The program collaborated with the state's healthcare professional associations and local media that resulted in more than 1,600 providers and retail pharmacy chains participating in their network.



Healthcare Personnel Campaign

University of Texas (UT) M.D. Anderson Cancer Center.

This institution is a comprehensive cancer center and research institute in Houston, Texas, with more than 17,500 employees. In 2009 significant increases were observed in the influenza vaccination rates of healthcare personnel throughout their system: 90% in high-risk patient care areas (61% in 2008); 78% in nursing (54% in 2008); 70% overall vaccination rates (58.5% in 2008). Programs contributing to this success were a 24 hour flu marathon, the crea-

tion of the "flu-fighter" brand and provision of sheriff badges with "Be a Flu Fighter – Immunize to Save Lives"; 100 plus hours of roaming flu carts in patient care areas; and, expanded incentives and raffles. A mandatory participation influenza prevention program was piloted, resulting in over 90% of healthcare personnel in high risk patient care areas receiving influenza vaccinations. In 2010, the mandatory participation program will be expanded to include 11,000 plus employees with patient contact.



Honorable Mention Winners

Immunization Coalitions/Public Health/Community Campaign

Open Cities Health Center, Inc (OCHC). The Health Center began providing seasonal flu shots in the Twin Cities (Minnesota) in 2002. Their collaboration reaches throughout the community they serve: over 25 faith-based communities, a native American school and community center, a business association, and others. Programs undertaken to reach at need populations included home flu clinics, activities structured around cultural and religious be-

liefs of targeted populations, and outreach to homeless shelters. Public awareness and access were increased through projects located within grocery stores, churches, community centers and housing projects. Through OCHC's efforts over 3,000 individuals were vaccinated and relationships were built between the public and private sector. Their programs were designed around the three R's: Remoralization of individuals and families to strengthen body, soul and mind; Reconciliation of frac-

tured families and support systems; and Restoration of communities to generate resiliency and bring about positive health changes.

Corporate Campaign

American Lung Association "Faces of Influenza" Program. The program embraced the influenza season's challenges and continued to act as a strong voice for the need of seasonal influenza vaccination, while supporting public health messages addressing the 2009 H1N1 virus. This initiative is a multi-year collaboration between the American Lung Association and sanofi pasteur. The program's design puts a "face" on influenza, a serious disease, and encourages Americans to see themselves among the groups

recommended for annual influenza vaccination by the CDC. The comprehensive campaign includes an overarching national media outreach component, but the driving force of the program's success is regional programming by local Lung Association affiliates in collaboration with immunization stakeholders. The campaign focuses on 13 cities across the US, with programs customized to the unique needs of each market. Schools, elected officials, public health departments, sporting teams, and the like, help to spread important

influenza messages to mothers and other targeted audiences.



Honorable Mention Winners



About the National Influenza Vaccine Summit (NIVS)



National Influenza
Vaccine Summit

The National Influenza Vaccine Summit started in the year 2000, is co-sponsored by the American Medical Association and the Centers for Disease Control and Prevention. The Summit is an action-oriented entity with over 400 members who represent over 100 public and private organizations with an interest in addressing and resolving influenza and influenza vaccine issues. Visit the Summit's website at www.PreventInfluenza.com