



An Overview of Strategies to Increase Influenza Vaccinations in Childcare Settings...

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"Children six months through 59 months of age attending any child care center or preschool facility on or after September 1, 2008, shall annually receive at least one dose of Influenza vaccine between September 1 and December 31 of each year."

Purpose of Program:

To ensure that the New Jersey Influenza vaccine requirement is met and adhered to...

Major Challenges Faced:

1. Functioning in a competitive environment with local pharmacies.
2. Philosophical reasons given to schools that turned into Religious Exemptions declared after 12/31.
3. Children continuously allowed to attend school unvaccinated.
4. Parents and caregivers notions that the flu shot causes the Flu and the vaccines are ineffective.

Challenges Encountered:

Non-compliance Issues:

- Should be actively enforced through the local public health departments,
- Should be measured by annual school audits and vaccination rates,
- Citations and fines should be levied to childcare centers and preschools that fail to exclude children who are not exempt for medical or religious reasons.

Non-compliance Issues:

Key Elements in Planning a Successful Influenza Program:

- Decide on the target population, pay special attention to those who have a hardship in getting the vaccine.
- Choose appropriate and willing partners such as Daycare sites, Senior centers, Preschools, etc.
- Utilize all available communication resources to spread the word for example, free access cable channels, emails, flyers, advertisements, etc.
- Address any barriers to communication/ education that may exist such as, having materials translated, going to parent/ staff meetings to inform parents of the upcoming requirements and the various resources available.



Set up meetings with potential partners, (Attachments C)

- Create an appropriate Memorandum Of Understanding (MOU) that fulfills both partners needs,
- Ensure that staffing is in place and that enough vaccines/ supplies are ordered and available,
- Create a realistic to-do list, schedule and send confirmation letters to partners. (Attachment A)
- Visit potential sites, give them consents for vaccine administration, photo consents forms and explain them. (Attachment B)

The Process:

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- Set-up Vaccination schedule based on availability of your agency and that of the partner agency, (Attachment D)
- Confirm dates 1 month prior to the actual date of service. (Attachment E 1 & 2)

Complete press release and advertising of the program. (Attachment F)

Conclusions:

- Key Strategies to perform annual Influenza vaccines should include assessing the hard to engage population or the population with the greatest need which is of great public health importance.
- Expanding vaccines to this population requires effort at each stage in the planning process.
- Educational materials should target the hard to engage populations and developed in collaboration with the partners that are identified.

The End

Questions ??
