



# INCREASING INFLUENZA VACCINATION RATES DURING THE COVID-19 PANDEMIC

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# FACULTY DISCLOSURE

- I have no relevant financial relationships to disclose.



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# OBJECTIVES OF PRESENTATION

1. Describe current influenza vaccination rates in children
2. List common barriers to influenza vaccination
3. Discuss strategies to improve timely influenza vaccination



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# INFLUENZA REMAINS AN IMPORTANT DISEASE

- Influenza is a major cause of morbidity and mortality each year.
- Children also are a major source of transmission.
- Influenza season timing and severity are unpredictable.
- **Annual influenza vaccination is a key prevention strategy.**

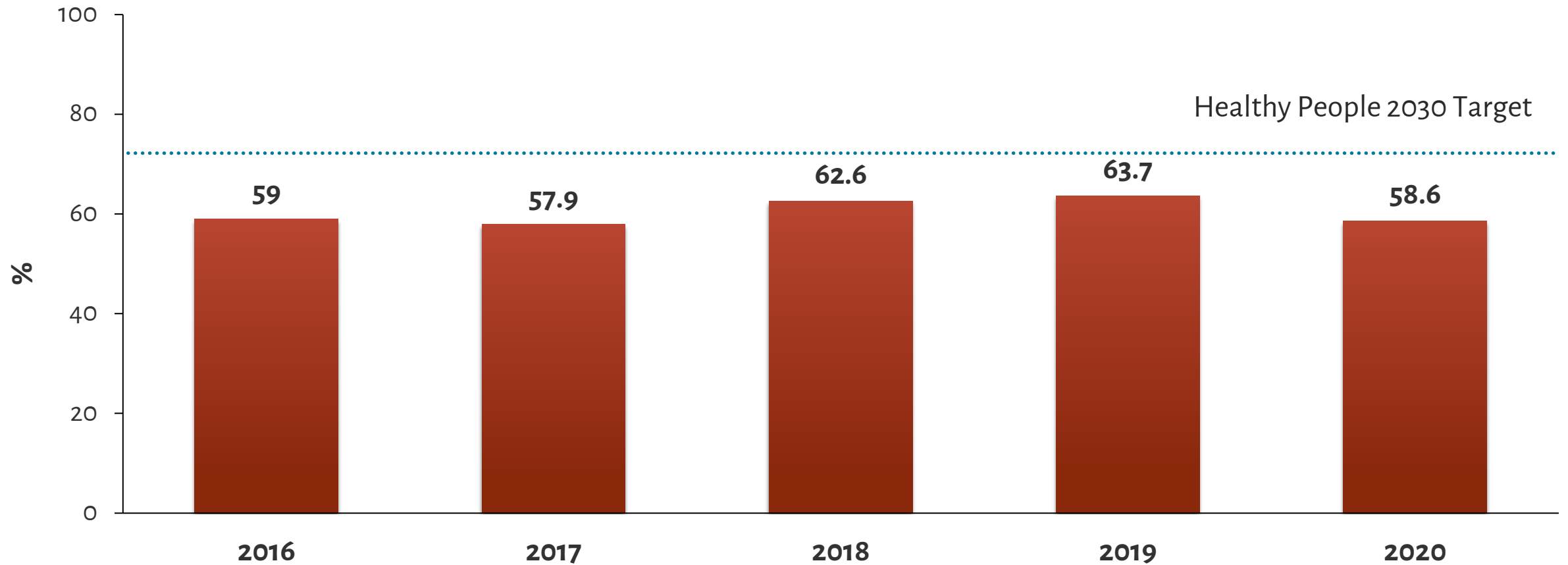


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# INFLUENZA VACCINATION RATES IN CHILDREN



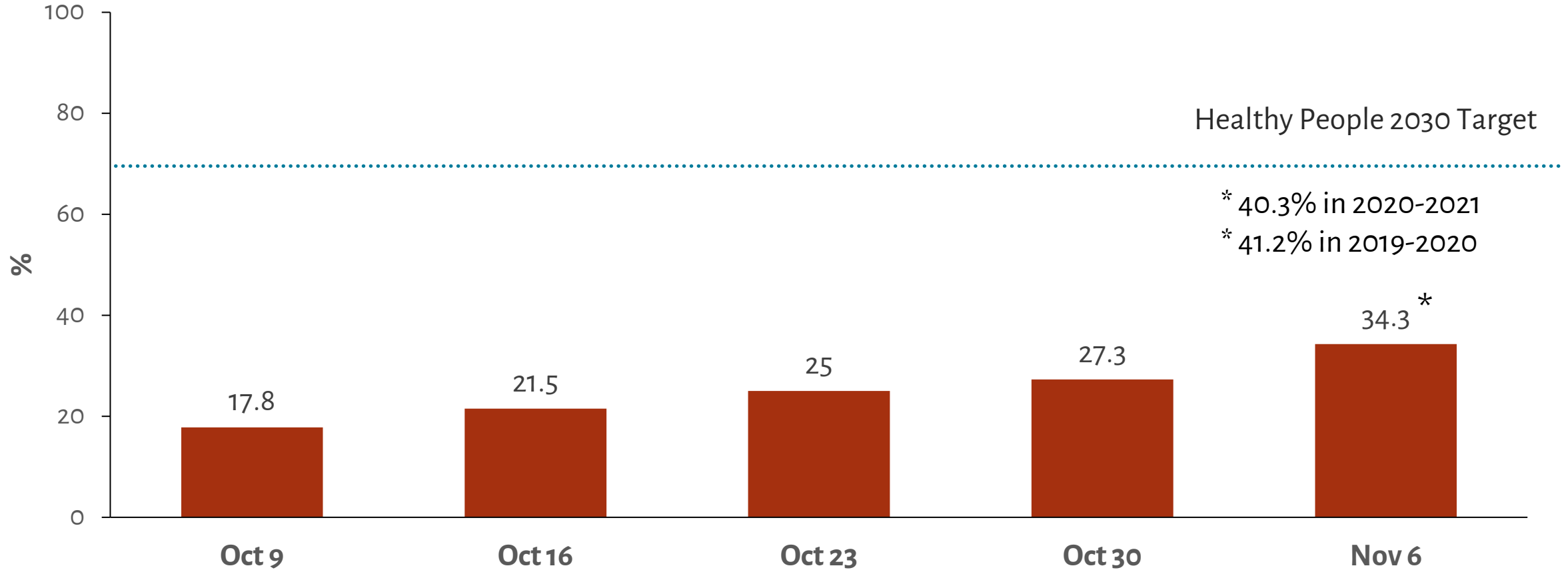
NIS-Flu, CDC

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# INFLUENZA VACCINATION RATES IN CHILDREN



2021-2022 Season



NIS-Flu, CDC

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# INFLUENZA VACCINATION RATES IN CHILDREN

- Influenza vaccination coverage differs across populations.
  - Child age
  - Race and ethnicity
  - Household income
  - Maternal education level
  - Location



NIS-Flu, CDC; Zhai et al 2017; Zhai et al 2020

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# BARRIERS TO INFLUENZA VACCINATION

## Patients and Families

- Lack of knowledge
- Lack of awareness of needed vaccine
- Vaccine hesitancy
- Lack of provider recommendation
- Competing priorities
- Limited access

## Staff, Providers, and Practices

- Lack of knowledge
- Lack of awareness of needed vaccine
- Competing priorities
- Forget to order vaccine
- Time constraints
- Limited vaccine supply



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# STRATEGIES TO IMPROVE INFLUENZA VACCINATION

- Increase vaccine access (eg, vaccination clinic)
- Implement vaccine reminder-recall
  - Identifies patients who are due or over-due for influenza vaccination
  - Serves as a “cue to action” for patients and families
  - Addresses key barriers to influenza vaccination

Outcome	No. of studies	No. of participants	Risk Ratio, 95% CI
Childhood influenza vaccination	5	9,265	1.51 (1.14-1.99)



Jacobson Vann et al, 2018

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# STRATEGIES TO REDUCED MISSED OPPORTUNITIES

- Standardize vaccine workflow
  - Review vaccination status at all visits
  - Offer vaccine to all eligible patients
  - Bundle with other vaccines (eg, COVID-19)
- Utilize electronic health record tools
  - Integration with local or state Immunization Information System
  - Standing vaccine orders
  - Provider prompts or alerts



Cataldi et al, 2020

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# TEAM APPROACH IS CRUCIAL

- Engage all members of the care team.
- Identify, train, and support influenza vaccine champion(s).
- Offer education regarding effective vaccine communication techniques.



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# EFFECTIVE INFLUENZA VACCINE COMMUNICATION

- Offer a strong, presumptive recommendation.
- Pursue initial recommendation if patient or family initially declines.
- Bundle vaccine recommendations.
- Tailor conversation to each patient and family.
- Use consistent messaging across entire care team.



Opel et al 2013; Hofstetter et al, 2017; Fontenot et al 2018

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# RESOURCES

## Information for Pediatric Health Care Providers

- AAP Recommendations for Influenza Control and Prevention
  - Policy Statement [aap.org/influenzapolicystatement](http://aap.org/influenzapolicystatement)
  - Technical Report [aap.org/influenzatechnicalreport](http://aap.org/influenzatechnicalreport)
- Red Book Online Influenza Resources [aap.org/RBOinfluenzaresources](http://aap.org/RBOinfluenzaresources)
- Influenza Patient Care Page [www.aap.org/influenza](http://www.aap.org/influenza)

## Information for Patients, Families, and Caregivers

- The Flu: What Parents Need to Know [healthychildren.org/flu](http://healthychildren.org/flu)
- Which Flu Vaccine Should My Children Get This Year? [healthychildren.org/flu vaccine](http://healthychildren.org/flu vaccine)
- Flu: A Guide for Parents of Children or Adolescents with Chronic Health Conditions [healthychildren.org/flu guide](http://healthychildren.org/flu guide)



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# CONCLUSION

- Influenza remains an important disease for children and communities.
- Influenza vaccination rates are suboptimal.
- Multiple barriers to influenza vaccination exist.
- Evidenced-based strategies should be used address barriers in order to improve influenza vaccine uptake.



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# THANK YOU

- Members of AAP and medical providers of children and adolescents



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