

THE FLU VACCINATION PLAYBOOK

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An interactive guide with helpful checklists and resources to support you in planning, performing, and measuring the success of your practice's flu vaccination campaign.


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- ✓ Plan
 - ✓ Create awareness
 - ✓ Immunize
 - ✓ Measure

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BE AN INFLUENCER THIS FLU SEASON!

Help protect as many patients as possible by communicating year-round and focusing efforts around these 3 key timeframes:



PLANNING SEASON (JUNE - AUGUST)

Create a flu vaccination campaign plan



PEAK FLU IMMUNIZATION SEASON (SEPTEMBER - DECEMBER)

Schedule, promote, and immunize



EXTENDING THE IMMUNIZATION SEASON (JANUARY - MAY)

Continue flu immunization program and evaluate

ROLES AND RESPONSIBILITIES FOR ORGANIZERS AND IMMUNIZERS

A high-functioning flu team is composed of 2 main roles:



YOUR ROLE AS AN ORGANIZER

An organizer helps facilitate the flu campaign to ensure you maximize your efforts to immunize as many patients as possible. Clinic lead or office staff, the entire practice relies on you to run a flu campaign.




YOUR ROLE AS AN IMMUNIZER

When it comes to helping protect patients from the flu, the immunizer provides valuable medical care at the front lines during each season.

RESPONSIBILITIES & CHECKLISTS

Organizer responsibilities are denoted by **purple** checkboxes, and Immunizer responsibilities are denoted by **gray** checkboxes.

PLANNING SEASON	PEAK FLU IMMUNIZATION SEASON	EXTENDING THE IMMUNIZATION SEASON
ORGANIZER CHECKLIST	ORGANIZER CHECKLIST	ORGANIZER CHECKLIST
<ul style="list-style-type: none"> Set vaccination goals Establish a patient communication plan Assign staff roles (learn more on page 5) Ensure standing orders are in place Verify correct vaccine amounts are reserved Decide on inventory management system & frequency Pick dates for flu clinics Train immunizers on this year's flu vaccine presentations and which patients should receive which vaccine according to ACIP recommendations 	<ul style="list-style-type: none"> Update inbound/outbound communications to let patients know which vaccines are currently available Place information on your practice's website and social media Place patient education materials in key locations around the office Reach out to patients to encourage them to come in for a flu vaccination Set up a dedicated refrigerator or shelf for flu vaccines Ensure adequate sanitary supplies, necessary forms, and medical supplies are available Keep accurate records of vaccinations to evaluate your success in the current season Monitor inventory and adjust vaccine stock based on patient population 	<ul style="list-style-type: none"> Continue recall efforts to remind unvaccinated patients that it isn't too late to receive a flu vaccination Measure success post-flu campaign Assess key learnings for next season
IMMUNIZER CHECKLIST		IMMUNIZER CHECKLIST
<ul style="list-style-type: none"> Vaccinate staff Know which flu vaccines your practice will have available and which patients should receive which vaccine according to ACIP recommendations Attend all necessary training Begin communicating with patients regarding flu vaccine availability and the importance of vaccination Be aware of contraindications and potential questions from patients 	<p> See page 6 for a vaccine inventory checklist</p>	<ul style="list-style-type: none"> Continue recommending flu vaccination to unvaccinated patients Vaccinate patients Inform patients of the latest flu disease activity Consider what patient materials were most useful Offer patients VIS (Vaccine Information Statement) sheets Identify what additional training is needed before next flu season, if any
	IMMUNIZER CHECKLIST	
	<ul style="list-style-type: none"> Recommend flu vaccination to every eligible patient Use every opportunity to vaccinate Refer patients to flu clinics when applicable 	

ADDITIONAL ORGANIZER RESPONSIBILITIES

It is important for an organizer to assign roles and responsibilities within the practice to help ensure a successful flu immunization campaign. The organizer should assign the tasks below and make sure they're completed in time.

PLANNING SEASON

ASSIGNING ROLES	COMPLETED
1. A Practice Coordinator (PC) has been appointed and has agreed to be the central coordinator for planning and managing all aspects of the vaccination practice. <i>Name:</i> _____	
2. A cold-chain coordinator has been identified and has received all necessary training. <ul style="list-style-type: none"> • Measure and record the temperature of the vaccine storage refrigerator daily • Manage cold-chain breaches (see specific checklist) <i>Name:</i> _____	
3. Individuals have been identified who will monitor vaccine ordering requirements, order vaccines, and receive vaccines. <i>Names:</i> _____	
4. All practice staff are aware of their role in emergency response situations, eg, in the case of a suspected anaphylactic reaction.	
5. All practice staff are aware of their role in the vaccination service, eg, scheduling appointments, collecting patient information, handling queries and complaints, and knowing when to escalate incidents.	
6. All practice staff are aware of privacy legislation.	
7. All practice staff are aware of what patient information should be recorded, including demographic data as appropriate. <ul style="list-style-type: none"> • All staff are trained to check vaccination status and log vaccinations into state registry 	
8. All practice staff are aware of flu clinic dates and times and are asked to recruit patients.	
9. All staff are trained on why vaccination is important for patients each year.	

ADDITIONAL ORGANIZER RESPONSIBILITIES

Make sure to complete these steps to help ensure proper levels of available vaccines.

PEAK FLU IMMUNIZATION SEASON	
INVENTORY MANAGEMENT	COMPLETED
1. Confirm vaccine inventory aligns with appointment schedule flow and all patient types are accounted for.	
2. Ensure that you are able to properly set up refrigerator, cooler, and cold chain units to store and handle vaccines according to FDA-approved package inserts and CDC guidelines; consider generator and electrical outlet locations. • Review CDC guidelines: https://www.cdc.gov *	
3. If allowing walk-ins, guarantee extra vaccines are available to ensure enough supply.	
4. If using the Vaccines for Children (VFC) program, remember to review your inventory and order more vaccines if necessary. Should patients' insurance statuses change, remember to communicate additional available vaccine options with the VFC program.	
5. Be aware of date(s) vaccine shipments are arriving by checking on your VaccineShop.com or VaxServe.com account or by communicating with your Sanofi Vaccines Representative.	

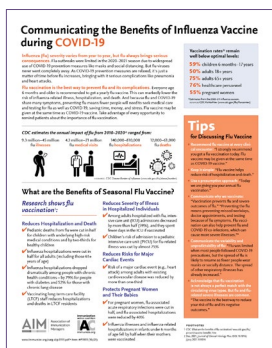
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HELPFUL RESOURCES



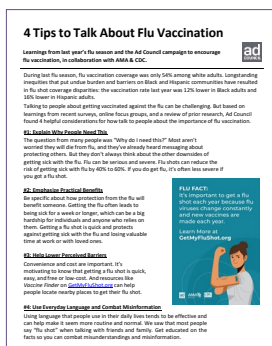
[CDC Digital Media Toolkit](#)

Campaign materials to assist in communicating the importance of vaccination



[Communicating the benefits of a flu vaccine](#)

A flyer with easy-to-follow statistics on the benefits of flu vaccination



[Get My Flu Shot Campaign Kit](#)

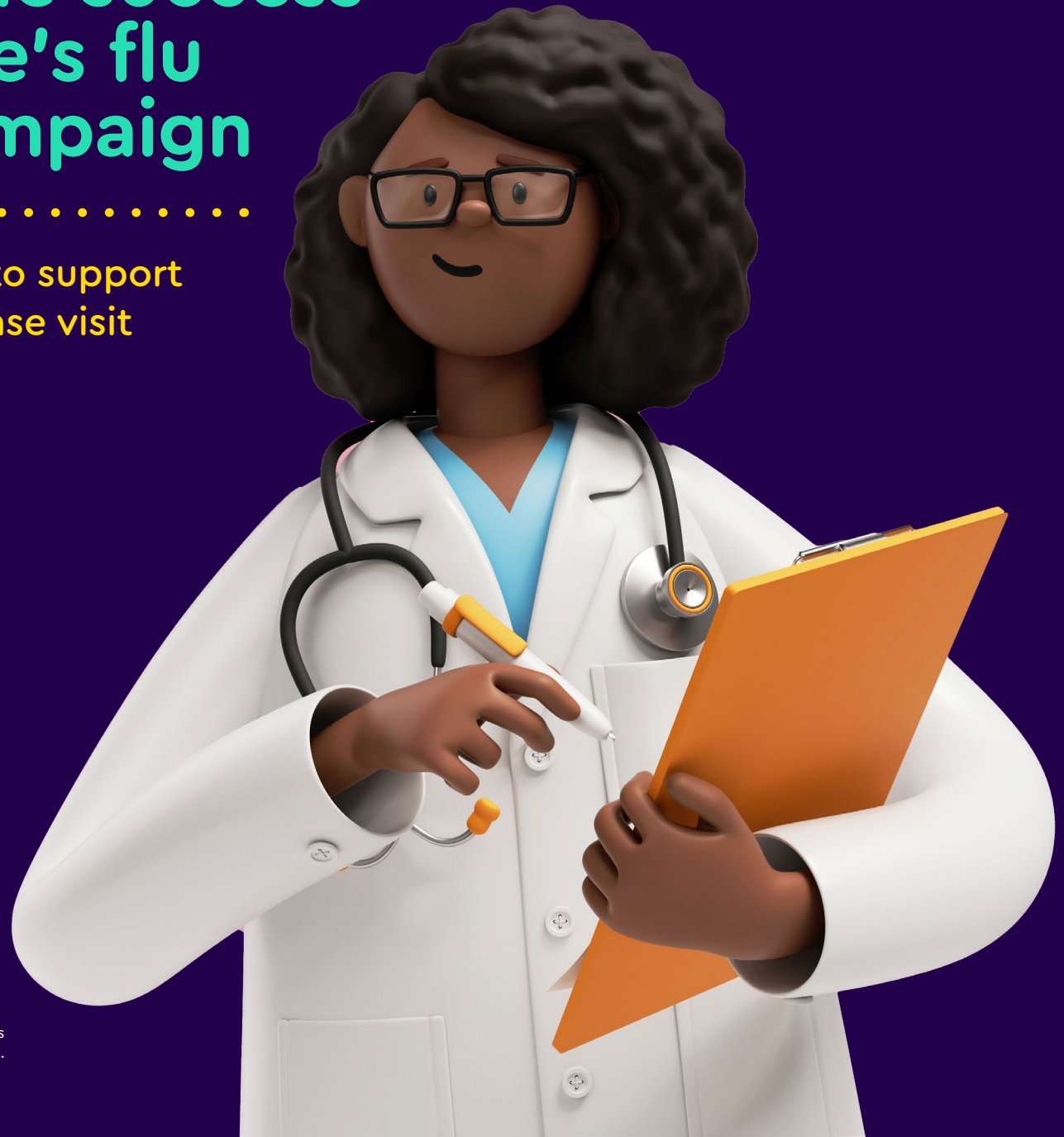
PSAs and social media posts to help spread the word about the importance of flu vaccination

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Sanofi is here to help you plan, perform, and measure the success of your practice's flu vaccination campaign

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For more tools and resources to support
your flu education efforts, please visit
VaccineShop.com.



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