

Influenza Vaccination Campaign: Engaging Corporate and Community Partners

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Formerly Illinois Maternal & Child Health Coalition



OUR MISSION to improve health outcomes
for women, children, and their families is accomplished
through advocacy, education, and community empowerment.

VISION

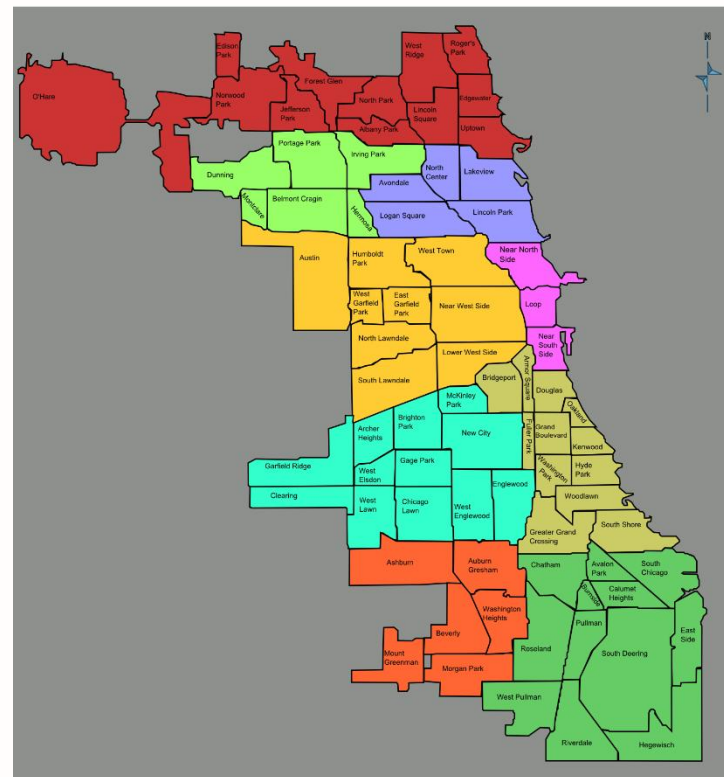
EverThrive Illinois envisions an Illinois that works towards equity and social justice, fosters the development of healthy families, and provides fair access to quality health care – the basic rights of all human beings.

PRIORITY AREAS

- Immunizations across the lifespan
- Health care and health education in schools
- Infant and maternal morbidity and mortality reduction
- The elimination of health disparities among all populations
- Leadership development in maternal and child health field
- Reproductive health
- Healthy lifestyles, nutrition, and cooking education

Chicago

- Total population: 2.7 million*
 - NH-White: 45%
 - NH-Black: 33%
 - Hispanic: 29%
- Area of Chicago
 - 77 neighborhoods
 - 229 square miles



* 2010 US Census

Flu Coverage in Illinois

Age	%
>18	40.2
18-64	34.6
18-64 HR	46.5
18-49	30.2
18-49 HR	39.3
50-64	44.1
>65	65.0

National Immunization and Flu Surveys, 2012-2013

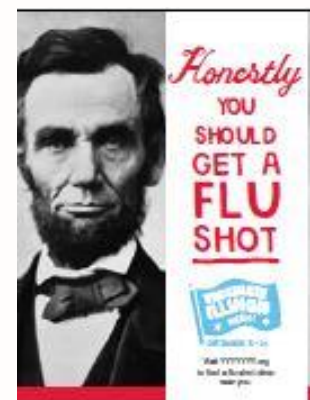
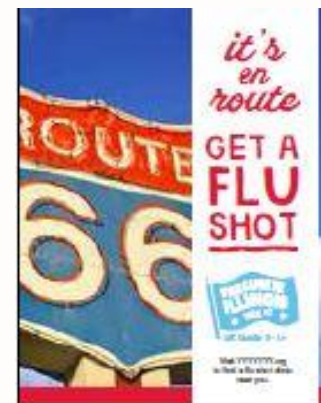
Community Based Interventions Implemented in Combination

- Increase community demand for vaccine
 - Outreach
 - Education
 - Media
- Increase access to vaccination services
- Education activities for providers

Vaccination Week

- Local observance of National Influenza Vaccination Week
 - Vaccinate Chicago Week - 2012
Partners: Blue Cross Blue Shield of IL, Chicago Dept. of Public Health, EverThrive IL, Illinois Chapter – American Academy of Pediatrics, University of Chicago, and Walgreens
 - Vaccinate Illinois Week - 2013
New Partners: CVS, DuPage County Health Dept. IL Academy of Family Physicians, IL Dept. of Public Health, IL Northern Chapter – American College of Physicians

Increasing Demand



Increasing Demand

- Traditional media
 - Chicago Sun Times, Chicago Tribune
- Social media
 - Facebook, Twitter, and EveryBlock



Community Outreach

- Flyer distribution
 - Residential, public transportation, businesses
- Email distribution
- Community presentations
- Incentives
 - Chicago Cubs, White Sox, CVS, Curves, Chicago Fire

A flyer for "VACCINATE ILLINOIS WEEK! DECEMBER 8-14". It features a blue flag logo at the top left. The main text reads "IT'S NOT TOO LATE to GET A FLU SHOT". Below this, there are eight event cards arranged in a grid, each with a date, location, time, and address. The events are: Monday 12/9/2013 at Mexican Consulate; Tuesday 12/10/2013 at Roseland Community WIC; Thursday 12/12/2013 at Little Village Community Council; Thursday 12/12/2013 at Englewood WIC Lower Level; Friday 12/13/2013 at City Hall; Saturday 12/14/2013 at Ford City Mall; Saturday 12/14/2013 at 15th Ward Office; and Saturday 12/14/2013 at 3045 W. 63rd St. The flyer also includes the "HEALTHY CHICAGO" logo and the Chicago Department of Public Health logo.

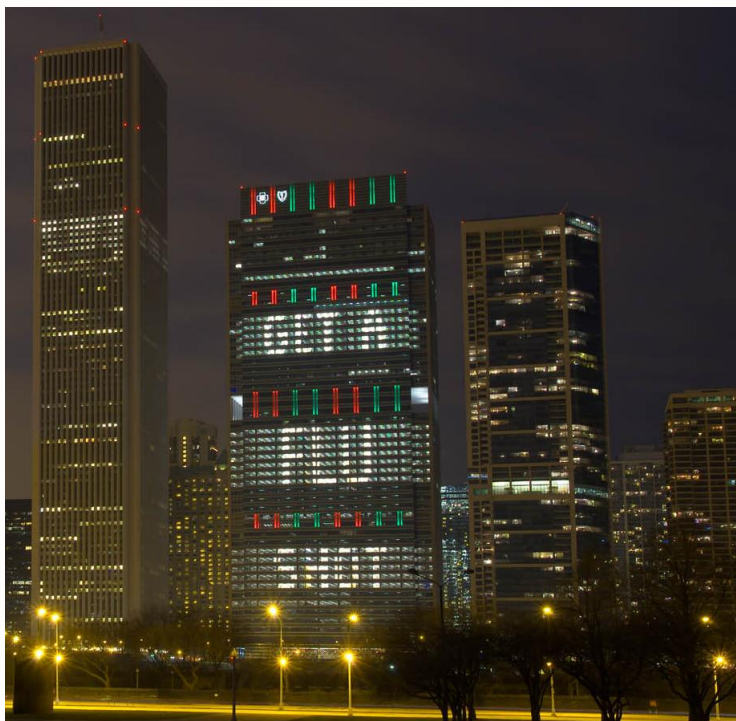
VACCINATE ILLINOIS WEEK!
DECEMBER 8-14

IT'S NOT TOO LATE to GET A FLU SHOT

DATE	LOCATION	TIME	ADDRESS
Monday 12/9/2013	Mexican Consulate	9 am - 1 pm	204 S. Ashland Ave.
Tuesday 12/10/2013	Roseland Community WIC	9 am - 3 pm	11255 S. Michigan
Thursday 12/12/2013	Little Village Community Council	10 am - 2 pm	3610 W. 26th Street
Thursday 12/12/2013	Englewood WIC Lower Level	11 am - 5 pm	641 W. 63rd St.
Friday 12/13/2013	City Hall, 2nd Floor Lobby	9 am - 3 pm	121 N. LaSalle St.
Saturday 12/14/2013	Ford City Mall	12 pm - 5 pm	7601 S. Cicero Ave.
Saturday 12/14/2013	15th Ward Office	10 am - 1 pm	3045 W. 63rd St.

If you have insurance (Medicare, Medicaid, or other), please bring your card with you.
For more information, call 311, or visit www.cityofchicago.org/health

Successes



OFFICE OF THE MAYOR CITY OF CHICAGO

RAHM EMANUEL
MAYOR

PROCLAMATION

WHEREAS, every year between 3,000 and 49,000 persons die from influenza-related illnesses, and more than 200,000 people are hospitalized nationwide; and

WHEREAS, seasonal influenza is caused by the influenza virus, which infects the respiratory tract (nose, throat, lungs) and causes severe illness and life-threatening complications in many people; and

WHEREAS, the primary way that influenza viruses are spread is from person to person via the respiratory droplets of coughs and sneezes; and

WHEREAS, the single best way to prevent catching and spreading the flu is to get a flu vaccination each year; and

WHEREAS, the best time to get vaccinated is as soon as the vaccine is available, although getting vaccinated later in the season can still be beneficial, since influenza activity generally peaks in February or later; and

WHEREAS, every December, the National Influenza Vaccination Week campaign is devoted to increasing public knowledge, acceptance and use of seasonal influenza vaccines to protect everyone against serious life-threatening complications from the disease; and

WHEREAS, the annual observance of National Influenza Vaccination Week is intended to increase awareness and understanding of seasonal influenza disease and its prevention at local, state and national levels:

NOW, THEREFORE, I RAHM EMANUEL, MAYOR OF THE CITY OF CHICAGO, do hereby proclaim December 3-8, 2012 to be VACCINATE CHICAGO WEEK IN CHICAGO in support of National Influenza Vaccination Week and urge all Chicagoans to make sure that they and their loved ones are up-to-date on their seasonal influenza immunization as being up-to-date protects them, their families and our community.

Dated this 28th Day of September, 2012.

Rahm Emanuel
Mayor

EverThriveIllinois
Champions for Healthy Communities

Formerly Illinois Maternal & Child Health Coalition

Increasing Access to Vaccines: Clinics

- CDPH clinics
 - Ford City Mall, City Hall
- CDPH Mobile Unit
 - Mexican Consulate, Substance Abuse Treatment Centers
- University of Chicago sites
 - Hospital opening
 - LGBT group
 - Hard Rock Hotel – for employees
 - Children's hospital
 - Churches

Increasing Access to Vaccines: Clinics

- Walgreens
 - Community clinics for underserved groups
 - Hispanic, Disabled, African American, LGBT
 - Clinics in local legislative leader offices
 - > 400 stores
- Federally Qualified Health Centers
 - Near North Health Services Corporation
 - Beloved Community Wellness Center

Provider Education

- Webinars
 - Families Fighting Flu
- Flu fact sheet for providers



Provider Flu Checklist:

- ☐ Establish standing orders for administering flu vaccines to patients.
- ☐ Use I-CARE[®], electronic health records, billing systems, or other record systems to look up immunization status.
- ☐ Assess immunization status at every visit to ensure patient is up to date on all recommended immunizations.
- ☐ Give the flu vaccine and other recommended immunizations (such as PCV13, HPV, DTaP or Tdap, and MCV4) during the visit.
- ☐ Document immunizations received in I-CARE or your electronic health record.

Anyone can get the flu, and it can be serious. In 2012, there were 553 intensive care unit hospital admissions and 87 deaths related to flu in Illinois.

2013 - 2014 Influenza Vaccines:

Trivalent Influenza Vaccines	Quadrivalent Influenza Vaccines
Trivalent Contains: A/California/7/2009 (H1N1) – like virus A/Victoria/361/2011 (H3N2) B/Massachusetts/2/2012 – like virus	Quadrivalent Contains: A/California/7/2009 (H1N1) – like virus A/Victoria/361/2011 (H3N2) B/Massachusetts/2/2012 – like virus B/Brisbane/60/2008-like virus
Trivalent Formulations and Abbreviations: IIV3 = Inactivated Influenza Vaccine, Trivalent cIIV3 = Cell Culture-based Inactivated Influenza Vaccine, Trivalent RIV3 = Recombinant Influenza Vaccine, Trivalent	Quadrivalent Formulations and Abbreviations: IIV4 = Inactivated Influenza Vaccine, Quadrivalent LAIV4 = Live, Attenuated Influenza Vaccine, Quadrivalent

* There is no preference between quadrivalent vs. trivalent, high-dose vs. standard dose, or inactivated vs. live influenza vaccine.

* Illinois Comprehensive Automated Immunization Registry Exchange; further information is available by calling 1-800-526-4372 or at www.idph.state.il.us/health/vaccine/icarefs.html.

Vaccinate Illinois Week

December 8-13th, 2013

- **Partners**
 - Public health, professional organizations, pharmacies, insurance companies, community organizations, health networks, businesses
- **Increasing demand**
 - Unified statewide identity
 - Traditional and social media messages
- **Enhancing access**
 - Flu vaccine clinic “app”
 - Community based clinics
- **Provider education**
 - Webinars
 - Coordinated messages to professional organizations

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Visit our website at www.everthriveil.org

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Like us on Facebook at http://bit.ly/like_EverThriveIL

