



FLU VACCINE: RECOMMEND, OFFER AND DISCUSS

Office of Immunization and Child Profile
KVH Family Medicine

Presenters

CHW Conference: Wenatchee, WA

April 11, 2019



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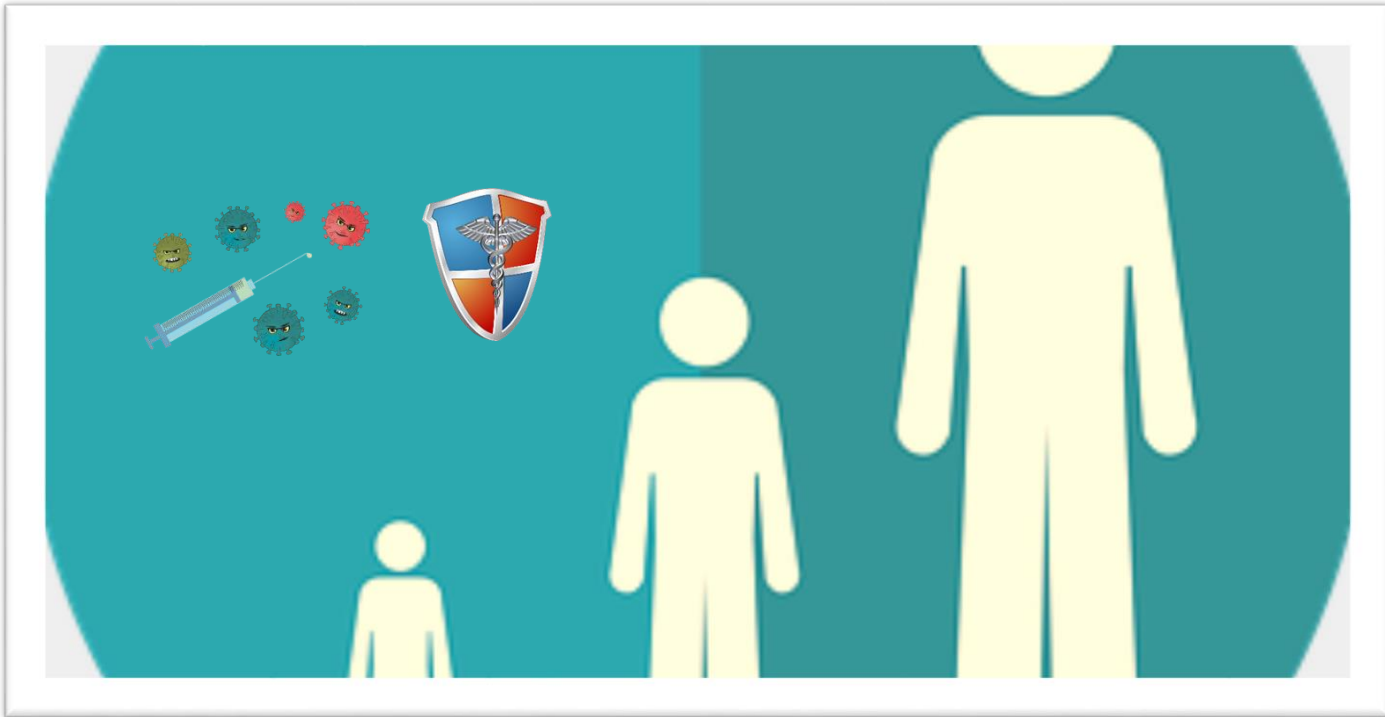
MD FAAFP

KVH Family Medicine in
Ellensburg

Outline

- (1) Why is the yearly flu vaccine important?
- (2) Recommending the flu vaccine
- (3) Vaccine options for different populations

Part I: Why is the yearly flu vaccine important?



Why Vaccinate Against Flu?

- **Save lives**
 - Yourself
 - Loved ones
 - Friends & co-workers

- **Prevent hospitalization**
 - Medical bills
 - Missed work
 - Missed family time

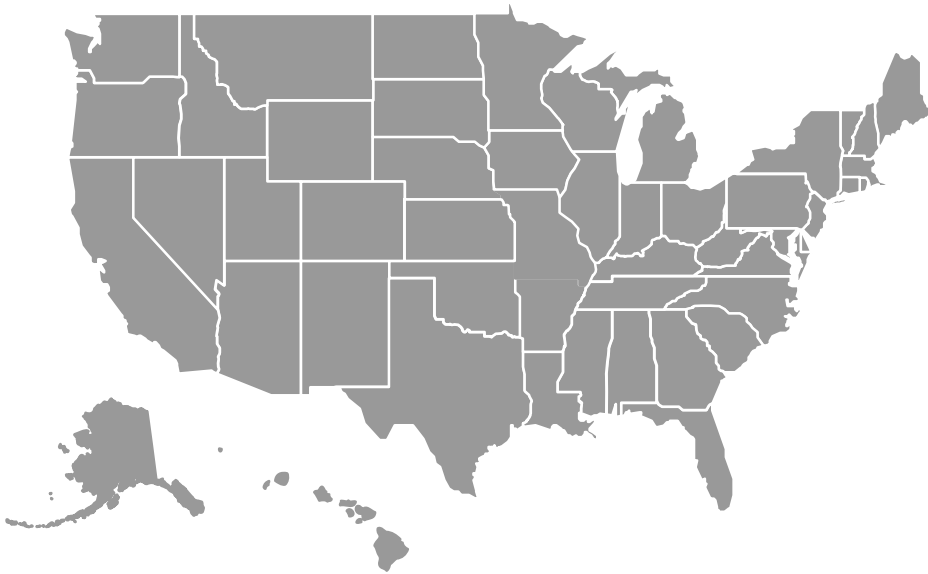
and so much more

National Flu Focus

Flu is the 8th largest cause of death annually in the U.S.

3,300 – 49,000 deaths a year on average

CDC estimates 80,000 people died in 2017-18 season



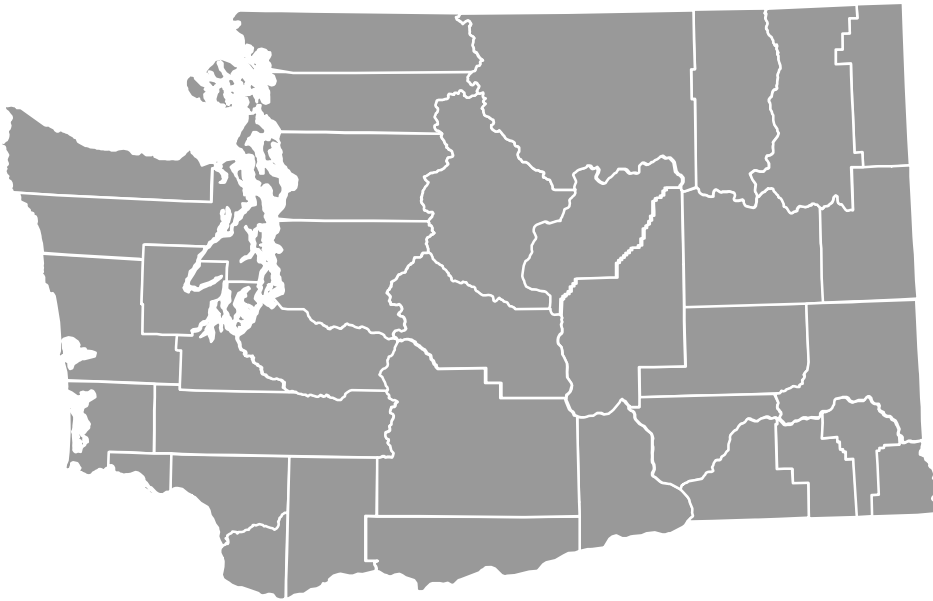
Washington Focus on Flu

Flu vaccination rates in WA
for the 2017-18 season:

Overall flu vaccination
coverage for all ages =
48.5%

6 months to 17 years =
57.9%

Aged 18 and older =
44.9%



Washington Focus on Flu

- **Flu vaccine for children:**

- Available for all children in Washington through age 18 at no cost
- Other recommended vaccines available at no cost, too

- **Flu vaccine for adults:**

- Covered by most insurance plans
- Covered by Medicare part B

Part II: Recommending the flu vaccine



Recommending The Influenza Vaccine

Strategies and Tips

John Merrill-Steskal, MD FAAFP
Community Health Workers Conference
April 11, 2019

Use The Presumptive Approach

#1 Evidence based strategy

Vaccination is the default

Vaccination is the norm

Give a Strong Recommendation

#2 Evidence based strategy

Clear and Confident

All healthcare providers are important

(Don't underestimate the power of your recommendation!)

What to do if you meet resistance...

“I got the flu from the flu shot”

“The vaccine doesn’t work”

(“My relative got the shot and still got the flu”)

“I don’t get the flu- I don’t need the shot”

“I don’t do the flu shot”

The Art of Communication

Various Models

3 A's: Ask-Tell-Advise

CASE: Corroborate-About Me- Science- Explain

SHARE: Share-Highlight-Address-Remind-Explain

2013 Cochrane Review

Low quality studies

Generally lacking impact

The Art of Communication

Stay Calm

Be persistent- a little effort is often rewarded

Use principles of motivational interviewing

- ✓ Active listening
- ✓ Ask permission
- ✓ Open-ended questions
 - ✓ Empathy

General “Do’s” in Vaccine Conversations

- ✓ Make a connection
- ✓ Body language and eye contact
 - ✓ Make it personal
 - ✓ Ask permission to share
- ✓ Be careful using science and data
- ✓ Empathy is more important than logic
 - ✓ The role of a personal story
 - ✓ Keep it positive
 - ✓ Be Creative

Communication pitfalls to avoid

- Don't use scare tactics
- Never debate or argue
- Don't use jargon, lecture, flood with stats
- Be careful with myths- don't review in detail
 - Don't give up

Maintain relationship- there will be another day

Recommending The Flu Vaccine

- Use a “Presumptive Approach to Vaccination”
- Always make a “Strong Recommendation “
- Be persistent
- Utilize motivational interviewing principles
- Be creative, keep it positive, make it personal

Resources for talking about vaccines.

CDC Provider Resources for vaccine conversations with patients

[https://www.cdc.gov/vaccines/hcp/conversations/index.](https://www.cdc.gov/vaccines/hcp/conversations/index)

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Children's Hospital of Philadelphia

<https://www.chop.edu/centers-programs/vaccine-update-healthcare-professionals>

Immunization Action Coalition

<http://www.immunize.org/talking-about-vaccines/>

American Academy of Pediatrics

<https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/Communicating-with-Families.aspx>

Part III: Vaccine options for different populations



Vaccine, Vaccination, Immunization



Vaccine:



- Medicine that prepares your body to fight disease faster and more effectively so you won't get sick.



Vaccination:



- The act of getting a vaccine.



Immunization



- The process of becoming immune to a disease. It can also mean the process of getting vaccinated.

Who should get a flu vaccine?

6 MONTHS AND OLDER

- Babies under 6 months old aren't able to get a flu vaccine so it's important for everyone around them to be vaccinated to help protect them.
- Children under 5 years old have a higher risk of serious flu illness.
- All children younger than 2 get an injectable flu vaccine.



Who should get a flu vaccine?

TEENS AND YOUNG ADULTS

- Teenagers and young adults don't go to the doctor as much as younger kids, but they can still get sick and spread illness to older and younger family members.
- Injectable flu vaccine (shot) available for all ages.
- People aged 2 to 49 who are not pregnant can get nasal spray flu vaccine.



Who should get a flu vaccine?

OLDER ADULTS AND THOSE OVER 65

- Middle-aged people and adults over 65 years old have more complications from flu illness.
- Senior citizens are a high-risk population and make up most of the hospitalizations from flu.
- Special flu shots are available for those aged 65 and older which are designed to be more effective.



Who should get a flu vaccine?

PREGNANT WOMEN

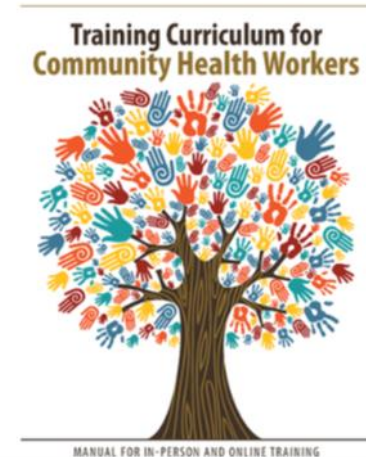
- It is safe for pregnant women to get a flu shot at any time during pregnancy or while breastfeeding.
- A new study found that pregnant women who got flu shots had a reduced risk of being hospitalized by 40%.
- Pregnant women should NOT get the nasal spray vaccine.



Resources Available to You

The WA State Department of Health has the following resources available to you:

- CHW Health Specific Modules – DOH offers three sections of Health Specific Modules per quarter. One of these modules is Immunization Across the Lifespan.
- Immunization Resources:
 - English:
www.doh.wa.gov/immunization
 - Spanish:
www.doh.wa.gov/inmunizacion
 - Check out our Adult Immunization Manual for CHW (now available in English & Spanish)



KnockOutFlu.org



Washington State Department of Health is committed to providing customers with forms and publications in appropriate alternate formats. Requests can be made by calling 800-525-0127 or by email at civil.rights@doh.wa.gov. TTY users dial 711.