



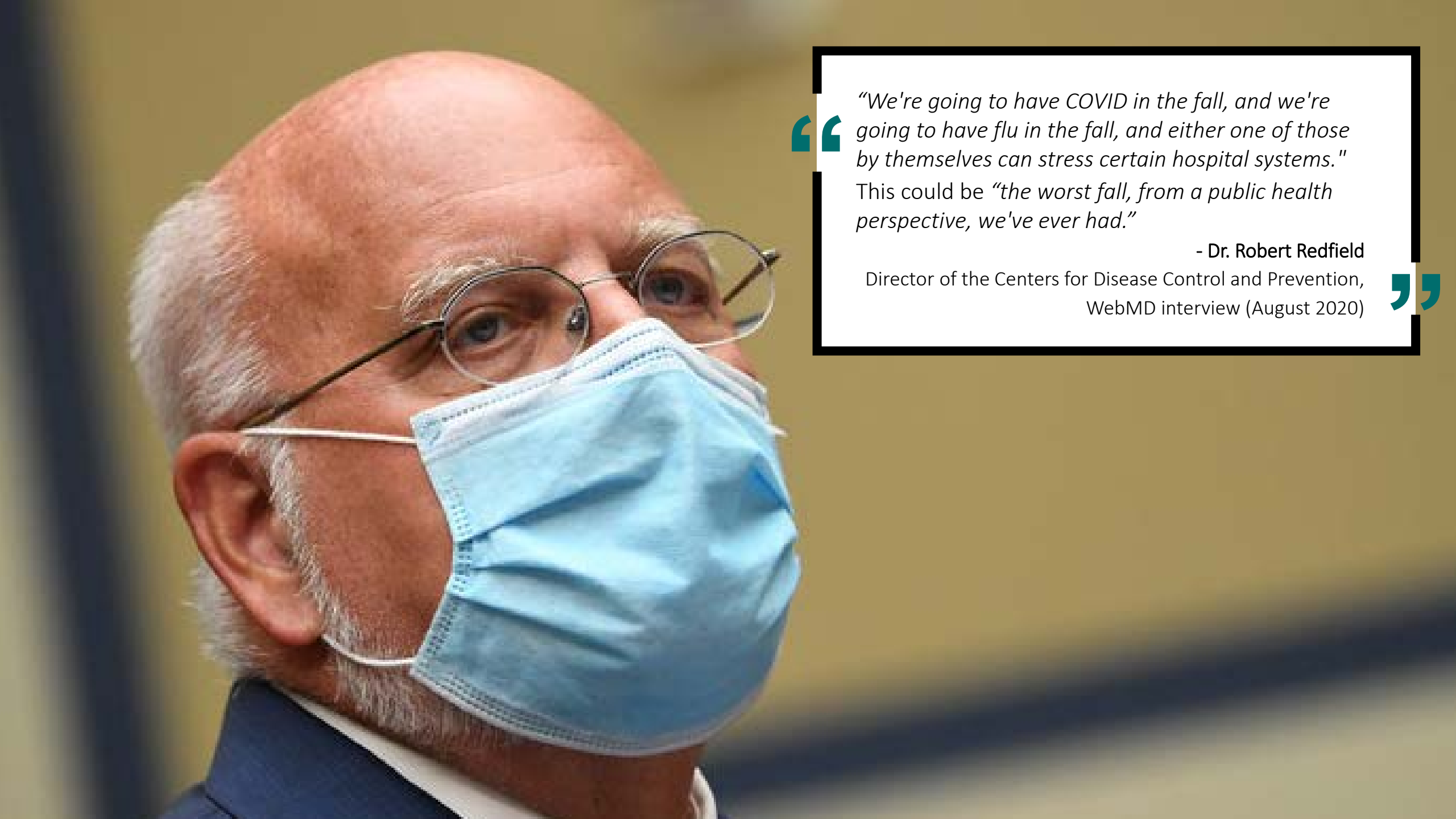
FEMA

Flu LEAD

(Linkages to End Access Disparities)

A HUD/HRSA collaboration to increase influenza vaccination coverage
among HUD-assisted residents

September 15, 2020



"We're going to have COVID in the fall, and we're going to have flu in the fall, and either one of those by themselves can stress certain hospital systems."

This could be "the worst fall, from a public health perspective, we've ever had."

- Dr. Robert Redfield

Director of the Centers for Disease Control and Prevention,
WebMD interview (August 2020)



CDC estimates* that, from October 1, 2019, through April 4, 2020, there have been:

39,000,000 – 56,000,000

flu **illnesses**



18,000,000 – 26,000,000

flu **medical visits**



410,000 – 740,000

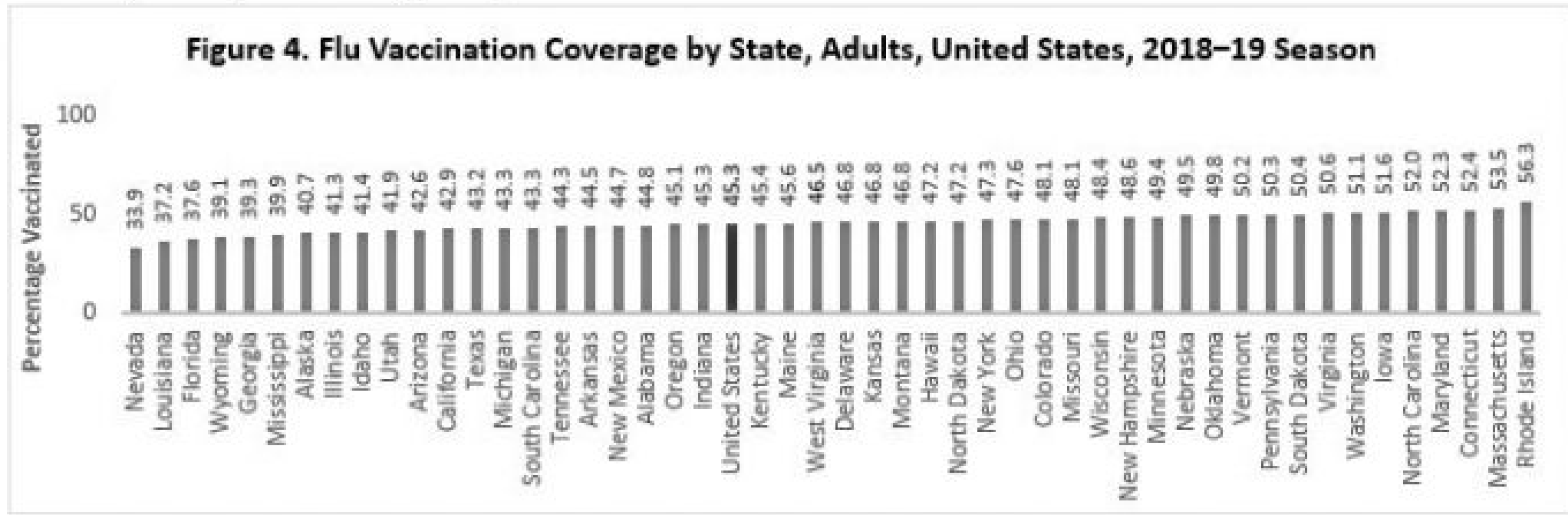
flu **hospitalizations**



24,000 – 62,000

flu **deaths**





CDC recommends **annual influenza vaccination for everyone 6 months and older with any licensed, age-appropriate influenza vaccine** with no preference expressed for any one vaccine over another

Factors associated with low influenza vaccination coverage¹



**Lower Level
of Education**



**Lower
Household
Income**



Urbanicity



**Lack of
Health
Insurance**

Agenda

- 1 | Overview of Healthcare Resilience Working Group
- 2 | Flu LEAD Inter-Agency Pilot Project
- 3 | Best Practices for Messaging
- 4 | Example from the Field
- 5 | Support for Partners Implementing Flu LEAD
- 6 | Next Steps and Points of Contact
- 7 | Questions & Answers

Background: Healthcare Resilience Working Group

- One of five work groups supporting the Unified Command, the national COVID-19 response led by the U.S. Department of Health and Human Services
- HRWG Mission: optimize healthcare delivery for COVID and non COVID patients in all health settings
- Work group broken into five teams, each with a focus on different aspect of health care system: hospitals, long-term care facilities, emergency medical services, health care workforce, and outpatient settings (ambulatory settings)
- Flu LEAD is a priority pilot project of the Ambulatory Team of the HRWG
- In listening sessions with many national associations and organizations, HRWG heard about concerns for communities and individuals related to seasonal influenza vaccination in the fall within the context of COVID-19

A close-up photograph of a person wearing blue nitrile gloves. They are using a syringe to draw a clear liquid from a small glass vial. The background is blurred, showing more of the person's attire. The image has a semi-transparent dark blue overlay.

Overview Flu LEAD Pilot Project

Flu LEAD: Goal

GOAL

Increase site-wide flu vaccine coverage during the 2020-2021 influenza season.

OBJECTIVES

Increase influenza vaccination coverage among HUD-assisted residents beginning in Fall 2020.

Enhance health and health resiliency of residents of HUD-assisted communities.

Foster partnerships between HUD-assisted communities and local HRSA-funded health centers.

Flu LEAD: Locations

HUD Assisted Communities:

- Managed by hundreds of PHAs and multifamily owners across the country.
- Served by HRSA-funded health centers, including 108 Public Housing Primary Care awardees.
- **Successful sites will leverage aspects of HUD's place-based programs:**



Partnership facilitators,
such as program managers
and service coordinators



Resident advocates, such as
Community Coaches and
community health workers



Meeting space, such as
community centers and
service sites

Flu LEAD: HRWG Activities



Support site-level matching of Health Centers and PHAs



Develop a coordinated outreach effort to HRSA-funded health centers and PHAs



Collect and offer materials to support PHAs and health centers



Convene a webinar series highlighting success stories

Flu LEAD: Phase 1 Project Activities

Housing Providers will:



Partner with **Health Centers**



Customize outreach materials



Engage resident leaders



Lead outreach campaigns



Provide community space

Health Centers will:



Partner with **Housing Providers**



Coordinate vaccination clinics



Provide vaccinations



Enroll patients



Manage patient relationships

Flu LEAD: Phase 2 Activities

Ongoing Activities to Support Community Health Resiliency



Promote **vaccine awareness** among HUD-assisted communities, including the importance of childhood vaccines and COVID-19 vaccine.



Promote **awareness and linkage** to COVID-19 testing, therapeutics, and vaccines.



Identify/connect **individuals in need of primary care and preventive services** with local health centers.

A close-up, slightly blurred photograph of a person's hands holding a black smartphone. The person is wearing light blue medical scrubs, and a stethoscope is visible around their neck. The background is out of focus, showing what appears to be a clinical or hospital setting.

Messaging

Kathleen LaPorte, CDC, National Center for Immunization and Respiratory Diseases

Georgia Simpson, HHS, Office of the Assistant Secretary for Health

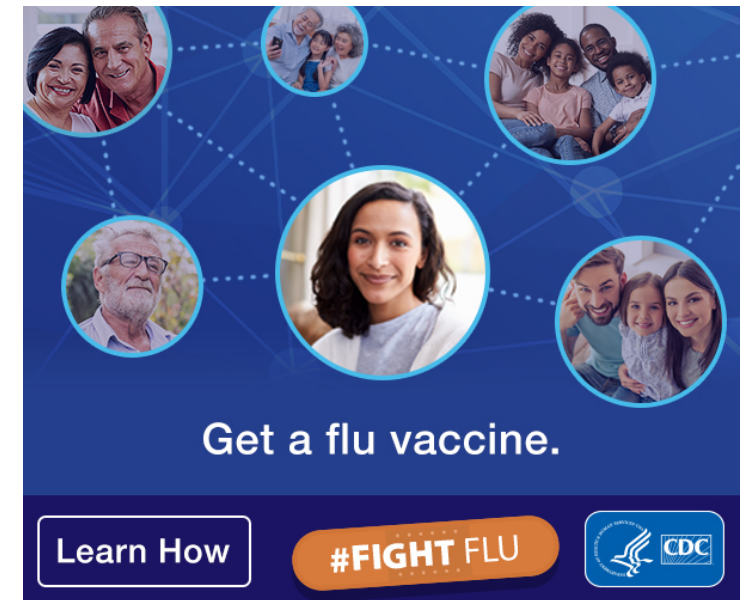
CDC: Communications Goal & Special Target Audiences

- **GOAL:** Increase flu vaccine uptake, especially in people at higher risk from flu and COVID-19, as well as serious outcomes from flu & COVID-19.
- **SPECIAL AUDIENCES:** Older Americans, People of any age with underlying health conditions (for example lung disease, heart disease, neurologic disorders, weakened immune systems, diabetes), African Americans and Hispanics, Essential Workers
- Comprehensive plans for traditional media, digital and social media and partner outreach.
- Two new campaigns for the public, plus ongoing public and clinician education activities by CDC.

CDC: Core Messaging

- This season, flu vaccine is more important than ever.
 - Flu vaccine **protects you, your loved ones, and your community from flu.**
 - The more people vaccinated, the more people protected.
-
- This season, flu vaccine is more important than ever.
 - Flu vaccine can **flatten the curve of flu illnesses, save medical resources, and protect essential workers from flu.**
 - The more people vaccinated, the more people protected.

CDC: Animation: Community



Embargoed for release September 14, 2020



Flu Vaccine for Everyone!

A Guide to Reaching and Engaging Diverse Communities

Massachusetts Department of Public Health—Office of Health Equity



September 2011

Example: Massachusetts Extending your Reach!

Key Takeaways

- Engaging Community
 - ✓ Faith-based Organizations
 - ✓ Community Groups
- Flu Education
 - ✓ Beliefs and Perceptions
 - ✓ Publicize your Message
 - ✓ Language and Translation
 - ✓ Resource Toolbox



Example from the Field

Darien E. Nolin, Vice President of Philanthropy & Social Responsibility

Dr. Marcéé J. White, Chief Medical Officer

Total Health Care
Baltimore, MD

Total Health Care, Baltimore, MD

- Goals
 - Build trust and connections
 - Increase patient engagement
 - Better serve the community
- Approach
 - Procured a mobile unit for on-site vaccination clinics
 - Combining services with COVID-19 rapid testing
 - Future opportunity to deploy for community health
- Coordination
 - Reaching public and assisted housing sites across the city
 - Leveraging new and existing Community Health Workers (CHWs)
 - Engaging youth and resident leaders for messaging & outreach





It is not up for **DEBATE!**



 **Total Health Care**
You're Covered.

Keep 6 Feet Wash Your Hands Wear A Mask



A photograph of two men in an office environment. The man on the left is wearing a white lab coat and is looking towards the right. The man on the right is wearing a dark suit, a blue tie, and glasses, and is holding a piece of paper, looking down at it. They are seated at a wooden table. In the background, there are white shelves filled with binders and folders. A small vase with white flowers is on the table in the foreground.

Support for Partners Implementing Flu LEAD

Justin Mills, HRWG
HUD Technical Assistance
HRSA/BPHC/National Technical Assistance Partners

Flu LEAD: What Materials Will Be Available

FLU VACCINE: GET THE FACTS

YOUR BEST PROTECTION AGAINST FLU

Millions of people get the flu every year, hundreds of thousands of people are hospitalized and thousands or tens of thousands of people die. The Centers for Disease Control and Prevention (CDC), public health professionals, and our practice recommend that everyone 6 months of age and older should get a flu vaccine every year. Flu vaccination can reduce flu illnesses, doctor visits, and missed work and school due to flu, as well as prevent serious flu complications that can result in hospitalization and even death.^{1,2} A flu vaccine is the best way to help prevent flu and its potentially serious complications. Remember that flu vaccine not only protects you, but it also can help protect those around you.

FLU VACCINE REDUCES YOUR RISK OF FLU



During the 2017-2018 influenza season, influenza vaccination prevented an estimated 7 million illnesses, 105,000 hospitalizations, and 8,000 deaths associated with influenza.³

40-60%

During recent seasons, flu vaccine has reduced the risk of flu illness in vaccinated people by between 40% and 60%.⁴ While some people who get a flu vaccine still get sick, studies show it can make their



During the 2018-2019 influenza season, there were 126 influenza-related pediatric deaths reported to CDC. A recent study was the first to find that children who get a flu vaccine



WWW.FAMILIESFIGHTINGFLU.ORG

While some people who showed that flu vaccine helped them get sick, studies show it can make their

Flu vaccination is safest, pregnant women, adult

For more than 50 years, safety side effects from Talk to someone in our

1. <https://www.cdc.gov/flu/>
2. <https://www.cdc.gov/flu/>
3. <https://www.cdc.gov/flu/>
4. <https://www.cdc.gov/flu/>
5. <https://www.cdc.gov/flu/>
6. <https://www.cdc.gov/flu/>
7. <https://www.cdc.gov/flu/>



During COVID-19, healthcare providers are taking steps to keep you and your family safe.

Don't delay recommended vaccines.

#CatchUpGetAhead

Learn more at [Vaccines.gov](https://www.vaccines.gov)



vaccines.gov
your best shot at good health

Twitter | Facebook | Instagram | Sample posts

CDC Centers for Disease Control and Prevention
CDC 3617. Saving Lives. Protecting People™

All 7 Topics

Search

Vaccines site

Advanced Search

Healthcare Providers / Professionals

Healthcare Professionals / Providers Home > Administration Tools > Vaccine Administration

Healthcare Professionals / Providers Home

Clinical Resources

Administration Tools

Vaccine Storage & Handling

Vaccine Administration

Baseline Immunization Schedule

Guidance for Planning Vaccination Clinics Held at Satellite, Temporary, or Off-Site Locations

The purpose of this guidance is to assist with jurisdictional planning and implementation of satellite, temporary, or off-site vaccination clinics by public and private vaccination organizations. Other users may include public health preparedness professionals. The guidance primarily focuses on clinical considerations for planning a vaccination clinic, including vaccine storage, handling, administration, and documentation. However, large-scale clinics, such as those held in arenas or stadiums, those held over multiple days or those conducted during emergency scenarios, will likely require added logistical and technical considerations. Consult your state or local public health preparedness office for additional support.

CHECKLIST of Best Practices FOR Vaccination Clinics Held at Satellite, Temporary, or Off-Site Locations

OVERVIEW OF THIS DOCUMENT

This checklist is a step-by-step guide to help clinic coordinators/supervisors overseeing vaccination clinics held at satellite, temporary, or off-site locations follow Centers for Disease Control and Prevention (CDC) guidelines and best practices for vaccine shipment, transport, storage, handling, preparation, administration, and documentation. It should be used in any non-traditional vaccination clinic setting, including but not limited to workplaces, community centers, schools, outdoor sites in remote areas, and even medical facilities when vaccination occurs in the public areas or classrooms. Temporary clinics also include mass vaccination events, and vaccination clinics held during pandemic preparedness exercises. This checklist follows CDC guidelines and best practices that are essential for patient safety and vaccine effectiveness. A clinic coordinator/supervisor at the site should complete, sign, and date this checklist EACH TIME a vaccination clinic is held. To meet accountability and quality assurance standards, all signed checklists should be kept on file by the company that provided clinic staffing.

INSTRUCTIONS

1. A staff member who will be at the vaccination clinic should be designated as the clinic coordinator/supervisor. (This individual will be responsible for completing the steps below and will be referred to as "you" in these instructions.)
2. Review this checklist during the planning stage of the vaccination clinic—well in advance of the date(s) when the clinic will be held. This checklist includes sections to be completed before, during, and after the clinic.
3. Critical guidelines for patient safety and vaccine effectiveness are identified by the step sign icons. If you check "NOT" or "NEED MORE" answer boxes that contain a "DO NOT" icon, more time with this clinic. Follow your organization's protocols and/or contact your state or local health department for guidance BEFORE proceeding with this clinic. Do not administer any vaccine until you have confirmed that it is acceptable to move forward with the clinic.
4. Contact your organization and/or health department if you have any concerns about whether vaccine was transported, stored, handled, or administered correctly, concerns about whether patients' personal information was protected appropriately, or concerns about other responses that you have marked as "NOT" or "NEED MORE" that do not have the "DO NOT" icon.
5. This checklist should be used in conjunction with CDC's Vaccine Storage and Handling Toolkit. www.cdc.gov/vaccines/imz/downloads/pdf/vsh-toolkit.pdf. For information about specific vaccines, consult the vaccine manufacturer's package insert.
6. This checklist applies ONLY to vaccines stored at REFRIGERATED temperatures (i.e., between 2-8°C Celsius or 36-46°F Fahrenheit). If you store and use the vaccine at other temperatures, you should consult with the manufacturer for additional instructions.
7. Sign and date the checklist upon completion of the clinic or completion of your shift (whichever comes first). If more than one clinic coordinator/supervisor is responsible for different aspects of the clinic, you should complete only the checklist(s) for which you were responsible.
8. Attach the staff sign-in sheet (with staff times and date) to the checklist if you have more than one clinic supervisor in overseeing different shifts, and submit the checklist(s) to your organization to be kept on file for accountability.

Name and credentials of clinic coordinator/supervisor:

Name of facility where clinic was held:

Address where clinic was held (street, city, state):

Time and date of vaccination clinic shift (the portion you oversaw):

Time and date when form was completed:

Signature of clinic coordinator/supervisor:



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

This document was created by the Influenza Work Group of the National and State Influenza Vaccination Task Force.
Version 1.0 (April 2020)

Communicating the Benefits of Seasonal Influenza Vaccine during COVID-19

Influenza (flu) severity varies from year to year, but flu always brings serious consequences. The prevention of influenza and its associated consequences is important every year. Although the effectiveness of the flu vaccine can vary, overall the vaccine markedly lowers the risk of influenza-related illness, hospitalization, and death.¹

The COVID-19 pandemic means preventing influenza during 2020-21 is more important than ever. Influenza and COVID-19 share many symptoms. Preventing influenza means fewer people will need to seek medical care and testing for possible COVID-19 or influenza. And increasing flu vaccination uptake saves healthcare resources for COVID-19 and other conditions. Begin recommending flu vaccine now, and vaccine throughout the flu season, providing easy outreach to those at highest risk of severe COVID-19 or severe influenza.



What are the Benefits of Seasonal Flu Vaccine?

Research shows flu vaccination:

- Reduces Hospitalization and Death
 - ✓ Pediatric deaths from flu were cut in half for children with underlying high-risk medical conditions and by two-thirds for healthy children.¹
 - ✓ Influenza hospitalizations were cut in half for all adults (including those 65+ years of age).²
 - ✓ Influenza hospitalizations dropped dramatically among people with chronic health conditions — by 70% for people with diabetes³ and 52% for those with chronic lung disease.⁴
 - ✓ Vaccinating long-term care facility (LTCF) residents reduces hospitalizations and deaths in LTCF residents.⁵
- Reduces Severity of Illness in Hospitalized Individuals
 - ✓ Among adults hospitalized with flu, intensive care unit (ICU) admissions decreased by more than half (55%), and fewer days were spent in ICU if vaccinated.⁶
 - ✓ Children's risk of admission to a pediatric intensive care unit (PICU) for flu-related illness was cut by almost 75%.⁷
- Reduces Risks for Major Cardiac Events
 - ✓ Risk of a major cardiac event (e.g., heart attack) among adults with existing cardiovascular disease was reduced by more than one-third.⁸
- Protects Pregnant Women and Their Babies
 - ✓ For pregnant women, flu-associated acute respiratory infections were cut in half,⁹ and flu-associated hospitalizations were reduced by 42%.¹⁰
 - ✓ Influenza illnesses and influenza-related hospitalizations in infants under 6 months of age fell by half when their mothers were vaccinated.¹¹

Vaccination rates¹² remain well below optimal levels:
63% children 6 months-17 years
45% adults 18 years
48% adults 45+ years
81% healthcare personnel
54% pregnant women

How to Discuss Vaccine Effectiveness

Keep it simple: "This vaccine helps prevent serious complications and death."¹³

Use a persuasive approach: "Flu is a preventable illness. Let's get you and your family protected."

Communicate why we vaccinate: "Vaccinating against flu and other common respiratory viruses can help you avoid dangerous complications and unnecessary hospitalizations. And since COVID-19 symptoms are similar to flu, getting vaccinated can help protect you and your family from both illnesses."

Communicate the variability and unpredictability of flu: "The flu is a preventable illness. Let's get you and your family protected."

Advantage that flu vaccination is not always a perfect match with the disease being used to treat. But the flu and flu-related complications are preventable. So, let's get you and your family protected from both illnesses."

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Flu LEAD Technical Assistance Materials

https://nchph.org/wp-content/uploads/2020/09/Influenza-Vaccination-Technical-Assistance-Materials-for-Health-Centers_9.11.20.docx.pdf



National Association of Community Health Centers

Outreach and technical assistance:

- Integration of clinical services
- Bundling Service
- Toolkits

Contact: **Sarah Price, MSN-Ed, RN ,**

Department of Clinical Affairs/Public Health Integration

sprice@nachc.org

National Center for Health in Public Housing (NCHPH)

Enhances the capacity of public housing primary care health centers to deliver high-quality primary care services to residents of public housing.

Mission is to provide training and technical assistance to strengthen the capacity of federally-funded health centers to increase access to health care, eliminate health disparities, and enhance health care delivery for the millions of residents of public and assisted housing.

NCHPH Training/Technical Assistance publications and archived webinars on website are freely accessible to the public.

Services NCHPH Offers:

- Publications (Weekly Digests, Fact Sheets, Monographs, Toolkits)
- Webinars
- Learning Collaboratives
- On Site Training and Technical Assistance
- Training Symposiums and Regional Trainings*
- Peer-to-Peer Matching*
- Data Acquisition and Analysis*
- Evaluation and Needs Assessments*

Who does NCHPH Serve?

Public Housing Primary Care health centers, health centers that are in or immediately accessible to public housing, existing health centers, potential health centers, health center look-alikes

*Not part of HRSA supported funding

National Center for Health in Public Housing (NCHPH)

NCHPH Points of Contact:

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(703) 812-8822 Ext. 231
bobburns@namgt.com

Jose Leon, Chief Medical Officer
703-812-8822 ext. 250
jose.leon@namgt.com

General Contact info:

National Center for Health in Public Housing
c/o North American Management
2111 Eisenhower Avenue, Suite 300
Alexandria, VA 22314
Phone: (703) 812-8822
Email: info@nchph.org

NCHPH Website: <http://nchph.org/>

Flu LEAD: <http://nchph.org/flulead/>

Resources: <https://nchph.org/resource-center/>

BPHC website for list of all NTTAP programs and type:

<https://bphc.hrsa.gov/qualityimprovement/strategicpartnerships/ncapca/national-training>

National Nurse Lead-Care Consortium (NNCC)

Delivers technical assistance to public housing primary care health centers to enhance clinical practice and improve the skills and capacity of health centers to meet the health care needs of residents of public housing.

NNCC is a nonprofit member-supported organization working to strengthen community health through quality, compassionate, and collaborative nurse-led care.

Mission is to advance nurse-led healthcare through policy, consultation, and programs to reduce health disparities and meet people's primary care and wellness needs.

NNCC Training/Technical Assistance publications and archived webinars on website are freely accessible to the public

Services NNCC Offers:

- Webinars
- Training/Technical Assistance publications
- Learning Collaboratives
- Reports
- In-person training
- Policy*
- Membership*
- Public Health Programs*

Who does NNCC Serve?

Public Housing Primary Care health centers, health centers that are in or immediately accessible to public housing, existing health centers, potential health centers, health center look-alikes

*Not part of HRSA supported funding.

National Nurse Lead-Care Consortium (NNCC)

NNCC Points of Contact:

Kristine Gonnella, NTTAP Project Director and
Director of TA and Consultation
267-350-7632
kgonnella@phmc.org

Emily Kane, Senior Program Manager
(267)765-2332
ekane@phmc.org

BPHC website for list of all NTTAP programs and type:

<https://bphc.hrsa.gov/qualityimprovement/strategicpartnerships/ncapca/national-training>

General contact info:

1500 Market Street
Centre Square West- LM 500
Philadelphia, PA 19102
(215) 731-7145
communications@nncc.us

Website: <https://www.nurseledcare.phmc.org/>

Materials/Resources: www.nurseledcare.org

Podcast “At the Core of Care” (Sept 22):
<https://podcasts.apple.com/us/podcast/at-the-core-of-care/id1472225878>.

HUD Technical Assistance

- Place-based sites
 - Grant managers
 - Field contacts
 - HQ staff
- Support for all PHAs
 - Webinars
 - Newsletters



Next Steps

Flu LEAD: Next Steps



Matching



Joint introduction to both PHA and health center from HUD/HRSA



Connect with partner, **plan** outreach campaign and service



Follow up: After introduction, will check in with health centers and PHAs to make sure a connection made, or if any challenges



Periodic check in: identify, capture and share success stories from Flu LEAD sites

Flu LEAD: Next Steps & Contacts

Housing Providers



Signup [Flu LEAD Mailing List](#)
Contact FluLEAD@hud.gov

- Copy your grant manager/field office contact
- Provide information about existing health partners
- Include any focus sites with programs and addresses

Health Centers



Email Karen Ingvoldstad
Kingvoldstad@hrsa.gov

- Identify if have a current PHA partner, and if implement similar activities
- Indicate any PHAs of interest, if applicable
- HUD will reach out to PHA(s) to identify a partner



FEMA

**You've got questions?
We've got answers!**

Thank You!

- Eric S. Halsey, HRWG, Ambulatory Team Lead, ycw8@cdc.gov
- Justin Mills, HRWG, Justin.Mills@ahrq.hhs.gov
- Jason Amirhadji, HRWG, Jason.Y.Amirhadji@hud.gov
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- Dr. Marceé J. White, THC, MWhite2@totalhealthcare.org