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Recruitment For Flu Surveillance

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An Overview of Flu Recruitment



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Considerations Before You Start

- Understand Why Reporting is Important
 - Maintaining comprehensive and cohesive flu surveillance system
 - Better awareness for providers on community health
- Review currently reporting providers
 - Syndromic Surveillance (Essence), ILINet, NREVSS, Qualtrics Regional Reports
 - Can what they report already be used in flu surveillance (Essence)
 - Population Size and Geographic Spread
- **Collaborative Effort (Local, Regional, Central Office)**
- **Influenza Surveillance Handbook**



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Sources for Identifying Potential Reporters

- Providers Already in Communication
 - Accustomed to reporting to public health agencies
 - IP's, overseeing physicians, lead nurses
- Internet Search
- Texas Medical Board (TMB) website: <http://www.tmb.state.tx.us/>
- Texas Hospital Association: <http://www.tha.org/Services/Consumer-Information/Public-List-of-Texas-Hospitals>
- Find laboratories through hospitals and HCP's
- Public schools: <http://tea.texas.gov/>



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Approaching Potential Reporters

- Regional/Local Health Departments are the experts here
 - Know which providers are responsive
 - Have more regular communication than Central Office
 - Understand specific barriers to entry for reporting
- Phone Call/Email
 - Ask to set up a meeting to discuss influenza surveillance
 - Usually overseeing physician, nurse, manager, etc.
 - Infection Preventionists
 - Lab and ER directors
 - School Nurse (principle, superintendent for admin support)



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Key Discussion Topics

- Review influenza surveillance with point of contact
- Explain what information/data is being requested for reporting and how that data is used
 - This may be dependent on facility and/or surveillance system
- Time commitment of reporting
- If contact/facility shows interest, then identify who will oversee reporting



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Appropriate Reporting Method

- Following initial conversation
 - Gauge level of participation that best suits reporter
 - Can be decided in first meeting or in a follow-up discussion
 - Use best judgment (i.e., was the provider receptive in initial talks)
 - Is this a discussion or an offer of one system to participate in?
- This may have been a decision you made prior to talking with the provider.
 - Aware of which system would work best for provider (Syndromic, ILINet, NREVSS, Qualtrics)
 - Allows you to tailor discussion
- Consults with Central Office/Regional Flu Coordinator
 - Here to help!



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Determining Participation

Syndromic Surveillance

- AKA Essence/TxS2
- Hospital outpatient facilities
- **Enrolled through RLHO**
- Onboarding can take time
- Automated reporting

ILINet

- Outpatient facilities
- Enrolled through Central Office Flu Coordinator w/ CDC
- Weekly manual entry into ILINet system
- Incentive of Viral Transport Media (VTM) and testing

NREVSS

- Laboratory facilities
- Enrolled through Central Office Flu Coordinator w/ CDC
- Weekly reporting of flu and other respiratory diseases

Qualtrics

- Direct Regional Reporting
- Providers and school facilities
- Enrolled through Regional Offices
- More flexible enrollment and short survey responses



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Assess



Retention of Reporting Providers

- Feedback
 - calling when drastic changes in reporting are noted
- Recognition
 - Letters of appreciation for participation
 - Letters of appreciation for submitting reports for X number of weeks
- Incentives
 - Free testing of some flu specimens (through PHLs)
 - Providing testing/shipping supplies (ILINet only)
 - Certificates of Appreciation (currently only ILINet)



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Retention of Reporting Providers

- Encouragement of continued reporting
 - Demonstrate how their work benefits public health
 - Provide copy of Weekly Flu Report
- Use of a regional highlight/report of Influenza
- Influenza Dashboard
 - Dashboard will provide interactive data at a more granular level



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In Review



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- Local/Regional HD's
 - More direct communication with Providers
 - Key in identifying partners and stakeholders
- Region/Central Office
 - Key partners to assist with recruitment
 - Can provide subject matter expertise
 - Surveillance Systems
 - Reporting
 - Enrollment
- Influenza Surveillance Handbook
 - Best resource for enrollment
 - Sample Tools & Examples



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Thank You!

Questions?

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