



TEXAS
Health and Human
Services

**Texas Department of State
Health Services**

Disrupt the Flu

Increasing Flu Vaccine Coverage

Vaccine Operations Unit

Flu Team

Immunizations Section

Texas Department of State Health Services

Agenda

- Welcome
- Flu Vaccination Coverage Rates in the Texas Vaccines for Children (TVFC) Program
- Recommendations for Increasing Flu Vaccination Rates
- Live Q&A
- Summary
- Closing

Course Objectives

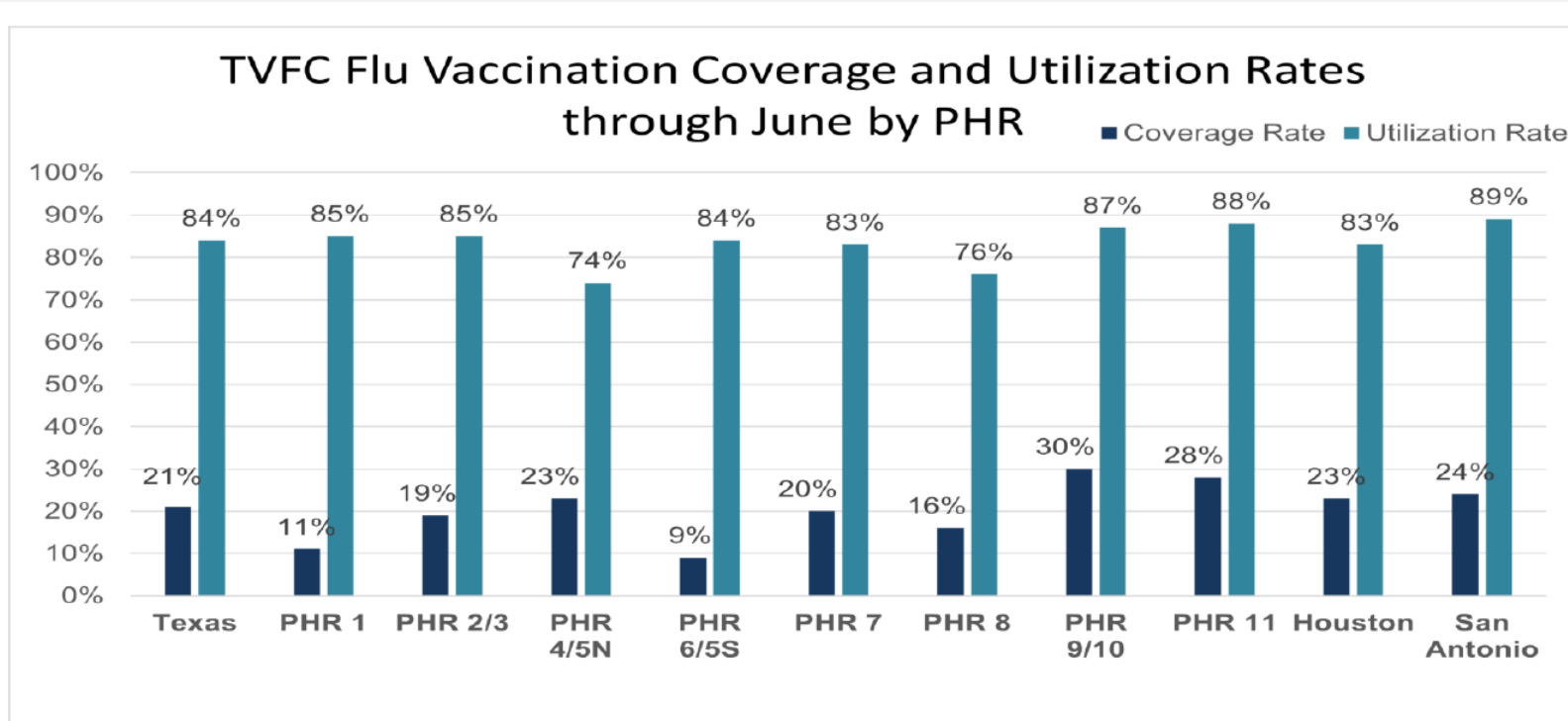
- Review flu vaccination coverage rates in Texas.
- Recall different techniques to facilitate conversations with patients about the flu vaccine.
- Determine the appropriate method for increasing flu vaccination coverage rates across different populations.
- Create a multifaceted approach for increasing flu vaccination coverage rates in provider facilities.

Flu Vaccination Coverage Rates

TVFC Program



Texas Flu Dashboard 2022–2023



*Influenza-like illness (ILI)

** TVFC-eligible population estimates are calculated by DSHS and are not based on provider-reported Re-Enrollment population. Doses administered is based on providers' doses reported to DSHS as of 7/8/2023

***Doses reported to ImmTrac2 by TVFC providers, both TVFC and non-TVFC eligible doses

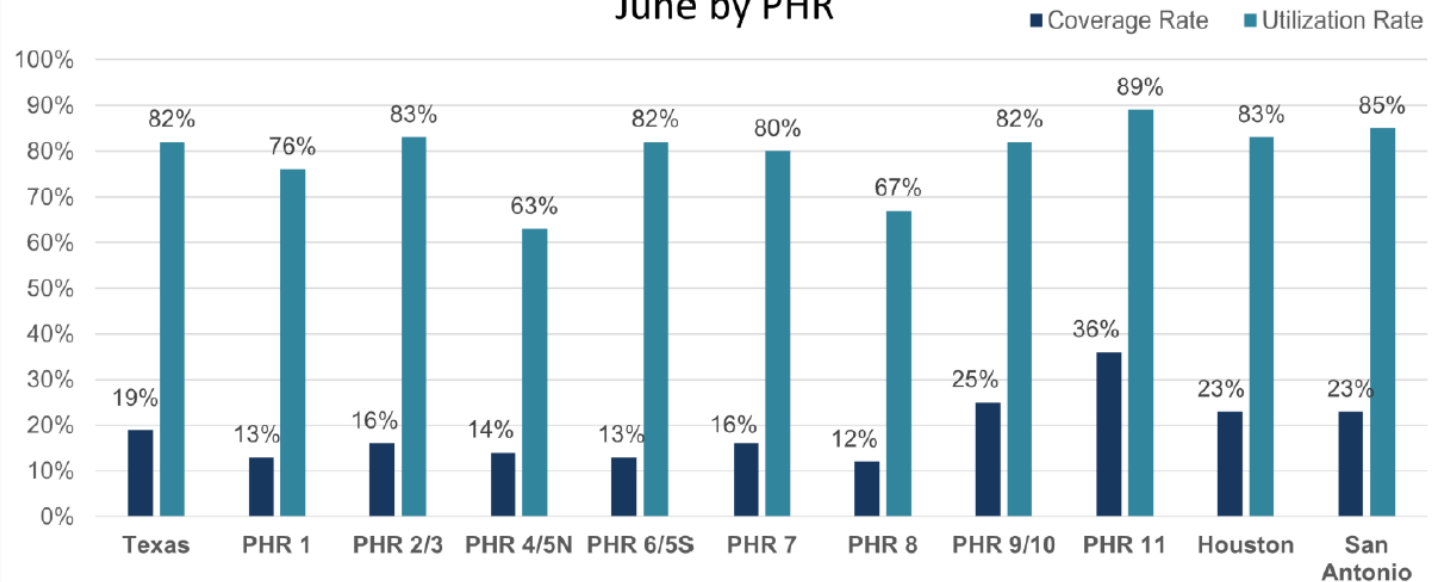
Texas Flu Dashboard 2022–2023

Continued

Public Health Region	TVFC Flu Vaccination Coverage Rate 2022–2023	TVFC Flu Vaccination Utilization Rate 2022–2023
Texas	21%	84%
PHR 1	11%	85%
PHR 2/3	19%	85%
PHR 4/5N	23%	74%
PHR 6/5S	9%	84%
PHR 7	20%	83%
PHR 8	16%	76%
PHR 9/10	30%	87%
PHR 11	28%	88%
Houston	23%	83%
San Antonio	24%	89%

Texas Flu Dashboard 2023–2024

TVFC Flu Vaccination Coverage and Utilization Rates through June by PHR



*Influenza-like illness (ILI)

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***Doses reported to ImmTrac2 by TVFC providers, both TVFC and non-TVFC eligible doses

Texas Flu Dashboard 2023–2024

Continued

Public Health Region	TVFC Flu Vaccination Coverage Rate 2023–2024	TVFC Flu Vaccination Utilization Rate 2023–2024
Texas	19%	82%
PHR 1	13%	76%
PHR 2/3	16%	83%
PHR 4/5N	14%	63%
PHR 6/5S	13%	82%
PHR 7	16%	80%
PHR 8	12%	67%
PHR 9/10	25%	82%
PHR 11	36%	89%
Houston	23%	83%
San Antonio	23%	85%

Recommendations

For Increasing Flu Vaccination Rates



Recommendations

CDC's SHARE Approach

S

Share why the flu vaccine is right for the patient.

H

Highlight positive experiences with flu vaccines.

A

Address patient questions and concerns.

R

Remind patients about the benefits of receiving the flu vaccine.

E

Explain potential costs of getting the flu.

Recommendations

CDC's SHARE Approach (Example)

A healthy 42-year-old male visits his primary care physician in October for an annual checkup.

S

Share

H

Highlight

A

Address

R

Remind

E

Explain

Recommendations

Standards for Adult Immunizations

The National Vaccine Advisory Committee (NVAC) offers Standards for Adult Immunization Practice for health care professionals to increase adult vaccine coverage:

Assess



Share



Administer



Document



Recommendations

Motivational Interviewing (Background)

What is motivational interviewing (MI)?

MI is a person-centered counseling style that helps support decision making by strengthening a person's motivation to change their behavior. This type of counseling uses the person's own language and reasoning.

When should providers use MI?

MI is useful during patient visits when recommending a vaccine to an unvaccinated patient.

[Motivational Interviewing to Help Your Patients Seek Treatment](#)

Recommendations

Motivational Interviewing (Skills)

MI uses different techniques to increase communication and understanding between the provider and the patient. Techniques include:

- Open-ended questions
- Affirmations
- Reflections
- Summaries

[Motivational Interviewing to Help Your Patients Seek Treatment](#)

Recommendations

Motivational Interviewing (Steps)

Step 1: Embrace an attitude of empathy and collaboration.

Step 2: Ask permission to discuss vaccines.

Step 3: Understand the patient and their concerns and needs.

Step 4: Respond to questions and help the patient plan to make these changes.

Recommendations

Motivational Interviewing (Example)

A healthy pregnant 32-year-old female visits her family doctor in December for a general checkup.

- Embrace an attitude of empathy and collaboration:
 - “Pregnancy can bring up a lot of questions, and it's great that you're taking the time to examine your health and the health of your baby. I am here to listen and work with you.”
- Ask permission to discuss vaccines:
 - “Peak flu season is starting, and the flu vaccine is an important part of prenatal care. Would you be open to discussing the flu vaccine and its benefits for you and your baby during your pregnancy?”

Recommendations

Motivational Interviewing (Example Continued)

- Understand the patient and their concerns and needs:
 - “I understand getting a vaccine can bring up concerns and conflicting feelings. What are your thoughts about receiving the flu vaccine while you're pregnant?”
- Respond to questions and help the patient plan to make these changes:
 - “I am glad you brought up your questions and concerns. The flu vaccine is recommended for pregnant women because it offers protection from serious flu complications for you and your baby. How would you feel about reading some brochures about the flu vaccine, and I can answer your questions as they come up?”

Recommendations

Reminders

Reminder systems are a beneficial strategy to increase flu vaccine administration.

Provider-to-Provider Reminders

- Post-it notes
- Alert in electronic health records
- Immunization information systems (IIS)

Provider-to-Patient Reminders

- Reminder cards
- Webpage and social media posts
- Hold-line scripts
- Emails

[Reminder Systems and Strategies for Increasing Childhood Vaccination Rates | CDC](#)

Recommendations

Community Flu Vaccine Clinics and Partnerships

Flu vaccination clinics promote flu vaccine administration by addressing key barriers to vaccination.

When planning a clinic, consider:

- Defining the roles and responsibilities of staff
- Increasing the accessibility of the clinic
- Marketing and conducting outreach to the community
- Partnering with trusted members of the community

Summary

- Flu vaccination coverage rates for the TVFC program will likely be low, based on the amount pre-booked for the 2024–2025 flu season.
- CDC's SHARE method helps providers convey a strong vaccine recommendation and guide patients to make an informed decision about the flu vaccine.
- The NVAC Standards for Adult Immunization Practice helps increase adult patient awareness and decrease missed opportunities for vaccination.
- MI helps providers understand patients' gaps of knowledge and beliefs about flu vaccines.
- Both patients and providers benefit from reminders about a patient needing a flu vaccine.
- Community clinics can help remove barriers for individuals interested in receiving a flu vaccine.

Thank You!

Vaccine Operations Unit Flu Team

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