

## Influenza Vaccination Technical Assistance Materials for Health Centers Curated by the Flu LEAD (Linkages to End Access Disparities) Team

In this unprecedented time of pandemic response, coupled with the 2020-2021 influenza season, prevention of respiratory disease transmission is a top public health priority. Increasing influenza vaccination coverage is a critical strategy for reducing respiratory disease burden, maintaining healthcare system capacity, and protecting populations at greater risk of negative outcomes. Influenza vaccination is especially important for racial and ethnic minorities, seniors, people with disabilities, and people with underlying conditions who are at elevated risk for complications from both influenza and COVID-19. Influenza vaccination is also highly important for Special Populations served by health centers, such as residents living in public housing, migrant workers, and individuals experiencing homelessness.

The following technical assistance resources may be helpful to health centers and other Health Center Program stakeholders interested in supporting clinical and community efforts to increase seasonal influenza vaccination rates.



### Resources from Federal Agencies

Material Name	Host	Components	Key Information	Link
Vaccination Guidance During a Pandemic	CDC	Webpage with related, linked materials	Guidance and resources designed to guide vaccine planning during the COVID-19 pandemic.	<a href="https://www.cdc.gov/vaccines/pandemic-guidance/index.html">https://www.cdc.gov/vaccines/pandemic-guidance/index.html</a>
Prepare Your Practice to Fight Flu Toolkit	CDC	Toolkit: Factsheets, presentation slides, materials for patients, appointment reminder template letter, pharmacist guide and key points,	Materials help to equip providers to make strong influenza vaccine recommendations, facilitate productive conversations with patients, and are aimed at improving influenza vaccination rates.	<a href="https://www.cdc.gov/flu/professionals/vaccination/prepare-practice-tools.htm">https://www.cdc.gov/flu/professionals/vaccination/prepare-practice-tools.htm</a>

		social media content, #HowIRecomend videos		
Resources for Hosting a Vaccination Clinic	CDC/NAIIS	Webpage with related, linked materials, Checklists	Webpage with resources for hosting satellite, temporary, or off-site vaccination clinics. Includes best practices, checklist, and FAQs.	<a href="https://www.cdc.gov/flu/business/hosting-vaccination-clinic.htm">https://www.cdc.gov/flu/business/hosting-vaccination-clinic.htm</a>
Considerations for Drive-Through Vaccination Clinics	CDC	Webpage with linked resources and materials	Considerations for planning a curbside or drive-through clinic.	<a href="https://www.cdc.gov/vaccines/hcp/admin/mass-clinic-activities/curbside-vaccination-clinics.html">https://www.cdc.gov/vaccines/hcp/admin/mass-clinic-activities/curbside-vaccination-clinics.html</a>
Digital Media Toolkit: Flu Season	CDC	Digital toolkit includes sample social media and newsletter content, graphics, web assets, and media prep material	Suite of campaign materials available to assist partners in communicating about the importance of flu vaccination; some materials customizable.	<a href="https://www.cdc.gov/flu/resource-center/toolkit/index.htm">https://www.cdc.gov/flu/resource-center/toolkit/index.htm</a>
Flu Materials for People with High-Risk Conditions	CDC	Printable/postable materials for individuals with hi-risk conditions, including : Guide for Parents of Children or Adolescents with Chronic Health	Materials for providers to share with patients, and for patients directly, emphasizing underlying conditions in connection with individuals being at greater risk and use diversity in imagery.	<a href="https://www.cdc.gov/flu/resource-center/freeresources/print/print-highrisk.htm">https://www.cdc.gov/flu/resource-center/freeresources/print/print-highrisk.htm</a>

		Conditions, Posters for people with diabetes, with asthma, with HIV		
Vaccines During Pregnancy FAQs	CDC	Webpage with related, linked materials	Webpage with materials for expecting mothers and guidelines and charts for providers.	<a href="https://www.cdc.gov/vaccinesafety/concerns/vaccines-during-pregnancy.html">https://www.cdc.gov/vaccinesafety/concerns/vaccines-during-pregnancy.html</a>
Influenza Vaccine Safety Webpage	CDC	Webpage and related, linked resources.	Webpage and materials for high-information seekers related to the safety of influenza vaccination; includes links to information about prevailing parent/patient concerns.	<a href="https://www.cdc.gov/vaccinesafety/vaccines/flu-vaccine.html">https://www.cdc.gov/vaccinesafety/vaccines/flu-vaccine.html</a>
Vaccinate With Confidence Framework	CDC	Webpage and handout explaining the CDC's strategic framework to strengthen vaccine confidence.	Framework aims to strengthen public trust in vaccines by advancing three key priorities: protect communities, empower families, and stop myths.	<a href="https://www.cdc.gov/vaccines/partners/vaccinate-with-confidence.html">https://www.cdc.gov/vaccines/partners/vaccinate-with-confidence.html</a>
Influenza Tools and Materials	VA	Webpages with a variety of printed materials (brochures, factsheets) and videos	Webpages with a variety of printed materials and videos for providers of care for veterans and for veterans.	<a href="https://www.publichealth.va.gov/flu/materials/index.asp">https://www.publichealth.va.gov/flu/materials/index.asp</a>
Catch-Up to	HHS	Social media	Social media toolkit with	<a href="https://www.vaccines.gov/catch-up">https://www.vaccines.gov/catch-up</a>

Get Ahead Campaign		toolkit focused on staying up-to-date on childhood vaccines in general; certain materials appropriate for promoting influenza vaccination	messages for providers and the public about children staying up-to-date on vaccines; certain messages applicable to lifecourse and influenza.	
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## Resources from HRSA Technical Assistance Partners

Material Name	Host	Components	Key Information	Link
NTTAP – Residents of Public Housing	National Center for Health in Public Housing (NCHPH)	Webpage for available technical assistance	Enhances the capacity of public housing primary care health centers to deliver high-quality primary care services to residents of public housing.	<a href="http://nchph.org/">http://nchph.org/</a>
NTTAP – Residents of Public Housing	National Nurse-Led Care Consortium (NNCC)	Webpage for available technical assistance	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.	<a href="http://nurseledcare.org/">http://nurseledcare.org/</a>



## Resources from Non-Federal Entities

Material Name	Host	Components	Key Information	Link
Flu Vaccine For Everyone Guide	Massachusetts DPH	Guidebook	A guide for reaching/engaging diverse communities; designed to help health departments and community-based organizations reach communities.	<a href="https://massclearinghouse.ehs.state.ma.us/PROG-CLAS/CL5401.html">https://massclearinghouse.ehs.state.ma.us/PROG-CLAS/CL5401.html</a>
Vaccine Confidenc	AIM	Toolkit with templates for	Toolkit with materials for	<a href="https://www.immunizationmanagers.org/page/VaccineConfidenceMediaMaterials">https://www.immunizationmanagers.org/page/VaccineConfidenceMediaMaterials</a>

e Toolkit		conducting postcard reminder recall, communicating directly with providers, and posting on social media	providers and for providers to communicate with patients emphasizing that providers are prepared to safely vaccinate patients.	
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How Vaccines Work Video	PBS/NOVA	Video focused on how vaccines work with your body	Uses influenza as illustrated example of how influenza vaccine prepares your body to protect you from disease.	<a href="https://www.bing.com/videos/search?q=how+flu+vaccines+work+PBS+NOVA&amp;view=detail&amp;mid=D744C6924E1AA7F249CFD744C6924E1AA7F249CF&amp;FORM=VIRE">https://www.bing.com/videos/search?q=how+flu+vaccines+work+PBS+NOVA&amp;view=detail&amp;mid=D744C6924E1AA7F249CFD744C6924E1AA7F249CF&amp;FORM=VIRE</a>
Flu Educational Materials	Families Fighting Flu, Inc.	Webpage with linked materials that can be ordered or downloaded	Educational materials for healthcare professionals, communities, and social media.	<a href="https://www.familiesfightingflu.org/flu-educational-materials/">https://www.familiesfightingflu.org/flu-educational-materials/</a>