

Back to the Office Campaign- Part 2

Resource Toolkit, pt. 2

*Resources for Providers and
Organizations to Promote Pediatric
Wellness & Flu Vaccination*

created by:

Louisiana Chapter

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Continuing to Promote Pediatric Wellness and Flu Vaccination

Introduction:

As the COVID-19 pandemic continues to affect our everyday lives and the ways we interact and go about “normal” activity, the promotion of wellness visits and staying up to date with vaccines continues to be of the utmost importance. Building upon the information from the first publication of the “Back to the Office Campaign,” the Louisiana Chapter of the American Academy of Pediatrics (LA AAP) and the Louisiana Vaccine Alliance have created this “Part 2” publication with additional images, scripts, and suggestions. We continue to strive to support healthcare providers with tools that can be an easy “plug and play.” The content in this toolkit is meant for you to use in whatever way is helpful to you. The LA AAP is able to customize any of the images with your practice logo or information. To make this request, simply send an email to ashley.politz@laaap.org or call (225) 379-7923. We hope this toolkit can assist you in getting patients to the office for their well visits and vaccinations. To download the original toolkit, images and updates, visit: www.laaap.org/BTO

Template Communications for Families

PROVIDERS CAN MODIFY THESE MESSAGES TO RECALL PEDIATRIC PATIENTS
BACK TO THE OFFICE FOR NEEDED IMMUNIZATIONS AND CHECKUPS

[Download a copy/ paste version](#)

“Hi there! My name is [your name] and I am calling from [your doctor/clinic name]. I am calling to let you know that your child is due for some routine vaccines. We are committed to keeping your family healthy, especially during a pandemic, so we are taking extra precautions to make it safe to come in! Please call us back at [your number] to schedule a visit.”

“Hi there, this is [your name] from [your doctor/clinic name]. We are calling to let you know that we are open and ready to continue with checkups and vaccines for your child. We want to reassure you that we are taking every precaution to keep your family safe while visiting our office. Please call us at [your number] to schedule a visit as soon as possible. Thank you.”

“Hi there, this is [your name] from [your doctor/clinic name]. We are calling to let you know that we are open and taking extra precautions to keep your family safe during visits. Our records show that [child’s name] is due

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for a checkup and routine vaccines! Don't wait to vaccinate. Please call us at [your number] to schedule a visit as soon as possible. Thank you."

"Hello, this is [your name] from [your doctor/clinic name]. As the school year gears up, we wanted to reach out and encourage you to schedule an appointment for your child's routine vaccinations. These vaccines will help keep your child healthy and ready to learn! Please call us at [your number] to schedule a visit as soon as possible. Thank you!"

"Hello, this is [your name] from [your doctor/clinic name]. Flu season is getting close, and we want to do whatever we can to help keep your family protected. We strongly recommend that all children get the flu vaccine, as this is a great way to keep yourself healthy. If you would like to schedule a time to get a vaccine for you or your child, please call us at [your number] to schedule a visit. Thank you!"

Additional Social Media Posts – Providers

Remember, the LA AAP can customize these with your clinic logo, name and information. Just email ashley.politz@laaap.org or call (225) 379-7923 to make the request.

<p>It's safe to come in:</p> <p>You may be a little worried, but know that doctors and nurses are taking every precaution to keep patients safe.</p>	 <p>WE'RE MAKING CHECKUPS SAFE FOR YOU!</p> <ul style="list-style-type: none">• requiring masks• screening and separating patients• disinfecting rooms <p>Don't wait - Vaccinate! Call us today to schedule an appointment.</p> <p>Louisiana Chapter INCORPORATED IN LOUISIANA American Academy of Pediatrics DEDICATED TO THE HEALTH OF ALL CHILDREN®</p> 
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Babies:

It's time to go back to the doctor! Checking your baby's milestones and staying up to date on immunizations are an important part of your child's health, even during #covid19. Schedule a checkup today.



Kids:

School will look different in the fall, but immunizations are still needed to help keep students safe. Make sure your child is ready to go #BackToSchool



Flu Season:

Keep your family healthy this fall – get the flu vaccine! Contact us to find out when you can get yours.



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Additional Social Media Posts - Organizations

<p>It's safe to come in: You may be a little worried, but know that doctors and nurses are taking every precaution to keep patients safe.</p>	
<p>Babies: It's time to go back to the doctor! Checking your baby's milestones and staying up to date on immunizations are an important part of your child's health, even during #covid19. Schedule a checkup today.</p>	
<p>Kids: School will look different in the fall, but immunizations are still needed to help keep students safe. Make sure your child is ready to go #BackToSchool</p>	

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Flu Season:

Keep your family healthy this fall – get the flu vaccine!
Contact your child’s pediatrician to find out when you can get yours.



Talking Points for Social Media, Press Releases, and Other Communications

[Download a copy/ paste version here](#)

Don't wait—vaccinate.

- Getting immunized is important especially as restrictions are eased. It's the best way to prevent spread of vaccine-preventable diseases.
- Even while Louisiana is responding to COVID-19, it's essential that parents make sure their children continue to be protected from serious vaccine-preventable diseases, such as measles and whooping cough.
- While staying at home and limiting social outings during the COVID-19 outbreak has helped to slow the spread of the virus, it also has resulted in delays and decreases in the number of children and adults getting their recommended vaccines.
- Louisiana and US data from 2020 show troubling decreases in the administration of childhood and adult vaccines during the COVID-19 pandemic, indicating that communities may be vulnerable to serious disease.
- Each wave of COVID-19 and associated restrictions might add to the number of children and adults with delayed immunizations.
- Postponing routine vaccinations puts you, families and communities at risk for infection with preventable deadly diseases.
- As restrictions ease and people begin to gather in limited numbers, infants and children who are not protected by vaccines could be vulnerable to diseases like measles and whooping cough.
- Similarly, adults who aren't vaccinated now may be more vulnerable to diseases like shingles and pneumonia.

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It's safe to come in.

- We understand you may feel a little uneasy about coming into the doctor's office these days. Hospitals, clinics and other healthcare settings across the state have taken extra care to ensure patients are safe when visiting.
- Additional safety measures may include separating times for sick and healthy patients, masking requirements, additional disinfecting between appointments, physical distancing in waiting rooms and many other precautionary measures to make sure patients stay safe. Some clinics offer drive-through clinics, where you can get care without leaving your car.
- Parents should talk to their children's doctor and work together to make sure their children are up-to-date on all their vaccines.

Call your doctor.

- Make a vaccine appointment today to keep you and your family protected during and after the pandemic.
- As Louisiana 'reopens,' there may be many children who need to catch up on immunizations, increasing wait times for appointments.
- Delaying vaccines puts children at risk of exposure to dangerous vaccine-preventable diseases circulating in the community.
- For those who are out of work or without health insurance, it's important to know you can still get your child vaccinated. The Vaccines for Children (VFC) program offers free vaccines to families who cannot afford to pay for their children's vaccines (through 19 years of age). Talk to your healthcare provider to find out more.

What about the Flu Vaccine?

To assist you and your patients, the LA AAP worked with the Louisiana Department of Health to compile the following information which outlines flu vaccine-related activities and incentives from each of the Healthy Louisiana plans as it pertains to providers and to patients for this year.

Provider Support

Aetna:

- Add flu article in provider newsletter during flu season
- Provider call hold message

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AmerihealthCaritas:

- Yearly Provider Post to educate providers on how to bill for flu vaccine

Healthy Blue:

- Provider Education

Louisiana Healthcare Connections:

- Provider Outreach – includes a provider toolkit and education provided by LHCC provider consultants

United Healthcare Community Plan:

Flu Standing Order Letters-Providers received an email or letter encouraging providers to implement standing orders for the influenza and pneumonia vaccines. The provider decides on the criteria that is used to indicate a patient eligibility for vaccination and for specific vaccines. The provider writes the standing order (or uses the form) and meets with staff to discuss implementation of the standing order strategy. The letter and email provide education resources available for the provider.

Patient Support

Aetna: Patient Incentives

- No cost flu shot
- \$5 gift card for completion

Aetna: Member Outreach

- Add flu article in member newsletter during flu season
- Outreach to members on WCV/AAP which impacts flu shot campaign
- Member services live call for reminders on inbound calls based on care gaps
- Flu card mailers from National segment shared services
- Texting flu campaign via Wellpass
- IVR push voice notification via Eliza during flu season

AmerihealthCaritas: Patient Incentives

- Currently, offer members \$10 reward on Care Card reloadable gift card for getting the flu vaccination.

AmerihealthCaritas: Member Outreach

- ACLA has flu vaccination informational materials (flyers, posters) that are available to members and community partners. The materials are distributed by the ACLA community outreach teams.

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- During flu season, ACLA case managers remind members during telephonic outreach to get their flu shot.
- During flu season, when members call ACLA's Member Services, when they are placed on hold, one of the messages that members hear encourages the member to get their flu shot.
- ACLA has regularly posted messages to our social media platforms (Facebook, Twitter and Instagram) informing members of the upcoming flu season, and reminding members to get their flu shot.
- Text messaging campaign with a flu reminder, which began 8/14/2020.
- Included in ACLA's "Healthy Minute" video series that is placed on social media is a Flu Facts and Myths video that is highlighted during flu season.
- ACLA is partnering with the Louisiana Chapter of the American Academy of Pediatrics (LAAAP) in 2020 to create a social media campaign bringing awareness to childhood vaccinations, including flu. This campaign will include infographics and a "Healthy Minute: Immunizations" video.
- Summer reminder letters to parents/guardians to go to their PCP office to complete/stay up to date on their child's immunizations.

Healthy Blue: Patient Incentives

- Member Incentives tied to Flu Vaccinations

Healthy Blue: Member Outreach

- Member education via integrated member portal and IngenioRx portal development for promoting flu vaccines
- Social Media Campaigns
- Annual Flu Reminders

Text Campaigns for member outreach & education on importance of vaccines and incentives available

Louisiana Healthcare Connections: Patient Incentives

- Medicaid members (6 months and older) receive a \$5 reward for receiving a flu shot from September to April. Only one incentive can be earned per member per flu season.

Louisiana Healthcare Connections: Member Outreach

This year, member outreach will include direct mail, SMS texts, emails, website alerts, dedicated flu landing web page, member blog articles, social media posts, IVR on-hold messages, automated POM calls and a radio PSA. Member communication will include education on getting a flu shot safely during COVID-19. We usually host or sponsor community-based events where LHCC members or the public can receive a flu shot. This year, plans for any community-based events are entirely dependent on the COVID-19 situation.

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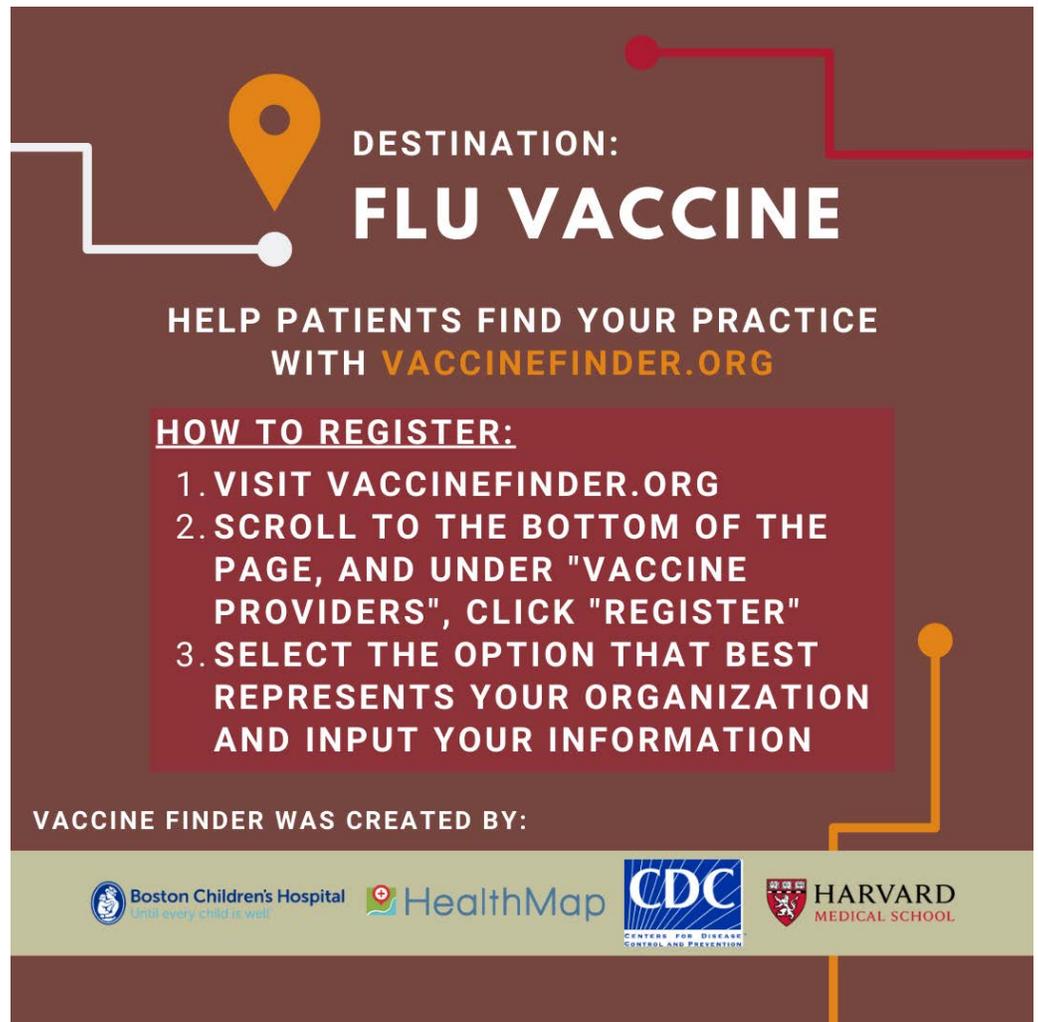
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United Healthcare Community Plan: Member Outreach

- Flu Season Email Campaign- A Flu email is sent with education and to encourage members to obtain a Flu shot at no cost to the member. The email provides education that a shot may help reduce the chance of influenza. A follow up email is deployed in January of each flu season.
- FluCast- Message advising members that Flu activity is increasing in their area. This outreach would only be sent out to impacted state health plans IF there are early indicators.

Get Registered with Vaccine Finder TODAY!

Vaccine Finder aims to make vaccination easy and accessible to everyone. Vaccine Finder is a free, online service where users can search for locations that offer vaccinations. We work with partners such as clinics, pharmacies, and health departments to provide accurate and up-to-date information about vaccination services. Follow the steps outlined to get registered and get connected.



DESTINATION:
FLU VACCINE

HELP PATIENTS FIND YOUR PRACTICE WITH **VACCINEFINDER.ORG**

HOW TO REGISTER:

1. VISIT **VACCINEFINDER.ORG**
2. SCROLL TO THE BOTTOM OF THE PAGE, AND UNDER "VACCINE PROVIDERS", CLICK "REGISTER"
3. SELECT THE OPTION THAT BEST REPRESENTS YOUR ORGANIZATION AND INPUT YOUR INFORMATION

VACCINE FINDER WAS CREATED BY:



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From our partners at the Louisiana Department of Health. View here: <https://ldh.la.gov/index.cfm/page/4057>



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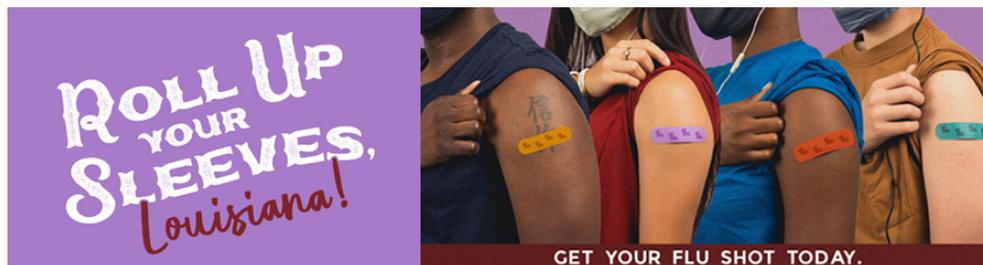
The flu is a serious, contagious disease that can lead to hospitalization and even death. This flu season, it is likely that flu viruses will spread along with the newly emerged coronavirus. Because of the COVID-19 pandemic, it's more important than ever to do everything possible to reduce the spread of flu.

This flu campaign toolkit — **Roll Up Your Sleeves, Louisiana** — aims to be a first-stop resource for Regional Medical Directors, Local Governing Entities, healthcare providers, community organizations, and any interested stakeholders, organizations or parties that can carry the message of the importance of the flu shot this season.

[2020-21 Flu Messaging](#)

Download regional Flu Clinic Flyers:

Alexandria: English Spanish Vietnamese	Lafayette: English Spanish Vietnamese
Amite: English Spanish Vietnamese	Marksville: English
Baton Rouge: English Spanish Vietnamese	Monroe: English Spanish Vietnamese
Bunkie: English Spanish Vietnamese	Shreveport: English Spanish Vietnamese
Colfax: English Spanish Vietnamese	Thibodaux: English Spanish Vietnamese
Ferriday: English Spanish Vietnamese	Westwego: English Mandarin
Jena: English Spanish	Chinese Spanish Vietnamese



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