

# RECOMMENDATIONS DURING COVID-19



## IMPROVING ADULT IMMUNIZATIONS

**R**outine vaccination is an essential preventive care service for adults that should not be delayed because of the COVID-19 pandemic.

[Centers for Disease Control and Prevention \(CDC\)](https://www.cdc.gov/)

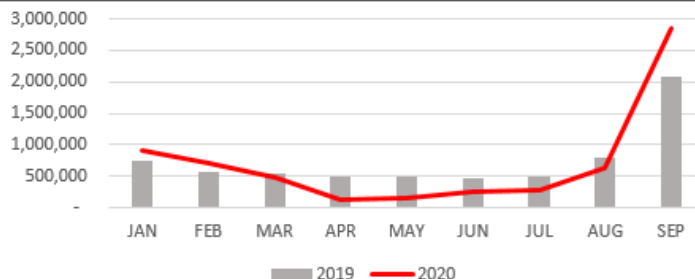
### A REMINDER OF RESOURCES TO INCREASE ADULT IMMUNIZATION



A moderately severe influenza season in the presence of circulating SARS-CoV-2 would significantly amplify cases of acute respiratory illness. Less than half of US adults received influenza vaccine in 2018-2019.

**Vaccine Doses, Patients  
19 years and older,  
Submitted to the California  
Immunization Registry  
January-September 2019 &  
January-September 2020**

California Department of  
Public Health



#### Providers: Addressing Flu Vaccine Hesitancy



- ▶ See [#HowIRecommend](#) videos for strategies to make effective recommendation and address immunization questions including flu vaccine hesitancy. [Infographics](#) in multiple languages.
- ▶ Refer to CDC [study](#), published August 25, 2020, linking sudden heart complications called “acute cardiac events”, common in adults hospitalized with flu ([infographic](#)).
- ▶ Watch case [testimonials](#) on the importance of immunizations (e.g., [Influenza](#), [pneumococcal](#), etc.).
- ▶ Be a role model and take the vaccine ([infographic](#)). Use top [flu strategies](#) gathered from providers.

#### Providers: Mobilizing Vaccina- tion Efforts



- ▶ Partner with [pharmacists](#) as essential access points for vaccination services in the community.
- ▶ Utilize mobile vaccination vans out in the community and/or pop-up tent clinics in parking lots.
- ▶ Use on-hold flu messages when the member calls the provider’s office.
- ▶ Use [standing order](#) templates to streamline practice workflows in clinics.

#### Health Plans and Providers: Messaging for Targeted Member Groups



- ▶ Use targeted [communication campaigns](#) for different segments and hard to reach populations (e.g., [elderly](#), [pregnant women](#), [special health conditions](#), etc.).
- ▶ Essential key messages regarding the importance of [immunizations to pregnant women](#).
- ▶ Engage key community influencers regarding the benefits of vaccination. Adapt [sample media/twitter posts](#) on [social media](#) platforms.
- ▶ Pop-up announcements on [immunization campaigns](#) via the health plan website.