

# Leveraging Partnerships to Promote Flu Vaccinations Among Dually Eligible Beneficiaries During COVID-19



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November 2, 2021

# Leveraging Partnerships to Promote Flu Vaccinations Among Dually Eligible Beneficiaries During COVID-19



# Overview

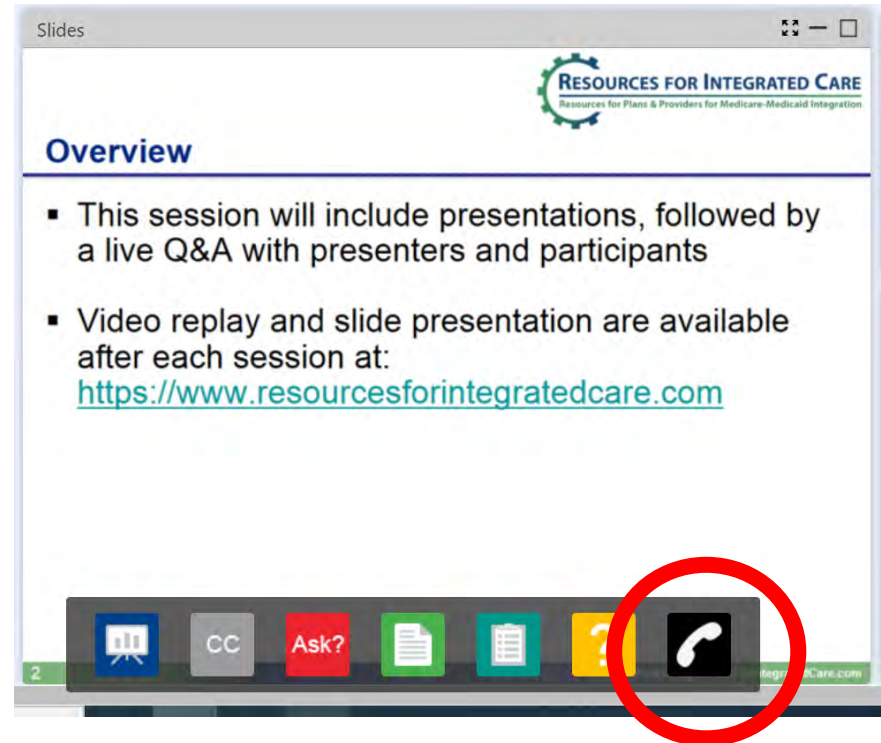
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# Support Statement

- This webinar is supported through the Medicare-Medicaid Coordination Office (MMCO) in the Centers for Medicare & Medicaid Services (CMS) to help beneficiaries dually eligible for Medicare and Medicaid have access to seamless, high-quality health care that includes the full range of covered services in both programs. To support providers in their efforts to deliver more integrated, coordinated care to dually eligible beneficiaries, MMCO is developing technical assistance and actionable tools based on successful innovations and care models, such as this webinar.
- To learn more about current efforts and resources -
  - Visit Resources for Integrated Care at <https://www.resourcesforintegratedcare.com>
  - Follow us on Twitter [@Integrate\\_Care](https://twitter.com/Integrate_Care)
  - Follow us on LinkedIn <https://www.linkedin.com/company/resources-for-integrated-care/>

# Introductions

## ■ Samra Ashenafi

Public Health Advisor, National Center for Immunization and Respiratory Diseases (NCIRD)

Centers for Disease Control and Prevention



## ■ Richard Quartarone

Immunization Services Division and COVID-19 Vaccine Task Force

Centers for Disease Control and Prevention



# Introductions

## ■ **Bob Frantz**

Senior Director for Medicaid/MMP Member Engagement and Analytics, Aetna



## ■ **Jamie Galbreath**

Quality Improvement Associate Director, UCare



## ■ **Monica Gossett**

Community Outreach Manager, UCare



# Learning Objectives

- Understand how CDC is working with partners and supporting states to reach and engage hard to reach and disproportionately affected communities
- Identify effective strategies for messaging and promoting flu vaccinations in the context of COVID-19
- Describe ways to build vaccine confidence among beneficiaries



# Webinar Outline

- Introduction
- Building Relationships, Building Trust
  - Samra Ashenafi, Public Health Advisor, National Center for Immunization and Respiratory Diseases (NCIRD)
- Building Vaccine Confidence and Demand: Flu, COVID-19 and other Routine Vaccines
  - Richard Quartarone, Immunization Services Division and COVID-19 Vaccine Task Force
- Health Plan Perspectives
  - Aetna Better Health Premier Plan – MMAI
  - UCare
- Q&A with Presenters
- Resource Overview and Closing
- Evaluation

# Building Relationships, Building Trust

## Flu Prevention Webinar for Dually Eligible Beneficiaries

**Samra Ashenafi**

Public Health Advisor, National  
Center for Immunization and  
Respiratory Diseases (NCIRD),  
CDC

November 2, 2021



[cdc.gov/coronavirus](https://cdc.gov/coronavirus)



# Recommendations from CDC's Advisory Committee on Immunization Practices (ACIP) Regarding Flu Vaccines

- Routine annual influenza vaccination is recommended for all persons aged ≥6 months who do not have contraindications.<sup>1</sup>
- For each recipient, a licensed and age-appropriate vaccine should be used.
- ACIP makes no preferential recommendation for a specific vaccine when more than one licensed, recommended, and age-appropriate vaccine is available.
- During the 2021–22 influenza season, the following types of vaccines are expected to be available:
  - inactivated influenza vaccines (IIV4s)
  - recombinant influenza vaccine (RIV4)
  - live attenuated influenza vaccine (LAIV4)

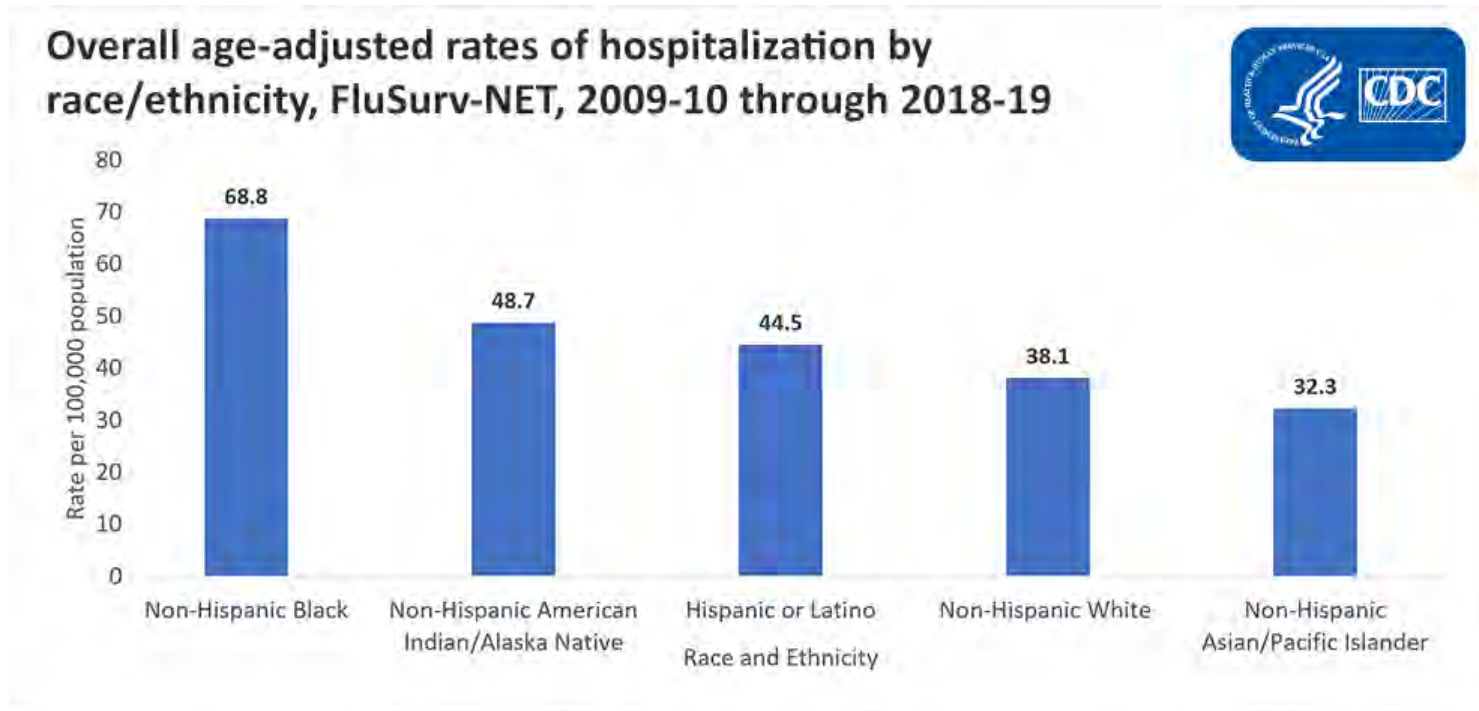


# Can COVID-19 vaccine be co-administered with other vaccines?

- COVID-19 vaccines may be administered without regard to timing of other vaccines. This includes simultaneous administration of COVID-19 vaccine and other vaccines on the same day.<sup>2</sup>
  - If multiple vaccines are administered at a single visit, administer each injection in a different injection site.<sup>3</sup>
- Extensive experience with non-COVID-19 vaccines indicates immunogenicity and adverse event profiles are generally similar when vaccines are administered simultaneously as when they are administered alone.<sup>4</sup>



# Flu Disparities Among Racial and Ethnic Minority Groups

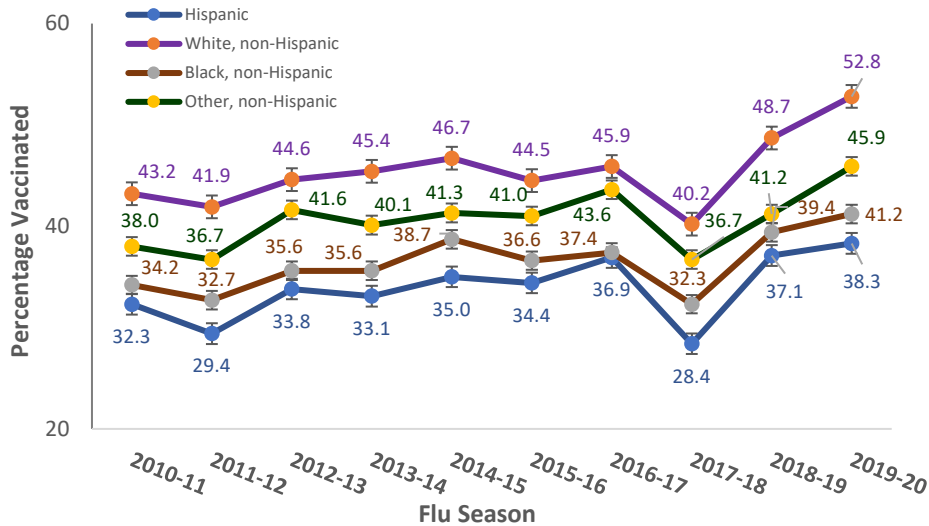


*\*Rates are age-adjusted to account for differences in age distributions within race/ethnicity strata in the FluSurv-NET catchment area.<sup>5</sup>*



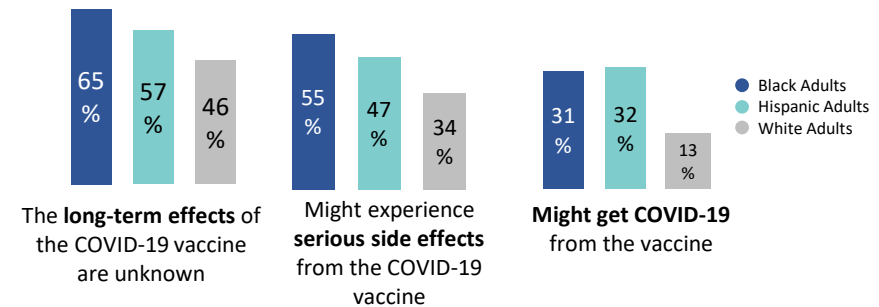
# Racial Disparities in Immunization: A Longstanding Issue

## LONGSTANDING ISSUES IN ACCESS AND ACCEPTANCE FOR FLU VACCINE...



## ... ARE EVEN MORE URGENT WITH COVID-19 VACCINE

Among those who want to “wait and see” how the COVID-19 vaccine is working for others, **percent who say they are very concerned about<sup>8</sup>:**



- **Lower flu vaccination uptake** among Black (41.2%) and Hispanic (38.3%) adults aged >19 years compared with white adults (52.8%) in 2019-2020<sup>6</sup>
- Among adults aged >19 years with **high-risk conditions**, flu vaccination uptake lower among Black (54.9%) and Hispanic adults (52.0%) compared with white adults (61.4%)<sup>7</sup>

Other priority groups are not captured here i.e. (American Indian/Alaska Native, Asian American, Native Hawaiian/Other Pacific Islander).



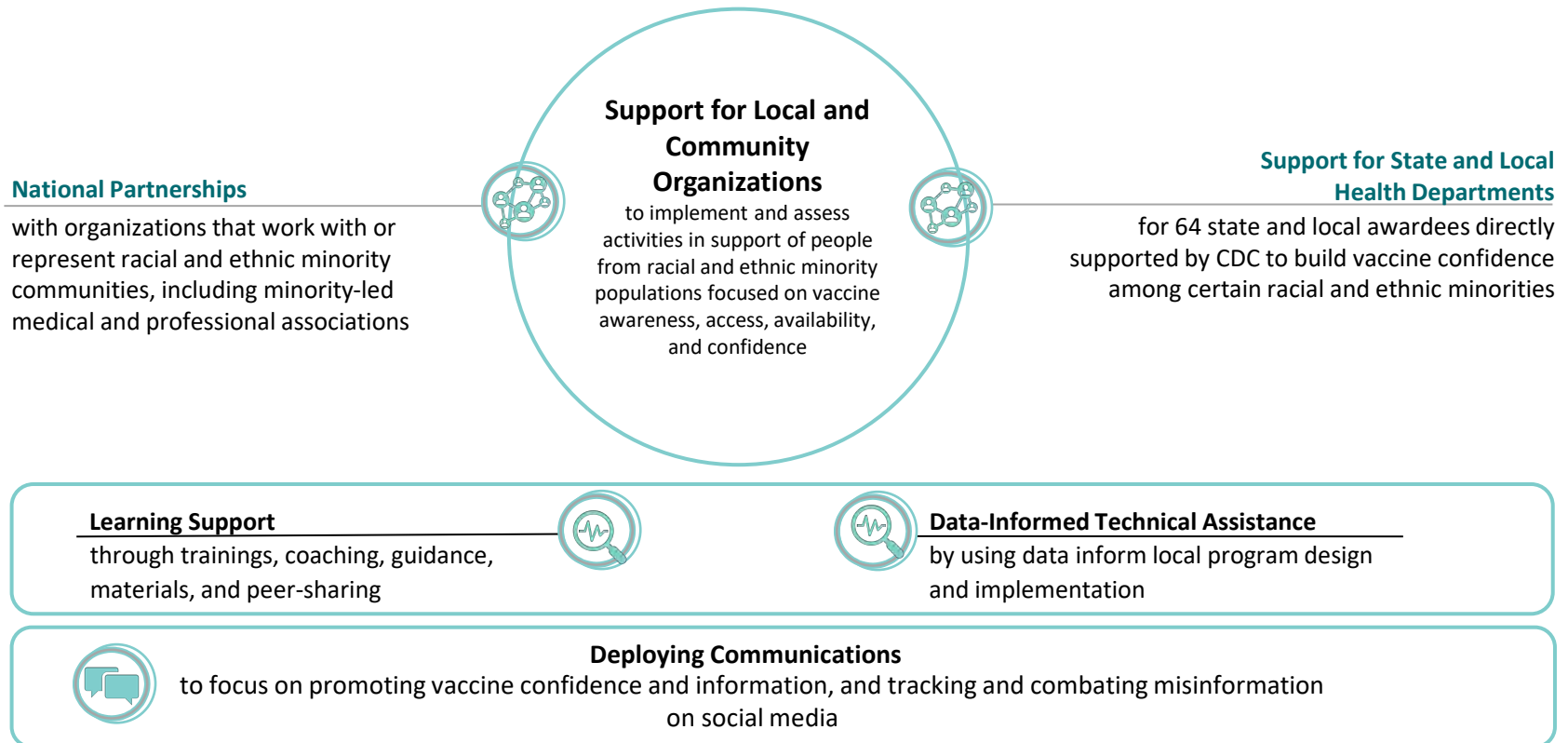
## The Vision

- CDC is working to **reduce racial and ethnic disparities that exist in vaccination** through partnerships that drive **community-level action** to support racial and ethnic minority communities.



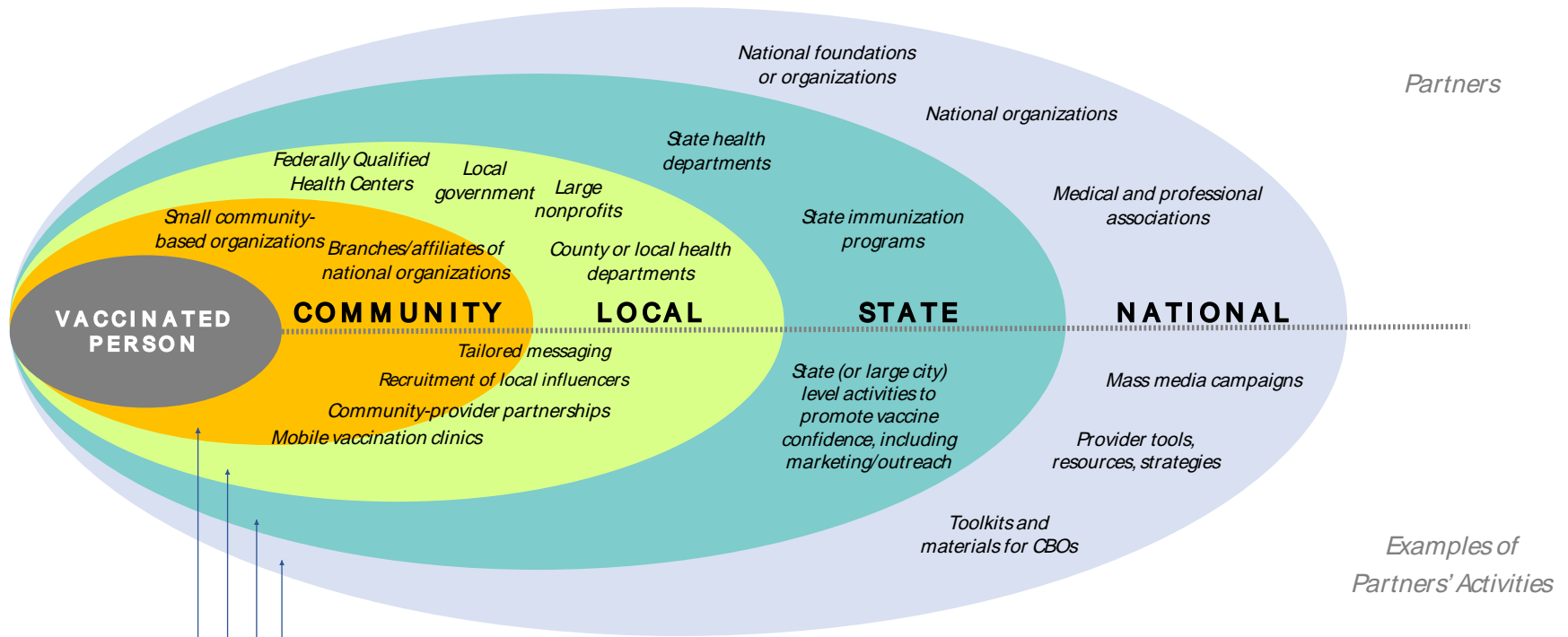
# Reducing Racial Disparities through Community-Level Action

To reduce the racial/ethnic disparities that have long existed, CDC is focusing on funding, support, and communications for racial and ethnic minority communities.





# CDC is partnering with and supporting entities at each level to ensure racial and ethnic minority communities can access and feel confident about vaccines

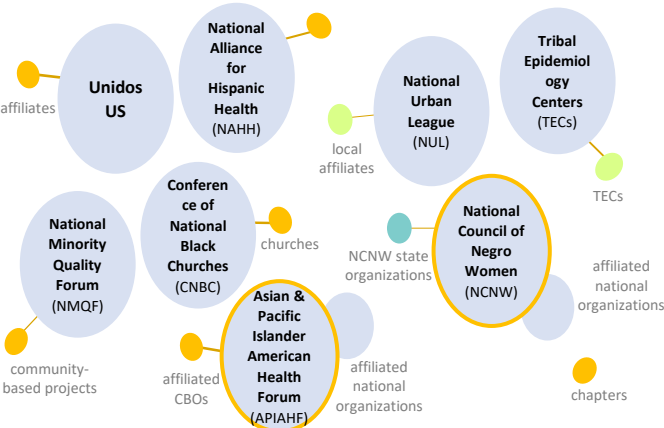


**CDC provides funding, learning and data support, technical assistance, and toolkits to partners at each level.**

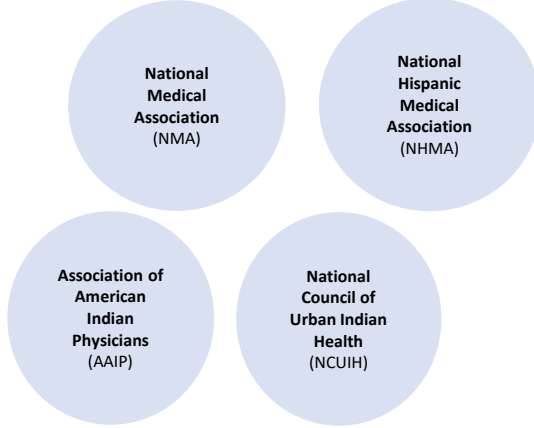


# CDC is directly funding national/state organizations to support a network of hundreds of community entities that can help reduce racial disparities

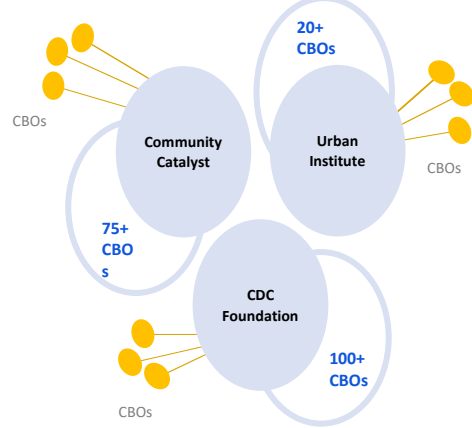
**National Organizations**  
*Funding and partnering with 8 national partners and 100+ local chapters*



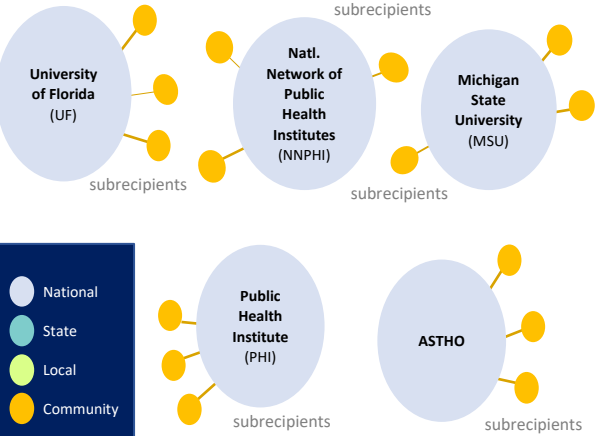
**Medical and Professional Associations**  
*Disseminating through local chapters*



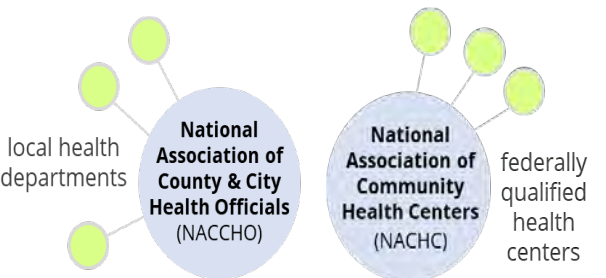
**Other National Organizations**  
*Funding and partnering with community-based organizations (CBOs)*



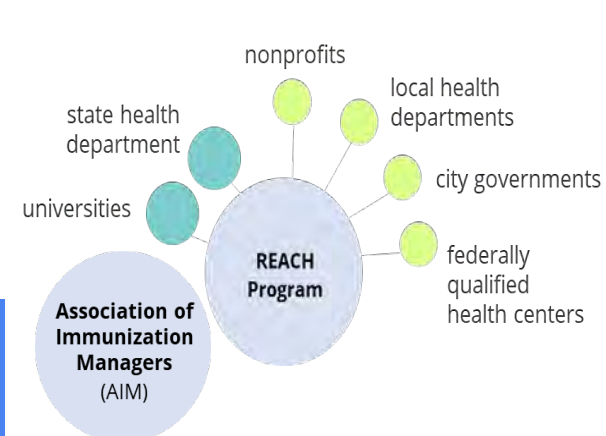
**Academic Institutions and Other Health Entities**  
*Funding local organizations in geographic areas across the country*



**Other Health Entities**  
*Funding and partnering with about 85 health departments and health centers*



**CDC Programs & Immunization Partners**  
*Implementing health equity activities*



**64 State, Territorial, and Local Immunization Programs**  
*Funding state and local health departments, community health centers, and community-based organizations*



# Supporting the healthcare community to engage hard-to-reach and disproportionately affected communities

Partnering medical and professional associations include:

**National Medical Association**  
(NMA)

**National Hispanic Medical Association**  
(NHMA)

**Society for Post-Acute and Long-Term Care Medicine**  
(AMDA)

**Association of American Indian Physicians**  
(AAIP)

**National Council of Urban Indian Health**  
(NCUIH)

**Council of Medical Specialty Societies**  
(CMSS)

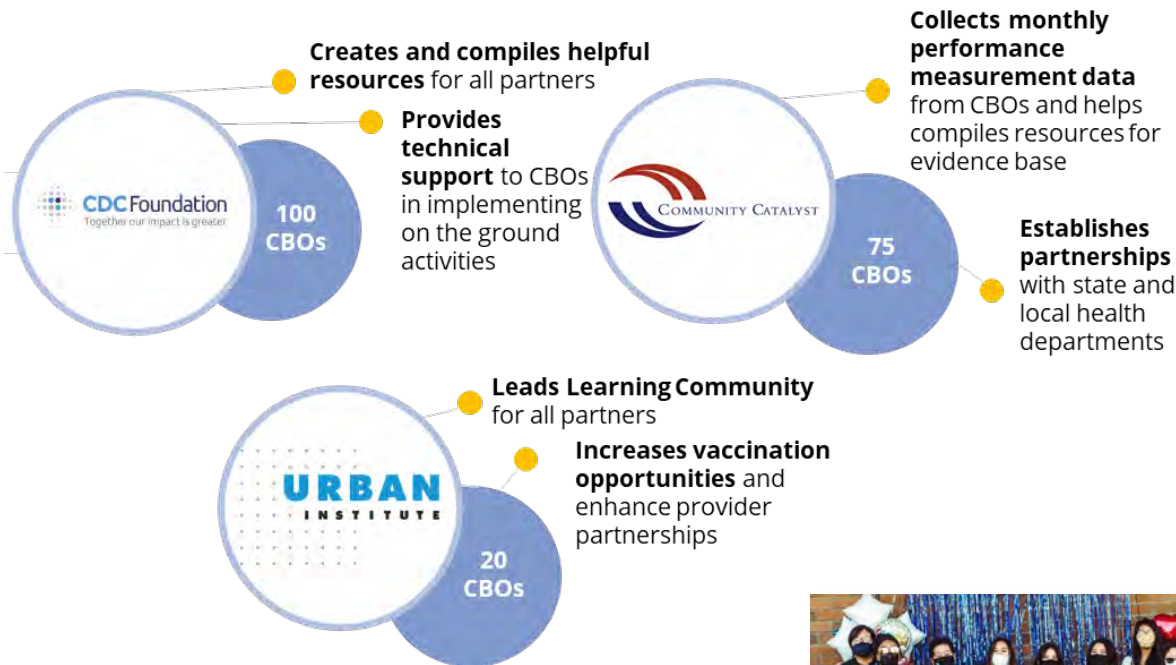


*Campaign poster from National Council of Urban Indian Health (NCUIH)*



# Identifying effective strategies for promoting flu vaccination

CDC is working with three national organizations to support 250+ community-based organizations (CBOs) with efforts to build confidence and access to flu and COVID-19 vaccination in communities of color, including equipping influential messengers with culturally and linguistically appropriate information, training, and materials.



## SPOTLIGHT

### *Immunize Colorado*

Organized a **communications training** for key stakeholders that included **testimonials from community members** and provided feedback on **communication methods with the best results in increasing people's likelihood to get vaccinated**



# Building vaccine confidence

The Racial and Ethnic Approaches to Community Health (REACH) program funds 38 partners in 23 states to develop communications, train influential messengers and build confidence in influenza and COVID-19 vaccination.



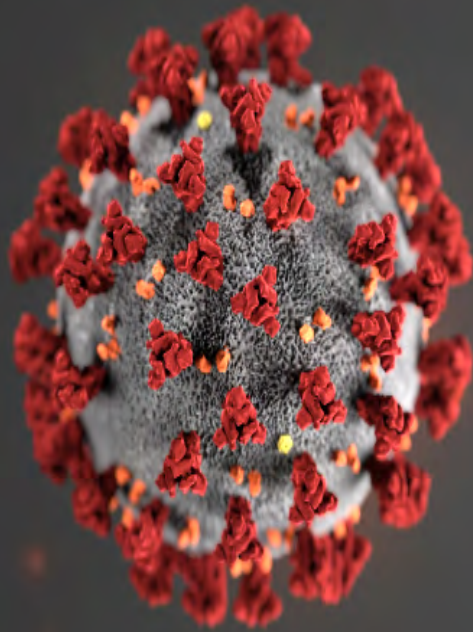
## SPOTLIGHT *San Diego Health and Human Services*

Created **outreach materials for National Influenza Vaccination Week** that incorporated the maps and analysis that CDC's data-informed technical assistance team provided.



*Examples of Local Campaigns to Build Vaccine Confidence*





For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.





# Building Vaccine Confidence and Demand Flu, COVID-19, and Other Routine Vaccines

Richard Quartarone

Immunization Services Division and

COVID-19 Vaccine Task Force

**November 2, 2021**

# Vaccine Confidence and Demand



# Preparing to Talk about COVID-19 Vaccines<sup>9</sup>

1. Listen to questions and/or concerns with empathy.
2. Ask open-ended questions to explore their concerns.
3. Ask permission to share information.
  - Share answers to common questions from reputable sources, including CDC.gov, local health department or other trusted sources.
4. Help them find their own reason to get vaccinated.
5. Help make their vaccination happen.
  - Refer them to local vaccination sites, offer additional support as appropriate/possible.



# Trusted Messengers

- Effectively deliver messages and strategies
- Validate the credibility of information
- Address mis- and disinformation
- Help create a feedback loop for addressing questions and concerns
- Bridge the gap between healthcare providers and patients



# Building trust is a process, not an end state.

- It is our job to let communities know that it is *okay and valid* to have questions, especially for *those that have been hurt by societal systems*.



# It will take more than one conversation to change minds.

- Vaccine hesitancy, especially when rooted in lack of trust rather than lack of information, is best addressed through trusted messengers in trusted spaces.



# Be prepared to address equity and access barriers that are identified.

- Encourage two-way dialogue and allow space for people to ask questions and be heard.



# Tips for communicating about health and vaccines

- Avoid coming across as clinical or cold.
- Use active listening skills.
- Be empathetic.
- Answer questions using facts, and admit when you don't know an answer.
  - The situation is changing rapidly.
- Don't overpromise.
- Offer ways for people to provide feedback or get answers to questions.

# Tips to address questions from misinformation

- First, listen and acknowledge the reason why someone may be spreading misinformation, usually out of concern for others.
- Ask permission to offer information and answer questions.
- Share information from trusted sources (hint: it's not always from a government health authority).
- When addressing misinformation on social media, address the underlying concern, but avoid repeating the misinformation.
- When holding town halls or similar events, you may encounter vocal vaccine deniers who make claims based on misinformation.
  - Ensure an expert is available to respond.
  - An expert should unmask the technique used, explain why the argument is not sound or evidence-based, offer a correction, and issue a call to action; they should not attack the speaker but rather address the substance of the claim.

# CDC Support and Resources: Technical Assistance

## Rapid Community Assessment Guide

Step-by-step guidance and tools to understand barriers and facilitators for COVID-19 vaccination, identify trusted messengers, and identify potential solutions to increase confidence and uptake.

## Vaccine Confidence Bootcamps

Virtual training to provide tips and best practices for building vaccine confidence and facilitated breakout sessions to generate creative strategies to increase vaccine uptake.



## Vaccine Confidence Consults

Virtual technical assistance to assess, diagnose, and address vaccine confidence and demand challenges.

## Data for Action Consults

Virtual technical assistance to analyze and unpack NIS adult vaccine confidence survey data.

## Vaccine Demand Strategists

With CDC Foundation, training new health department staff to address risk communication, vaccine confidence, social listening and insights



# Flu Vaccination Campaign

# CDC Recommends You Take 3 to Fight Flu

- **First, take time to get a flu vaccine.**
  - Flu vaccines have many benefits.
- **Take recommended everyday preventive actions.**
  - These may vary based on local circumstances and COVID-19 activity.
- **Take antiviral drugs to treat flu if prescribed.**
  - These medications work best if started early.



## 2021-2022 Messaging

- *Influenza (flu) activity during the 2020-2021 season was unusually low both in the United States and globally, despite high levels of testing.*
- *While what may happen this upcoming flu season is uncertain, relaxed COVID-19 mitigation measures will likely result in the resumption of seasonal flu virus circulation.*
- *CDC is preparing for flu and the virus that causes COVID-19 to co-circulate, along with other respiratory viruses this season.*
  - *This could place a renewed high burden on the health care system.*
  - *Reduced population immunity due to lack of flu virus activity since March 2020 could result in an early and possibly severe flu season.*

# 2021-2022 Season

## *What's New*

- The [composition of flu vaccines](#) has been updated.
- All flu vaccine is quadrivalent.
- Flu vaccines and COVID-19 vaccines can be given at [the same time](#).
- Some clarification on timing of vaccination for different audiences

[Frequently Asked Influenza \(Flu\) Questions: 2021-2022 Season](#)

# The 2021-2022 Flu Vaccine Campaign

- “I Get It” Digital media campaign (collaboration with Weber-Shandwick) targeting people 40-64 with a chronic medical condition.
- CDC, AMA, Ad Council Collaboration focused on Black/Hispanic audiences 25-54 years.
  - Year 2 of “No Time For Flu” a comprehensive TV, digital, OOH campaign aimed at the general population
  - New Creative “Flu FOMO” theme



# 2021-2022 Flu Vaccine Campaign Update

## I Get It!

*Why do you get it? – CDC's 'I Get It' campaign wants to hear from you on why you get your annual flu vaccine.*

## Get Involved




- Share your reason for getting vaccinated using CDC's customizable resources available at <https://www.cdc.gov/flu/resource-center/i-get-it.htm>

### I Get It Frames

Use one of the frames below to insert your own picture into our I Get It graphics. [Instructions for using our PowerPoint frames here.](#) [PDF - 114 KB]

[Download Social Media Frames](#)

Download the social media files below or the [I Get It PowerPoint Deck](#). [PPT - 1 MB] and add your own photo to share on social.

 <p>I Get It: Myself (1080x1080)</p> <p>I Get It: Myself (1200x675)</p>	 <p>I Get It: Family (1080x1080)</p> <p>I Get It: Family (1200x675)</p>	 <p>I Get It: Community (1080x1080)</p> <p>I Get It: Community (1200x675)</p>
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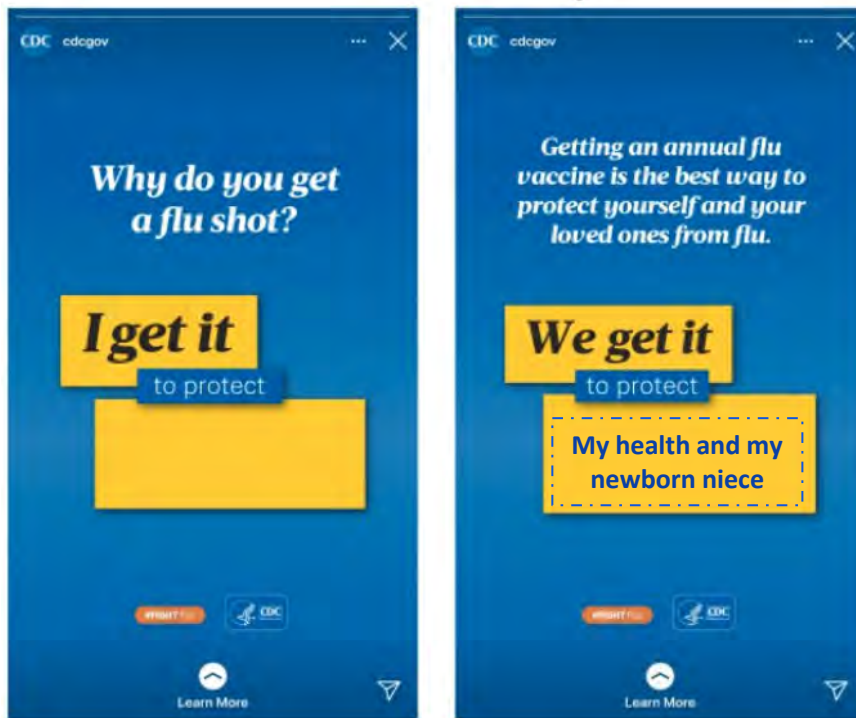
### Sample Social Post

- I get a flu vaccine to protect [\[insert reason you get vaccinated\]](#). Get your flu vaccine this season to protect against flu! I get it #FightFlu [cdc.gov/flu](#)
- Need a reason to get your flu vaccine? Get vaccinated to protect yourself, your family, and your community from flu! I Get It to #FightFlu [cdc.gov/flu](#)
- Why do you get your flu vaccine? Share your own #IGetIt reason to get a flu vaccine. Share a post to encourage others to get vaccinated this flu season. #FightFlu [cdc.gov/flu/resource-center/i-get-it](#)

### Download Social Stories Panels

Download the social media files below or the [I Get It PowerPoint Deck](#). [PPT - 2 MB] and add your own reason for getting your seasonal flu vaccine then share on social media.

# “I Get It” Sharable Assets



Sharable Instagram Story Template



Photo Frames

# “No Time for Flu”: Ad Council

**GetMyFluShot.org**  
Campaign Toolkit

[Campaign Background](#) [Local Media Outreach](#) [PSAs](#) [Spread the Word](#)



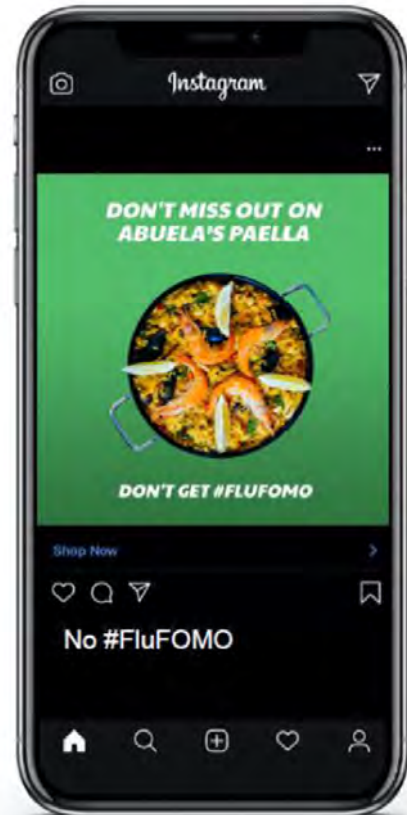
As many as 45 million Americans get sick from the flu each season. Getting a flu shot protects you and those around you from the flu—which is more important than ever this year, amid the COVID-19 pandemic.



# New Ad Council “sub-campaign” Flu FOMO

## social media

**Copy:** Don't get #FluFOMO. The time is now to get a flu shot and you can even get it at the same time as your COVID-19 vaccine if you want. Get your flu shot today so the flu doesn't keep you away from your loved ones this season.



# Ad Council Toolkit

- Campaign Toolkit
  - Radio, TV, Out of Home, and Web PSAs
  - Key Messages & Social Media Graphics
- **English web site:**  
<https://getmyflushot.org/>
- **Spanish web site:**  
<https://vacunatecontralainfluenza.org/>



# Health Plan Perspectives



## **Bob Frantz**

Senior Director for  
Medicaid/MMP Member  
Engagement and Analytics,  
Aetna





**Jamie Galbreath**

Quality Improvement  
Associate Director, UCare



**Monica Gossett**

Community Outreach  
Manager, UCare



# Questions and Answers

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# Thank You for Attending!

- The video replay and slide presentation will be available at: <https://www.resourcesforintegratedcare.com>
- Questions? Please email [RIC@lewin.com](mailto:RIC@lewin.com)
- Follow us on Twitter at [@Integrate\\_Care](https://twitter.com/Integrate_Care) to learn about upcoming webinars and new products!

## Webinar Evaluation Form

- Your feedback is very important! Please take a moment to complete a brief evaluation on the quality of the webinar. The survey will automatically appear on the screen approximately a minute after the conclusion of the presentation.
- We would also like to invite you to provide feedback on other RIC products as well as suggestions to inform the development of potential new resources:  
<https://www.research.net/r/MVGNWVJ>



# CDC Support and Resources: Online Resources

- Ways Health Departments Can Help Increase COVID-19 Vaccinations: <https://www.cdc.gov/vaccines/covid-19/health-departments/generate-vaccinations.html>
- How to Tailor COVID-19 Information to Your Specific Audience: <https://www.cdc.gov/vaccines/covid-19/hcp/tailoring-information.html>
- NIS Vaccine Confidence Dashboard: <https://covid.cdc.gov/covid-data-tracker/#vaccine-confidence>
- How to Talk About COVID-19 Vaccines with Friends and Family: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/talk-about-vaccines.html>
- How to Engage the Arts to Build COVID-19 Vaccine Confidence: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/art.html>
- How to Address COVID-19 Vaccine Misinformation: <https://www.cdc.gov/vaccines/covid-19/health-departments/addressing-vaccine-misinformation.html>
- Myths and Facts About COVID-19 Vaccines: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html>

# Additional CDC Resources

- Campaign and Social Media Toolkits
  - Campaign Toolkit: <https://www.cdc.gov/flu/resource-center/toolkit/index.htm>
  - 'I Get It' Campaign Resources: <https://www.cdc.gov/flu/resource-center/i-get-it.htm>
  - Social Media Toolkit: <https://www.cdc.gov/flu/resource-center/toolkit/social-media-toolkit.htm>
- Key Consumer Web Resources
  - Know Your Flu Risk: Adults with Chronic Health Conditions: <https://www.cdc.gov/flu/highrisk/chronic-conditions.htm>
  - What You Need to Know for 2021-22 Flu Season: <https://wwwdev.cdc.gov/flu/season/faq-flu-season-2021-2022.htm>
  - The Difference between Flu and COVID-19: <https://www.cdc.gov/flu/symptoms/flu-vs-covid19.htm>
  - CDC Vaccine Finder: <https://www.vaccines.gov/find-vaccines/>
- Videos
  - No Time for Flu: <https://www.youtube.com/watch?v=cl7wNuU5IIU>
  - Roll Up Your Sleeve for Your Annual Flu Vaccine: [https://www.youtube.com/watch?v=02ICysV\\_t1E](https://www.youtube.com/watch?v=02ICysV_t1E)
  - Flu Can Be Very Serious – Flu Vaccine Protects: <https://www.youtube.com/watch?v=cGDJLgaAIVo&list=PL0E50E20C63FC98D0&index=55>
- Multi-Language Resources
  - Multi-Language Factsheets: <https://www.cdc.gov/flu/resource-center/freeresources/multi-language-factsheets.html>
  - Spanish Communication Resources: <https://www.cdc.gov/flu/resource-center/spanish-communication/index.html>

# Additional Resources

- Healthcare Provider Resources
  - Seasonal Influenza Vaccination Resources for Health Professionals: <https://www.cdc.gov/flu/professionals/vaccination/index.htm>
  - Vaccination Guidance During a Pandemic: <https://www.cdc.gov/vaccines/pandemic-guidance/index.html>
  - CDC Fight Flu Toolkit: <https://www.cdc.gov/flu/professionals/vaccination/prepare-practice-tools.htm>
  - Free print materials: <https://www.cdc.gov/flu/resource-center/freeresources/print/index.htm>
- UCare's Preventive Health TV Shows
  - 3 Hmong TV: [https://www.youtube.com/watch?v=Oe9brpx\\_uzE](https://www.youtube.com/watch?v=Oe9brpx_uzE)
  - Somali N TV: <https://www.facebook.com/WellShare/posts/10159178857052420>

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