

MID-TERM PROGRESS REPORT

JULY TO DECEMBER 2012

**Adult Immunization Special Project
2012-2013**



OVERVIEW

In July 2012, 32 of Oregon's 36 local health departments (LHDs) began work on the Adult Immunization Special Project, which is sponsored by the Centers for Disease Control and Prevention/National Center for Immunizations and Respiratory Diseases, through the Prevention and Public Health Fund. The purpose of this project is to strength the state's adult immunization infrastructure through the following five objectives. LHDs are to:

1. Establish partnerships with pharmacies to initiate or increase the number of doses of influenza and/or Tdap immunizations given to adults by 10% or more compared to the pharmacies' 2011-2012 baselines.
2. Develop or improve relationships with non-healthcare employers with at least 50 employees with the goal of offering at least one employee influenza or Tdap adult vaccination event during 2012-2013.
3. Work with community health centers (CHCs) to expand their adult influenza and/or Tdap immunization services by at least one event or activity during 2012-2013.
4. Work with healthcare institutions to improve healthcare worker influenza vaccination rates with a goal of increasing coverage by 10% compared to the institutions' 2011-2012 baselines.
5. Work with long-term care facilities (LTCFs) to increase healthcare worker influenza vaccinations by 10% compared to facilities' 2011-2012 baselines.

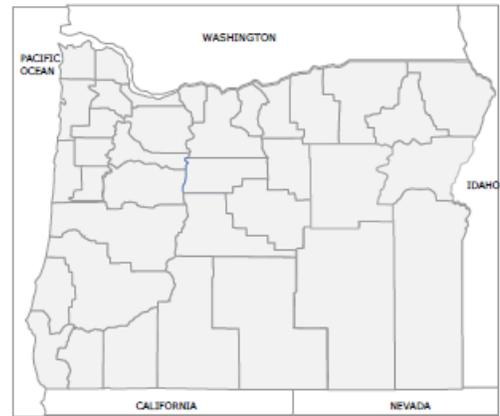
This progress report summarizes the work completed on the project by participating LHDs from July to December 2012, and its purpose is to give state and local project coordinators a high-level understanding of what was accomplished during the first six month and where the emphasis should be placed on the time remaining for the grant. It should be noted that LHDs were not required to meet any specific targets or deadlines by mid-term.

The data were compiled in two steps. The project's state coordinator gleaned information from LHDs' monthly reports and place it onto county data summary sheets. Local project coordinators then reviewed these summary sheets for accuracy and filled in any missing information.

The mid-term findings are presented in two sections. The first gives a statewide overview of project activities, and the second presents one to two page individual county progress reports. Not all of the project's process and outcome measures are presented here. For example, measures that reflect changes in rates or the number of immunizations given will be examined in the final report. (See project's evaluation plan for more information.) These will be addressed in the final project report.

STATEWIDE¹

- 3,831,074** = total Oregon population
- 2,491,754** = total population of participating counties
- 77.4** = percent adult population
- \$471,603** = project expenditures through 12/31/12
- 31 of 32** = number of LHDs submitting 6 of 6 reports



PARTNER ENGAGEMENT

- 1192** = Attempts required by LHDs to contact potential partners
- 744** = Potential partners contacted
- 582** = Partners engaged
- 831** = Meetings (in person or by phone) held with partners

Percent of Partners Engaged

LHDs engaged 78% of the partners they contacted in the adult immunization project. This high participation rate suggests that LHDs are well-regarded by these businesses, agencies, and institutions.

Table 1. PROGRESS TOWARD OBJECTIVES FOR ENGAGING PARTNERS

	Pharmacies	Employers	CHCs	Healthcare	LTCFs	All
Target number for engagement	117	116	78	117	116	544
Number engaged by LHDs at mid-term	65	170	48	116	95	494
% of goal met	56%	146%	62%	99%	82%	91%

Table 1 shows that:

- LHDs have exceeded the project objective of engaging 116 employers. Still requiring confirmation is that this number reflects employers with 50 or more employees.
- The project has nearly met its goal for engaging healthcare institutions
- The LHDs are on track for their work with long-term care facilities

¹ Lake, Klamath, Multnomah and Washington Counties did not participate in the project

- LHDs need to focus on engaging pharmacies and CHCs in the time remaining for the project. That the percentages for these two categories of partners were the lowest is not surprising because:
 - OIP experienced challenges around introducing the project to corporate-level representatives of chain pharmacies
 - Many LHDs reported they were waiting until spring 2013 to work with pharmacies
 - LHDs reported difficulties engaging their busy CHC partners

VACCINATION EVENTS

302 = vaccination clinics conducted (60% with employers)

2756 =Tdap shots administered

10,005 = flu shots administered

ALERT IIS ACTIVITIES

By mid-term:

- 18 demonstrations or trainings had been conducted
- 9 partners were given access to the system

OTHER PARTNERSHIP ACTIVITIES

- 1668 (~10%) of Oregon's special project 317 Tdap vaccine transferred from LHDs to partners
- 77 presentations
- 13 television or radio public service announcements released through 24 outlets
- 11 television or radio interviews through 18 outlets
- 12 newspaper articles in 16 outlets
- 13 LHDs used social media for promotions

Promotional & Educational Material Distribution

LHDs distributed:

- Posters to 48 partners
- Inserts and pamphlets to 42 partners
- Educational packets to 21 partners

TARGETS MET AT MID-TERM					
	Pharmacies	Large non-healthcare employers	Community Health Centers	Healthcare Institutions	Long-term Care Facilities
Baker		Met		Met	Met
Benton					Met
Clackamas		Met	Met		
Clatsop	Met				Met
Columbia					
Coos	Met	Met	Met		
Crook			Met		Met
Curry		Met	Met	Met	Met
Deschutes		Met	Met	Met	Met
Douglas	Met	Met	Met	Met	Met
Grant	Met	Met	na ¹		Met
Harney	Met	Met	na	Met	Met
Hood River/ North Central		Met		Met	
Jackson/Josephine					
Jefferson					
Lane					
Lincoln		Met			
Linn	Met	Met	Met	Met	
Malheur	Met	Met		Met	
Marion			Met		
Morrow		Met	Met	Met	Met
Polk	Met	Met			
Tillamook		Met		Met	Met
Umatilla		Met	Met	Met	Met
Union		Met	Met		
Wallowa	Met	Met	na	Met	Met
Wheeler	na	Met	Met	Met	Met
Yamhill		Met	Met		

¹na = not applicable; county does not have this partner within its jurisdiction

BAKER COUNTY

16,215 = total population

79.7 = % adults in total population

6 = monthly reports submitted by 12/31/12

28 = percent of funds spent by 12/31/12

0.1 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	2	2	2	2	2
Engaged	0	5	0	3	2
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>In progress</i>	<i>Met</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- One presentation on adult immunizations to an LTCF
- Ads placed in two outlets
- 10 vaccination clinics at which 194 flu shots were administered
- Promoted clinics using health department reader board

HIGHLIGHT

Working with local businesses and agencies in Baker County to educate the county about adult vaccinations

Major Challenges:

- A major challenge for the Baker County Health Department during the first 6 months of the grant has been staffing. In October BCHD had two staff members resign, a full time nurse and the administrator. Due to budget issues those positions were not able to be filled during this portion of the grant award.
- Pharmacies are not able to access internet sites and do not have access to Alert IIS to forecast vaccines due at the time of service.

Major Successes:

- Baker CHD was able to work with a total of 5 local businesses to offer flu vaccines to employees and 3 in-patient treatment facilities.
- A local coffee shop donated two gift certificates (\$20.00 each) to be given to LTCF partners to be raffled off for staff that have received a flu vaccine.

BENTON COUNTY

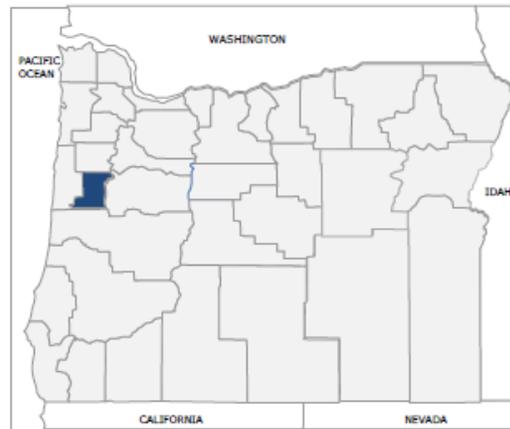
85,995 = total population

82.2 = % adults in total population

6 = monthly reports submitted by 12/31/12

15 = percent of funds spent by 12/31/12

0.8 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	4	4	1	4	3
Engaged	0	1	1	2	8
<i>Status</i>	<i>In progress</i>	<i>In progress</i>	<i>In progress</i>	<i>In progress</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- 4 presentations
- Media Campaign involving:
 - Radio PSAs released through six outlets
 - Bus ads
 - Flyers distributed to employers and healthcare
- Incentives for employers, CHCs, healthcare & LTCFs
- Provided CHC medical assistants with payment coding sheets
- Held competition among medical assistants to vaccinate patients for flu and Tdap
- 13 vaccination clinics at which 282 flu shots were administered

HIGHLIGHTS

**Worked with Samaritan Health Services' Employee Health & Safety Department to incentivize all employees (clinical, housekeeping, and business staff) for flu vaccination.*

**First time to engage and provide immunization education to large dental practice in Benton County*

**Media campaign "Flu: It's not too late"*

Major Challenges:

- Health care clinics (Corvallis Clinic, Corvallis Family Medicine, Philomath Family Medicine and larger long term care facilities) already had systems in place to immunize employees and did not need assistance.
- Working through corporate pharmacies

Major Successes:

- Building relationship with Samaritan Health Service's Health and Safety Department with over 5,000 staff impacted.

CLACKAMAS COUNTY

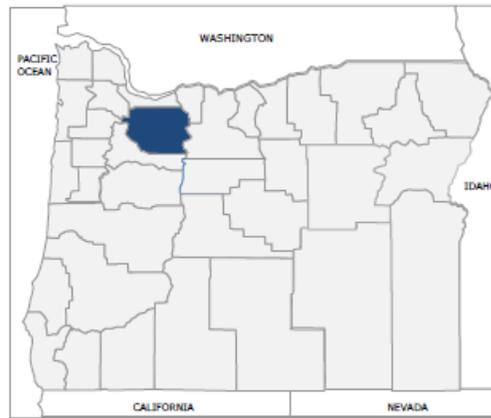
378,480 = total population

76.5 = % adults in total population

6 = monthly reports submitted by 12/31/12

17 = percent of funds spent by 12/31/12

.81 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	10	10	3	10	10
Engaged	4	11	3	5	7
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>Met</i>	<i>In progress</i>	<i>In progress</i>

ACTIVITIES WITH PARTNERS

- 5 presentations to one LTCF and four employers
- Article in Clackamas Dental Society Quarterly Newsletter
- Flyers, posters, and other education material distributed
- Healthcare Toolkit developed for healthcare partners
- Incentives for employers, CHCs, LTCFs
- 1010 doses of special project 317 Tdap vaccine transferred to partners
- 16 clinics held at which 16 Tdap and 521 flu shots were administered

HIGHLIGHTS

- *Reaching out to new or overlooked partners*
- *Ability to provide needed resources to clinics and staff*
- *Building infrastructure and new vaccine promotion campaigns in LTC facilities*

Major Challenges:

- Working with healthcare providers. Serious lack of interest on behalf of healthcare institutions in our county since most provide vaccine and have established plans
- Challenges with the knowledge of insurance coverage or types of coverage within employers

Major Successes:

- Expansion of Kaiser coverage to school district employees.
- Walgreens partnership for community clinics.
- Had success pairing with healthcare partners for community clinics. More of a focus on community and population outreach is better.

CLATSOP COUNTY

37,145 = total population

79.5 = % adults in total population

6 = monthly reports submitted by 12/31/12

47 = percent of funds spent by 12/31/12

0.3 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	3	3	2	3	3
Engaged	3	2	1	2	3
<i>Status</i>	<i>Met</i>	<i>In progress</i>	<i>In progress</i>	<i>In progress</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- Conducted a community assessment survey of vaccine providers
- Presentations given to an employer and LTCF
- ALERT IIS demonstrated for two partners and access gained for one
- Radio PSAs distributed through four outlets
- Two press releases issued
- News articles in two outlets
- Billboards posted in partnership with Columbia Medical Hospital
- Ads released in partnership with Providence and Columbia Medical
- Flyers and posters distributed to all partners
- One clinic held at which 8 Tdap and 25 flu vaccinations were administered

HIGHLIGHT

Large hospitality owner organized consortium of businesses to provide vaccination outreach to low wage uninsured employees

Major Challenges:

- Local pharmacies do not have internet access and are unable to use the ALERT IIS for forecasting
- Hospital occupational health databases do not connect with the ALERT IIS
- Contacting potential partners
- Convincing employers of return-on-investment for vaccinations

Major Successes:

- Work with large hospitality owner

COLUMBIA COUNTY

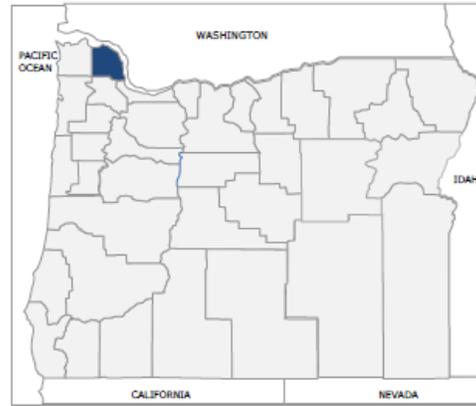
49,625 = total population

76.7 = % adults in total population

6 = monthly reports submitted by 12/31/12

19 = percent of funds spent by 12/31/12

0.2 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	3	3	2	3	2
Engaged	0	1	1	0	0
<i>Status</i>	<i>In progress</i>				

ACTIVITIES

- Three Tdap and flu vaccination clinics held

HIGHLIGHT

One of the flu/tdap clinics held by public health was for a private employer at a local nursery for uninsured workers. We travelled to their site to vaccinate workers on their break time at work. Over 50 immunizations were given.

Major Challenges:

- Project presents a new way of partnering in the community, which takes a lot of thought to come up with objectives to meet the goals
- Unresponsive potential partners

Major Successes:

- Increased partnering with pharmacies and encouragement of the use of ALERT IIS to log immunizations.

COOS COUNTY

62,960 = total population

80.9 = % adults in total population

6 = monthly reports submitted by 12/31/12

61 = percent of funds spent by 12/31/12

0.5 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	4	3	2	4	4
Engaged	4	7	2	2	2
<i>Status</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>In progress</i>	<i>In progress</i>

ACTIVITIES WITH PARTNERS

- Created two TV PSAs with Bay Area Hospital
- Distributed flyers and posters to pharmacies, CHCs, healthcare and LTCFs
- Gift cards used as incentives for Bay Area Hospital employees
- Conducted 8 clinics at which 93 Tdap and 357 flu shots were administered

HIGHLIGHTS

**Conducting two vaccination clinics at the Bay Area Hospital. The hospital was very appreciative*

** Creating two TV spots*

Major Challenges:

- No response to numerous calls, voice messages, and emails.

Major Successes:

- Off site clinics for flu and Tdap vaccinations
- Set up immunization referral process between Safeway and the health department for uninsured adults
- Set up an agreement between Coos County and Pacific Source insurance that would allow the health department to vaccinate First Response call center employees

CROOK COUNTY

20,855 = total population

78.5 = % adults in total population

6 = monthly reports submitted by 12/31/12

21 = percent of funds spent by 12/31/12

0.4 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	3	3	1	3	3
Engaged	3	3	1	0	3
<i>Status</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>In progress</i>	<i>Met</i>

ACTIVITIES

- One presentation to a long-term care facility
- Trained a pharmacy on the ALERT IIS
- Ads for clinics distributed through four outlets
- Article in an employer’s newsletter
- Flyers and posters distributed to all partners except CHCs
- Informational inserts in prescription bags
- 30 doses of special project 317 vaccine transferred to partners
- Conducted 5 clinics at which 133 Tdap and 312 flu shots were administered

HIGHLIGHTS

**Increased communication with community partners.*

**Increased access for uninsured adults to obtain vaccination.*

**Viewed as local expert and resource.*

Major Challenges:

- Misinformation about vaccines (wives tales, online info, etc)

Major Successes:

- Collaborating with community partners in education, distribution, and administration of vaccines to adults.

CURRY COUNTY

22,335 = total population

84.4 = % adults in total population

6 = monthly reports submitted by 12/31/12

80 = percent of funds spent by 12/31/12

0.2 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	2	2	3	2	2
Engaged	0	6	3	2	2
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>

ACTIVITIES

- Three presentations given to two employers and one LTCF
- One radio PSA distributed through two outlets
- Articles in two newspapers
- Flyers and posters distributed to employers, healthcare and LTCFs
- Ten doses of special project Tdap vaccine transferred to Curry General Hospital
- 16 clinics held at which 44 Tdap and 769 flu shots were administered

HIGHLIGHTS

**Partners working well together*

**High number of vaccines given*

Major Challenges:

- Recruitment and retention of project staff and staff time
- Pharmacies not interested at the time contacted
- Education of clients in WIC and Women's Health Clinic to importance of Tdap for family members
- Running of PSA's in local papers with local papers downsizing and going to social media

Major Successes:

- Able to offer Tdap and other vaccines at same time
- Develop working relationships with more long term care facilities to immunize staff
- Create new relationships with day cares and Community College

DESCHUTES COUNTY

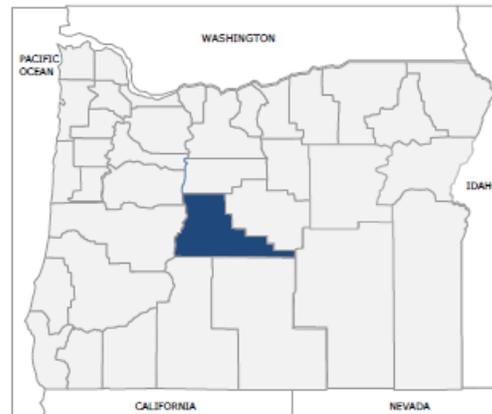
158,875 = total population

77.2 = % adults in total population

6 = monthly reports submitted by 12/31/12

47 = percent of funds spent by 12/31/12

0.8 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	6	6	2	6	6
Engaged	0	12	2	29	6
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- 6 presentations to one employer, 4 healthcare institutions & 1 LTCF
- Agreement by a mass vaccinator to use the ALERT IIS
- Press releases to all local media
- Newspaper article in the Bend Bulletin
- TV interview about flu and pertussis
- Radio interview with Bend Broadband
- Flyers, posters, inserts, educational packets and postcard clinic advertisements distributed to employers, CHCs, healthcare institutions, and LTCFs
- Incentive program set up with St. Charles Hospital, Bend Memorial Clinic, and High Lakes Clinics
- 32 clinics conducted at which 1035 Tdap and 1886 flu vaccinations were administered

HIGHLIGHT

We established new relationships with community partners to increase awareness and uptake of Tdap and flu vaccinations

Major Challenges:

- Extensive work with insurance companies to address coverage of vaccinations for employees
- Extra work required of DCHD staff for entering data into ALERT since one flu provider does not do this
- Making inroads with organizations where staff is overworked and vaccines are a low priority (such as long-term care facilities)

Major Successes:

- Improved the business process around adult immunizations for BMC and HealthWise, including ensuring insurance coverage for employees and having BMC offer Tdap to other interested employer groups
- Established new relationships with CHCs and LTCFs
- An LTCF offered a free onsite flu clinic to their employees for the first time
- Increased our relationships with health care providers; worked closely during flu season this year due to these improved relationships.

DOUGLAS COUNTY

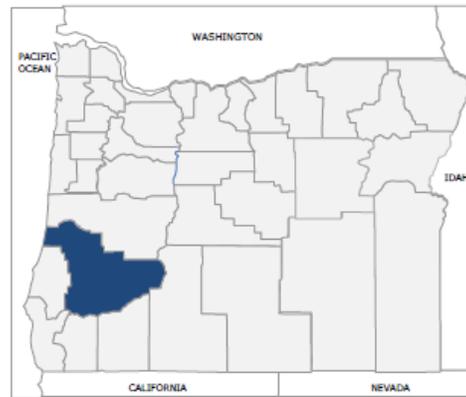
107,795 = total population

80.0 = % adults in total population

6 = monthly reports submitted by 12/31/12

35 = percent of funds spent by 12/31/12

1.0 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	6	6	2	6	6
Engaged	6	6	2	6	7
<i>Status</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- Presentation to seniors at Festival of Trees
- Demonstrated ALERT IIS to 2 healthcare institutions
- Enrolled two healthcare institutions in ALERT IIS
- Trained 3 pharmacies and two healthcare institutions on ALERT IIS
- Newspaper article and Op-Ed piece in The News Review
- TV and radio interviews with local channels
- Blog for the general public
- Media campaign conducted with four pharmacies
- PSA on movie theatre ad reels
- Flyers, posters, inserts and other educational materials distributed to all partners
- 150 doses of special project 317 Tdap transferred to partners
- Nine clinics conducted at which 86 Tdap and 267 flu vaccinations were administered

HIGHLIGHTS

**Greatly increased awareness among business, child care worker, educator, homeless and healthcare communities of the dangers of pertussis and the importance of Tdap*

** Increased Tdap vaccination rates and availability of Tdap*

Major Challenges:

- Large chain pharmacies do not have the S code in their IT systems to document the special 317 Tdap vaccine, requiring LHD staff to input vaccine administration data

Major Successes:

- Created a contract with Pacific Source so that First Call Resolution employees could be vaccinated
- Convinced a hospital Infection Control nurse, who had not received a flu vaccine herself in many years, to hold employee flu vaccination clinic

GRANT COUNTY

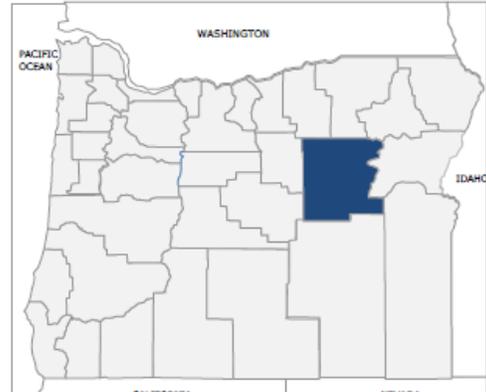
7,450 = total population

81.2 = % adults in total population

6 = monthly reports submitted by 12/31/12

12 = percent of funds spent by 12/31/12

0.1 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	1	1	na	3	1
Engaged	1	2	na	2	2
<i>Status</i>	<i>Met</i>	<i>Met</i>	<i>na</i>	<i>In progress</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- Helping hospital gain access to ALERT IIS
- Four vaccination clinics at which 6 Tdap and 104 flu shots were administered

HIGHLIGHTS

**Getting the information on the project out to the community and building relationships with potential partners.*

**Research and learning what systems are already in place and how the efforts of the project can enhance those initiatives and/or address barriers and challenges*

Major Challenges:

- Local project lead learning her role as the coordinator; no prior experience with immunizations.
- Learning who the contacts and potential partners are and how to reach them
- Data collected at vaccine clinics is incomplete for tracking purposes

Major Successes:

- Gaining an understanding as to what the goals of the project are and how to communicate these objectives to community partners.
- Have outlined some activities and allocation of the remaining funds and have more focused objectives.

HARNEY COUNTY

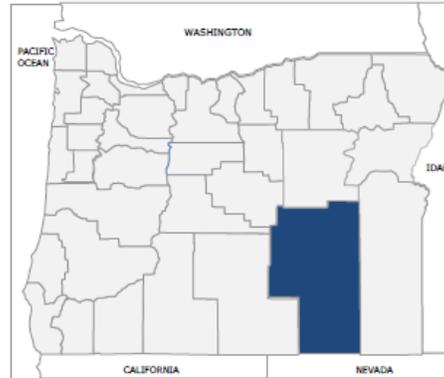
7,375 = total population

77.9 = % adults in total population

6 = monthly reports submitted by 12/31/12

12 = percent of funds spent by 12/31/12

0.5 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	1	1	na	1	1
Engaged	2	2	na	1	4
<i>Status</i>	<i>Met</i>	<i>Met</i>	<i>na</i>	<i>Met</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- Worked on a community education panel with the hospital
- Radio PSAs aired through two outlets
- Press release developed and distributed
- Radio interviews on two stations
- County website updates
- Flyers and posters distributed to healthcare partners, pharmacies and employers
- Educational inserts placed in prescription bags
- Monthly drawing for hospital employees who were vaccinated
- Seven clinics were conducted at which 17 Tdap and 350 flu shots were administered
- Monitored flu vaccine supply with neighboring county, a local clinic and pharmacies during peak of the influenza season

HIGHLIGHT

Providing flu shots for our incredibly rural and isolated communities. Some parents told us that they would not have given their kids flu shots had we not gone out there.

Major Challenges:

- Giving our pharmacy partner support...I spoke with them several times to see if they needed anything, they always said they were fine with what they had, just wanted more awareness in the community of the importance of vaccinations. I think that message was disseminated well, considering we had a potential whooping cough case, which spurred adults to get their shot, along with the news of the flu season being so bad. Also, working on this totally alone, I did not really have the support I felt I needed to do more in the community. I am juggling multiple big projects, so coming up with ideas was sometimes hard.

Major Successes:

- Creating the partnerships and outreach was very successful. Not only do our partners understand why we're here and what we can offer, but more people in the community understand the role of public health for distributing immunizations.

JACKSON & JOSEPHINE COUNTIES

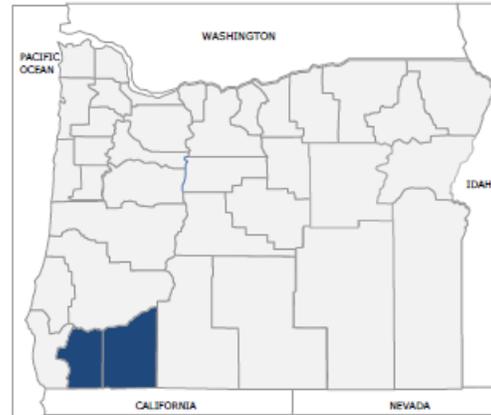
286,770 = total population

78.7 = % adults in total population

6 = monthly reports submitted by 12/31/12

16 = percent of funds spent by 12/31/12

0.8 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	12	12	7	12	12
Engaged	0	5	5	4	1
<i>Status</i>	<i>In progress</i>				

ACTIVITIES WITH PARTNERS

- Seven presentations given to two employers, one healthcare facility and one long-term care facility
- TV PSA aired on two outlets
- One news article in the Mail Tribune
- Multiple TV interviews with local news channels during the flu season
- Facebook status updates
- Flyers, posters, pamphlets, print materials and immunization bags distributed to the public, employers, CHCs, healthcare institutions and LTCFs
- Gift cards and incentives used for employers and healthcare institutions
- 100 doses of special project 317 Tdap vaccine transferred to a healthcare partner
- 3 vaccination clinics with employers at which 38 Tdap and 44 flu shots were administered

HIGHLIGHTS

**The messaging is being refined and honed to target our specific populations*

**Partnerships are strengthening and the potential for more outreach and engagement this fall is higher*

Major Challenges:

- A late start (mid-October) to the project meant a number of potential partners had already conducted their own clinics and were disinterested in pursuing additional clinics for Tdap.
- Overwhelming lack of interest in immunizations and their perceived risk in communities. I think the Community Readiness Model would put some areas firmly in the vague awareness and denial stages. While some key leadership identifies vaccination as a prudent public health policy, the community at large seems disinterested in hearing it. I have been left on more than one occasion feeling I am either preaching to the choir or being summarily dismissed.

Major Successes:

- Pacific Source contract renegotiated with Jackson County Health Department to assure reimbursement and coverage for Tdap.

JEFFERSON COUNTY

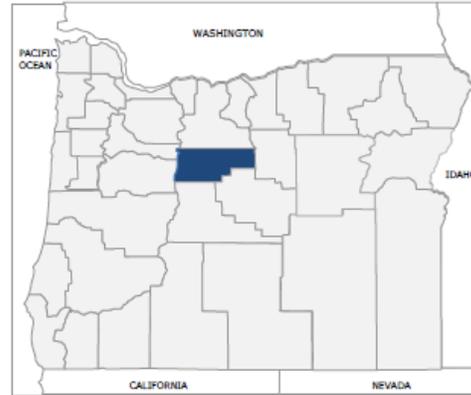
21,845 = total population

75.0 = % adults in total population

6 = monthly reports submitted by 12/31/12

50 = percent of funds spent by 12/31/12

0.25 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	3	3	1	3	3
Engaged	2	0	0	0	1
<i>Status</i>	<i>In progress</i>				

ACTIVITIES WITH PARTNERS

- Presentation to an employer about staff vaccination policies
- Assisting pharmacy partner with gaining access to ALERT IIS
- Developed screening protocols for special project 317 vaccine

HIGHLIGHT

Local pharmacy that does flu clinics for assisted living facilities, school districts, and many businesses will order Tdap vaccine. If the facility or school district wants Tdap, they have agreed it can be offered at next year's flu clinics.

Major Challenges:

- Change of ownership in the hospital, closing of one of the PCP clinics and relocation plans for one of the others has tied up many potential partners. It is difficult to get anyone to talk on the phone a few minutes, even more challenging to get e-mails returned and impossible to get people to agree to in person meetings.

Major Successes:

- A pharmacy agrees to order Tdap.

LANE COUNTY

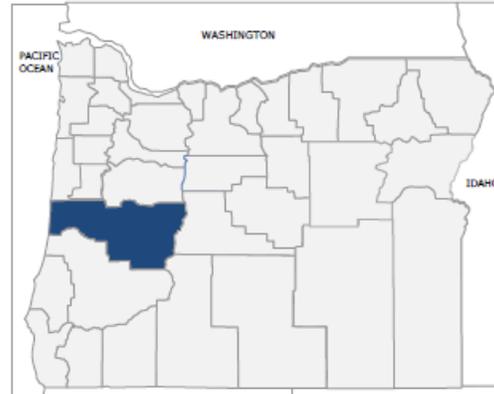
353,155 = total population

80.2 = % adults in total population

6 = monthly reports submitted by 12/31/12

23 = percent of funds spent by 12/31/12

1.25 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	10	10	8	10	10
Engaged	2	5	4	3	8
<i>Status</i>	<i>In progress</i>				

ACTIVITIES WITH PARTNERS

- 10 presentations to 9 LTCFs and one employer
- Demonstrated the ALERT IIS to one pharmacy, trained community College health center staff on the system and began conversation with a healthcare institution on barriers to its use
- Implemented media plan to recognize businesses & pharmacies that offered worksite Tdap/flu vaccinations to employees
- Lane Immunization Day event promoted through TV and radio PSAs, press releases, newspaper articles, TV and radio interviews, ads in a local paper, social media
- Bus ads ran from late October to late December
- Postcards distributed for a Centro Latino American event
- Flyers, posters, educational packets, print materials distributed to employer, healthcare and LTCF partners
- Incentives used during Lane Immunization Day and business networking events
- 13 vaccination clinics held with at which 371 Tdap and 992 flu vaccinations were administered

HIGHLIGHTS

- *Increased vaccine availability to vulnerable populations: uninsured Latinos, homeless population, low-income community members*
- *Participation in two business networking events, talking to many individuals about immunization benefits for employee health*
- *First year that Tdap offered to Lane County employees at annual Health & Wellness Fair*
- *Developed & strengthened community partnerships to support adult immunization activities*
- *Positive reception from LTCFs to onsite visits & suggestions*

LANE COUNTY, continued...

Major Challenges:

- Delay in hiring RN to lead project slowed project progress
- “Selling” the benefits of flu/Tdap immunization clinics for employees to businesses
- Coordinating set-up of worksite clinics with business, pharmacy, insurance

Major Successes:

- Lane Immunization Day event: engaged many community partners (Pharmacy, Lane Transit District, KEZI, Trillium, Lane nursing students)
- Increased community awareness of Tdap through media campaign and individual contacts
- Implementation of nurse-only immunization appointments with Public Health Nurse at Riverstone CHC
- Decision to implement an Immunization Policy for Lane County Health & Human Services HCWs
- LCPH ensured that community members had access to flu vaccine during the late season shortage, by checking in with pharmacies and providers and sharing that information. LCPH frontline staff triaged patients to make sure children could receive Vaccines for Children stock here. Lane County purchased hundreds of flu doses to keep PH and CHC clinics supplied and helped broker vaccine for other clinics.

LINCOLN COUNTY

46,155 = total population

82.6 = % adults in total population

6 = monthly reports submitted by 12/31/12

53 = percent of funds spent by 12/31/12

1.4 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	3	3	6	3	3
Engaged	0	4	2	1	1
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>In progress</i>	<i>In progress</i>	<i>In progress</i>

ACTIVITIES WITH PARTNERS

- 35 doses of special project 317 Tdap vaccine transferred to partners
- 6 clinics held at which 751 flu vaccinations were administered

HIGHLIGHT

Hiring of Program Manager in December to oversee the project

Major Challenges:

- No staff to oversee the project

LINN COUNTY

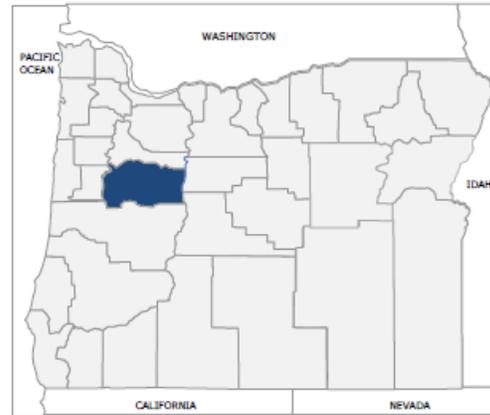
117,340 = total population

75.9 = % adults in total population

6 = monthly reports submitted by 12/31/12

52 = percent of funds spent by 12/31/12

0.57 = FTE assigned to the project



Status of project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	6	6	1	6	6
Engaged	6	8	1	6	5
<i>Status</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>In progress</i>

ACTIVITIES WITH PARTNERS

- Three presentations to LTCFs
- Partnered with Sanofi flu team on an influenza presentation
- Radio PSA on Tdap and pertussis
- Newspaper article in about adult grant in Albany Democrat Herald
- Flyers and posters distributed to pharmacy, employer, healthcare and LTCF partners
- Educational inserts distributed through prescription bags
- Gift card incentives used for employees of large non-healthcare employers, healthcare institutions and LTCFs
- 19 clinics held at which 31 Tdap and 597 flu shots were administered

HIGHLIGHT

Partnering with a variety of organizations all with a common goal

Major Challenges:

- Communication, especially with pharmacies that are part of a major corporation. It would have been helpful if the corporate offices had knowledge about the grant and were able to notify the local pharmacies in advance of our contacting them.

Major Successes:

- “Lucky Number Flusday” with area BiMarts was really great, able to bring together corporation, local public health and area college to join forces to vaccinate the public
- Partnered with Benton County to present project to Good Samaritan Regional Medical Center
- An LTCF reported an increase in their employee flu vaccination rate from 48% in 2011 to 75% in 2012 after presentation and incentives by the health department

MALHEUR COUNTY

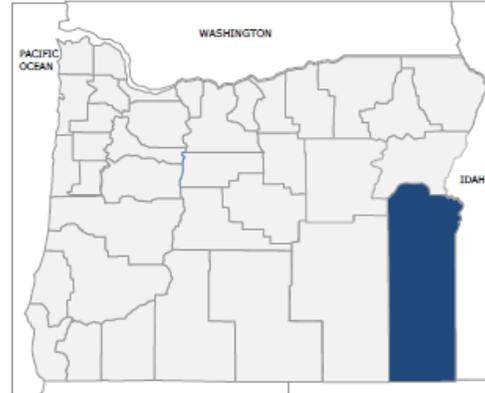
31,445 = total population

74.6 = % adults in total population

6 = monthly reports submitted by 12/31/12

34 = percent of funds spent by 12/31/12

0.5 = FTE assigned to the project



Status of project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	3	3	4	3	3
Engaged	5	7	3	4	2
<i>Status</i>	<i>Met</i>	<i>Met</i>	<i>In progress</i>	<i>Met</i>	<i>In progress</i>

ACTIVITIES WITH PARTNERS

- Two partners attended OIP's Flu Summit
- Partnered with Sanofi Pasteur on a presentation about the administration of intradermal flu vaccines; audience included two employer and three healthcare partners
- Newspaper article and clinic ads in the Argus Observer
- Flyers, pamphlets, print materials and vouchers distributed to CHC and healthcare partners
- Incentives used in weekly raffle for employees who received flu shot
- 12 clinics held at which 59 Tdap and 190 flu shots were administered

HIGHLIGHT

*Established the
Treasure Valley
Immunization Coalition*

Major Challenges:

- The local pharmacists have small numbers of staff making it difficult for them attend the coalition meetings. However, they are interested in the goals and activities of the coalition. We plan to continue to have open communication with the pharmacies and keep them apprised of the coalition activities. We will continue to share information to ensure our community immunization needs are being met.
- Large businesses who employ migrant workers found cost prohibitive to provide flu vaccination to the employees.
- The general public believes vaccine myths or do not consider vaccination a high priority.

Major Successes:

- The development of the Treasure Valley Immunization Coalition.
- The success of the free flu clinics for those without insurance.
- Increase in flu vaccination rates of health care providers at MCHD, VFHC, and St. Alphonsus hospital.
- Increased partnership between immunization providers

MARION COUNTY

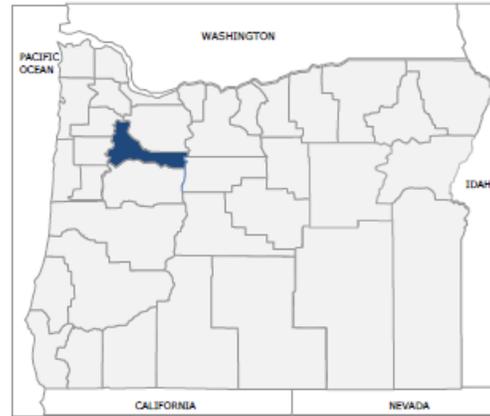
318,150 = total population

73.7 = % adults in total population

6 = monthly reports submitted by 12/31/12

27 = percent of funds spent by 12/31/12

0.6 = FTE assigned to the project



Status of project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	10	10	6	10	10
Engaged	3	5	6	8	7
<i>Status</i>	<i>In progress</i>	<i>In progress</i>	<i>Met</i>	<i>In progress</i>	<i>In progress</i>

ACTIVITIES WITH PARTNERS

- Eight presentations with 2 employers, 3 healthcare institutions, 3 long-term care facilities
- Educational meeting with county Immunization Coalition about the grant, flu and Tdap vaccine
- Educated 4 pharmacies on how to forecast vaccinations using the ALERT IIS
- TV broadcast of presentation on flu to county Board of Commissioners
- Media campaign developed and implemented with three area hospitals
- Flyers, posters, educational packets and information distributed to pharmacies, employers, healthcare institutions and LTCFs
- Technical assistance and information on mass vaccinations and best practices given to two healthcare partners
- Incentives given to hospital champions and vouchers to a family medicine practice
- 198 doses of special project 317 Tdap vaccine distributed to 7 partners
- 10 clinics conducted at which 266 Tdap vaccinations were administered

HIGHLIGHTS

**Numerous connections with community partners have been made.*

**Connection made with the FQHC so that they can give the Tdap at their offices*

**Policy changes at Lancaster Family Medical and Salud*

MARION COUNTY, continued...

Major Challenges:

- Holding clinics where health insurance had to be dealt with.
- Find employers with 50 or more employees that did not have health insurance

Major Successes:

- New connections with long-term care facilities
- Working with pharmacies to look up people in Alert before giving vaccine and offering all shots due

MORROW COUNTY

11,270 = total population

72.0 = % adults in total population

6 = monthly reports submitted by 12/31/12

83 = percent of funds spent by 12/31/12

0.8 = FTE assigned to the project



Status of project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	2	2	1	1	2
Engaged	1	2	1	1	2
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- Two presentations to the Morrow County School District
- Tips given to a pharmacy partner on searching for and entering data into the ALERT IIS
- Radio PSA aired, press release distributed, and two newspaper articles published
- Three different ads placed in local newspaper
- Gift incentives used at a pharmacy kick-off clinic
- Flyers, educational materials and informational packets distributed to a pharmacy, 10 school sites in two school districts, and 4 Head Starts
- 33 clinics conducted at which 154 Tdap and 978 flu vaccinations were administered

HIGHLIGHT

Strengthened partnership with the Morrow County School District. Public Health is now regularly invited to attend the monthly Administrative meetings.

Major Successes:

- Morrow County Public Health has provided off-site Influenza clinics at various sites throughout the Influenza season for the past several years. We also routinely take Pneumovax and have actively promoted Tdap vaccination since Morrow County experienced a pertussis outbreak locally during FY 2005-2006.

NORTH CENTRALHEALTH DISTRICT AND HOOD RIVER COUNTIES

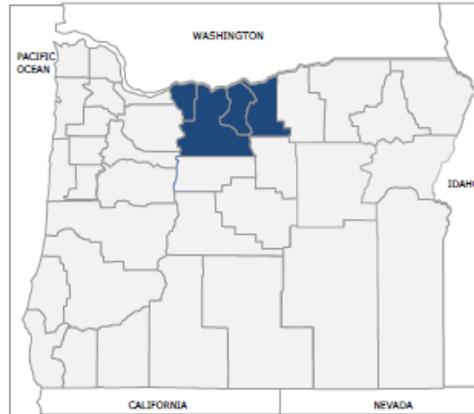
28,945 = total population

77.3 = % adults in total population

6 = monthly reports submitted by 12/31/12

22 = percent of funds spent by 12/31/12

1.0 = FTE assigned to the project



Status of project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	6	6	8	6	6
Engaged	2	10	5	17	3
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>In progress</i>	<i>Met</i>	<i>In progress</i>

ACTIVITIES WITH PARTNERS

- Needs assessment conducted of all potential partners
- 8 presentations given to 5 employers, one healthcare partner, and 2 LTCFs
- Worked at the corporate level to gain access to ALERT IIS for a local pharmacy
- Helping one medical clinic gain access to ALERT IIS and informed another about the system's training modules
- Newspaper article published in Hood River News
- Radio interview on a local station
- Flyers, posters, pamphlets, educational packets and print materials distributed to partners
- Set up referral process between local pharmacy and a health clinic
- 65 doses of special project 317 Tdap vaccine transferred to 4 partners
- 33 clinics conducted at which 113 Tdap and 396 flu vaccinations were administered

HIGHLIGHTS

**The amount of education disseminated to the public about the need for flu and Tdap vaccines, and dispelling common myths and misconceptions.*

**Vaccinating many people with flu vaccine for the very first time.*

NORTH CENTRAL HEALTH DISTRICT AND HOOD RIVER COUNTIES, continued...

Major Challenges:

- The minimalist support from the Oregon Nurses Association towards project goals dampens some health care workers support as well.
- The lack of trust and antigovernment opinions regarding vaccines and the need for them, among some in the rural communities.
- It might have worked out better if all the corporate pharmacies were “enlightened” about the grant at the beginning; they could then have transferred information to their pharmacies; they may have had suggestions for partnering; the individual pharmacists are so busy and overworked (their report) that they don’t want to add anything to their schedule (many are already working overtime regularly)
- Sending the data summary sheets out at the beginning as a working notebook to be filled in as the project unfolds
- I don’t think the numbers capture all that we are doing, by talking with people we are providing positive outreach for our health departments and providing so much public education (educational information was disseminated to almost all contacts even when they didn’t become partners)
- It would have been interesting to have the grant project promoted in the statewide news media as a state-wide program

Major Successes:

- Dispelling misperceptions re influenza and pertussis (and vaccines) among greater numbers throughout the community.
- Creating a more positive image for the local health departments within their respective communities (people like to see the health department working for them)

POLK COUNTY

75,965 = total population

75.7 = % adults in total population

6 = monthly reports submitted by 12/31/12

13 = percent of funds spent by 12/31/12

0.5 = FTE assigned to the project



Status of project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	4	4	1	4	4
Engaged	5	6	0	0	0
<i>Status</i>	<i>Met</i>	<i>Met</i>	<i>In progress</i>	<i>In progress</i>	<i>In progress</i>

ACTIVITIES WITH PARTNERS

- Press release distributed about flu and Tdap vaccinations
- Flyers, posters and pamphlets distributed to employers and LTCFs
- 30 doses of the special project 317 Tdap vaccine distributed to partners
- Two vaccination clinics held at which 35 Tdap and 102 flu shots were administered

HIGHLIGHTS

**We were able to schedule two clinics for organizations that wouldn't have otherwise been able to offer this valuable service. *We partnered with the County jail to offer Tdap to inmates. *We developed new relationships with local businesses. *We increased awareness of the importance of flu and Tdap immunizations in the community. *We built a foundation for continued immunizations in years to come.*

Major Challenges:

- Our Adult Immunization Coordinator has ended employment with us to focus on nursing school. We have decided to continue the work with existing staff due to the short time period left in the grant cycle. This poses difficulties to continue with the momentum of the project without a dedicated staff person.

Major Successes:

- In the short time we have worked on this project, we have increased awareness and interest in adult immunizations. We feel we have built a foundation to continue with increased immunization rates for flu and Tdap in Polk County.

TILLAMOOK COUNTY

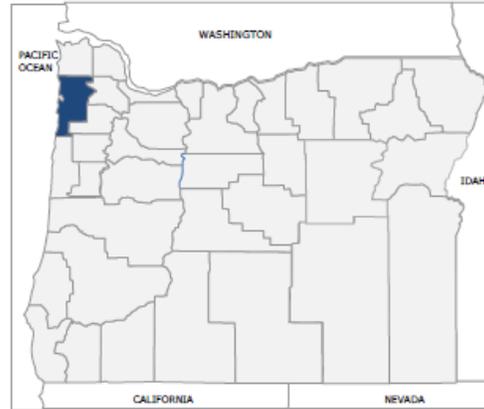
25,255 = total population

80.0 = % adults in total population

6 = monthly reports submitted by 12/31/12

51 = percent of funds spent by 12/31/12

0.2 = FTE assigned to the project



Status of project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	3	3	4	3	3
Engaged	2	14	2	10	3
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>In progress</i>	<i>Met</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- One radio interview with a local channel
- Flyers, posters, and print materials distributed to partners
- Food and refreshment incentives, awards and gift cards used For hospital employee vaccination events and at a local clinic
- 20 doses of special project 317 Tdap vaccine transferred to a partner
- Monitored flu vaccine supply with partners during peak of flu season
- 27 clinics held at which 175 Tdap and 509 flu vaccinations were administered

HIGHLIGHTS

**Having the ability to add Tdap to our arsenal of vaccines at off-site clinics. *Being able to provide the other community clinics with funding to do their own outreach to clients and health care workers and staff. *With more staff time to do clinics, where we are able to do outreach and education to folks as they come in for shots.*

Major Challenges:

- Lack of consistent funding to do off-site clinics like this to be able to provide additional vaccinations (Hep B, shingles, etc)
- Lack of staff ...Have more special projects like this!

Major Successes:

- Is that with a small group of staff in our PH dept, we can accomplish so many clinics throughout the county. We were able to provide Tdap vaccine to clients at the same time we were doing flu clinics. We got lots of positive feedback from clients about having the Tdap available and especially for those who had no money to pay for it, especially nice.

UMATILLA COUNTY

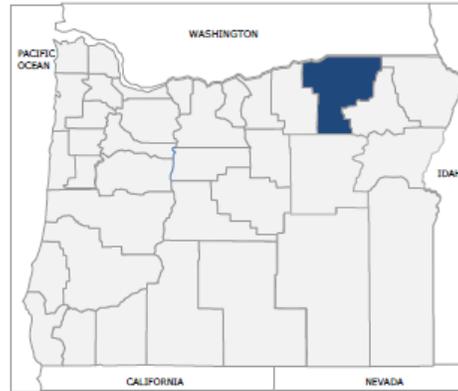
76,580 = total population

73.5 = % adults in total population

6 = monthly reports submitted by 12/31/12

30 = percent of funds spent by 12/31/12

0.4 = FTE assigned to the project



Status of project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	4	4	2	4	4
Engaged	3	26	2	5	14
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- Good Shepherd Healthcare System enrolled in the ALERT IIS
- Distributed flyers, posters pamphlets, print and other educational materials to all partners

HIGHLIGHTS

**Awareness of available resources through Public Health*

**Gaining and maintaining partnerships of previous and new locations*

Major Challenges:

- *Employers not seeing the need to educate employees on vaccinations.*
- *Not having the staff to enter information into alert.*

Major Successes:

- *Providing information that allows locations to distribute, post, and use at their convenience.*

UNION COUNTY

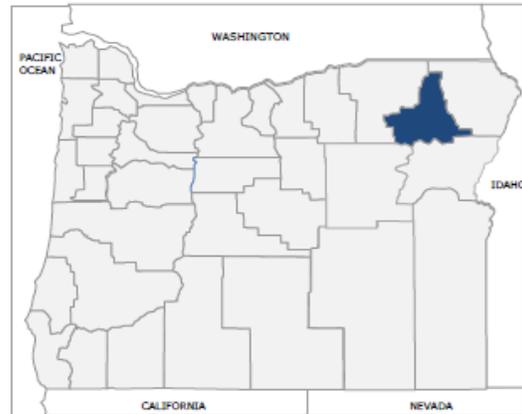
25,980 = total population

77.3 = % adults in total population

6 = monthly reports submitted by 12/31/12

13 = percent of funds spent by 12/31/12

0.05 = FTE assigned to the project



Status on project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	3	3	2	3	3
Engaged	0	4	2	2	0
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>Met</i>	<i>In progress</i>	<i>In progress</i>

ACTIVITIES WITH PARTNERS

- Presented on flu vaccine during nursing skills lab
- Radio PSA aired through Elkhorn Media
- Press release published in La Grande Observer
- Updated Facebook posts
- Flyers and promotional buttons distributed to employers, CHCs and healthcare partners
- Monitored vaccine supply and coordinated referrals with Partners during height of the flu season
- 6 clinics conducted at which 55 Tdap and 110 flu vaccinations were given

HIGHLIGHT

Being invited to present at "skills labs" for nurses at Grande Ronde Hospital and their Regional Medical Clinic

Major Challenges:

- It is REALLY difficult for staff to dedicate time to this work when they are constantly "pulled" into clinical/direct service responsibilities.
- Some partners do not see this as a priority.

Major Successes:

- We strengthened relationships with key partners like the hospital as a result of this grant.

WALLOWA COUNTY

6,995 = total population

80.8 = % adults in total population

6 = monthly reports submitted by 12/31/12

44 = percent of funds spent by 12/31/12

0.35 = FTE assigned to the project



Status of project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	1	1	na	1	1
Engaged	3	8	na	1	1
<i>Status</i>	<i>Met</i>	<i>Met</i>	<i>na</i>	<i>Met</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- Daily radio announcements about the availability of Tdap
- Two radio interviews, one with County Commissioner and a Second about the project, Tdap and flu vaccines
- 10 clinics conducted at which 122 flu vaccinations were administered

HIGHLIGHT

Moms and dads of newborns are encouraging their own parents to get a Tdap vaccination. These grandparents, many who are uninsured or underinsured, are very pleased to be able to get the vaccine at a lower cost from the health department.

Major Challenges:

- The LHD is concerned about being able to use up their special project 317 Tdap vaccine.

Major Successes:

- The partners worked together to monitor the supply of vaccine during the peak of the 2012-2013 season.

WHEELER COUNTY

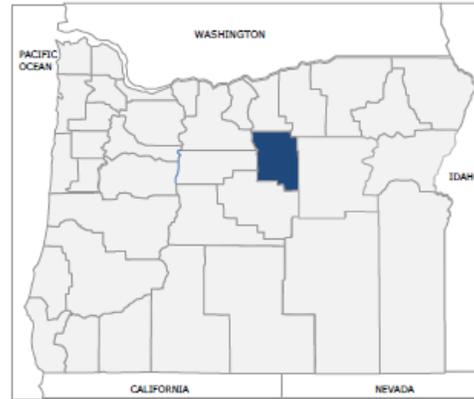
1,435 = total population

81.6 = % adults in total population

6 = monthly reports submitted by 12/31/12

50 = percent of funds spent by 12/31/12

1.5 = FTE assigned to the project



Status of project requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	na	1	1	1	1
Engaged	na	2	1	1	1
<i>Status</i>	<i>na</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>	<i>Met</i>

ACTIVITIES WITH PARTNERS

- Presentations to two employers about the project, requested participation
- Poster and brochures distributed to employers, CHCs, healthcare and LTCF partners
- One-time and walk-in clinics conducted at which 12 Tdap and 52 flu shots were administered

HIGHLIGHT

The employers were agreeable and cooperative.

Major Challenges:

- Residents seem to have a resistance to vaccinations in general; prevailing belief that they are unnecessary and ineffective. In some cases we were told that the “flu shot made me sick, so I don’t take them anymore.”

YAMHILL COUNTY

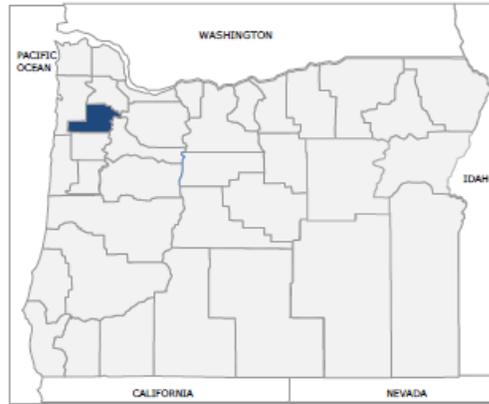
99,850 = total population

75.2 = % adults in total population

6 = monthly reports submitted by 12/31/12

9 = percent of funds spent by 12/31/12

0.25 = FTE assigned to the project



Status of partner requirements:

	Pharmacies	Employers	CHCs	Healthcare	LTCFs
Required	4	4	1	4	4
Engaged	3	9	1	2	0
<i>Status</i>	<i>In progress</i>	<i>Met</i>	<i>Met</i>	<i>In progress</i>	<i>In progress</i>

ACTIVITIES WITH PARTNERS

- Working on demonstration and training for an area hospital emergency department
- Flyers, posters, print materials and reminder cards distributed to pharmacy and healthcare partners
- 10 doses of special project 317 vaccine transferred to a partner
- 2 clinics held at which 9 Tdap and 13 flu vaccinations were administered

HIGHLIGHT

Reaching out to let many community partners know that Public Health is here to support them and their organizations

Major Challenges:

- Some partners were not interested
- Hard to change people’s mind about how they want to implement awareness or protocols around immunizations.

Major Successes:

- The locally-owned coffee shops are very supportive and helping us doing a promotion.
- Staff’s creativity in thinking about ways to engage with the community.