

Health Promotion and Education Updates

Activities:

1. Launched August 2020 National Immunization Awareness Month (NIAM) Campaign
 2. Virtual Region 10 Adult Immunization Stakeholder Meeting
 3. Flu Campaign 2020-2021
 4. Flu and Pneumococcal Letter for Long Term Care and Assisted Living Facilities
 5. Community Health Worker (CHW) Flu Vaccine Training
 6. Program update: Vaccine hesitancy in the Russian and Ukrainian speaking communities
 7. Supporting schools and child cares on immunization requirements
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- 1. Launched August 2020 NIAM campaign:**
 - Posted to social media throughout the month in English and Spanish.
 - Communicated to various professional partners: school nurses, LHJs, and health care providers.
 - Emphasized on-time vaccination during the COVID-19 outbreak to keep the community healthy and to reduce the burden on the health care system.
 - 2. Virtual Region 10 Adult Immunization Stakeholder Meeting**
 - Immunization stakeholders from Washington, Idaho, Oregon, and Alaska convened on August 19, 2020
 - Goal: strengthen partners' efforts to enhance and expand seasonal influenza immunization during the COVID-19 pandemic
 - It was hosted by the HHS Office of the Assistant Secretary for Health – Region 10. Several staff from DOH were on the planning committee. This year's meeting was facilitated by Dr. Carolyn Bridges, former Associate Director of Adult Immunizations at the Centers for Disease Control and Prevention. It was a fantastic meeting full of great speakers, breakout sessions, and interactive activities.
 - You may view the meeting summary in PDF format (see attached PDF). Reach out to Renee Bouvion (HHS/OASH) if you are interested in the video recording, presentation slides, and resources. Email: Renee.Bouvion@hhs.gov.
 - 3. Flu Campaign 2020-2021**
 - "Think of it as essential" runs from September 14 – March 31 and is funded by the CARES Act. News release from September 29th: [State health experts: Flu vaccine should be considered "essential" this year](#).
 - Purpose: Increase flu vaccine uptake, especially in people at high risk of serious flu and COVID-19 outcomes. We CAN prevent flu right now, so we should.
 - Outreach to medical providers and schools via drop-in newsletters and cross-promotion of social media.
 - Visit www.KnockOutFlu.org to learn more and see creative assets for this year's flu campaign. The landing page is available in English, Spanish, Traditional and Simplified Chinese, Vietnamese, and Russian.
 - 4. Flu and Pneumococcal Letter for Long Term Care and Assisted Living Facilities**
 - Joint letter from DSHS and DOH, which is updated and distributed every year. It was distributed to 3,777 providers and stakeholders on September 24th.
 - You can [read the letter](#) and find it on our [DOH webpage](#) under Communication for Providers.
 - 5. CHW Flu Vaccine Training**

- Uncommon Solutions (contractor), with the help of the Washington State Community Health Workers Association and DOH, has developed activities and training for at least 1,000 community based workers to encourage clients to get a flu shot.
 - Webinar is October 8th from 11am – 12pm and will be recorded. The goal of this webinar is to increase community based workers' confidence in talking about the flu and promoting the flu vaccine. As of September 30th, 228 people had registered for the webinar. Registration link:
https://zoom.us/webinar/register/WN_tnc1UW2OTI2fbbQe7x7g9A.
 - Other resources to be distributed include: Brief 6-minute talking points video for CHWs (available in English and Spanish) and talking points document for CHWs (one page).
- 6. Program update: Vaccine hesitancy in the Russian and Ukrainian speaking communities**
- Secured additional CDC funding for a second year. Onboarded King County as a partner LHJ and started contracts with the 5 largest LHJs with Russian and Ukrainian Populations. Met with community leaders and LHJs at the end of August to coordinate the work plan for year 2. Translated vaccine documents and other key materials into Russian and Ukrainian.
 - Brief Background: Year 1- We set up the workgroup, translated documents, and built partnerships, but we did face many challenges due to COVID. In year 2- We plan on building a community health board of providers and community leaders to serve as a source of health information and guidance for the community. We also plan on doing a media campaign on vaccinations aimed at the community and cultural competency trainings for providers.
- 7. Supporting schools and child cares on immunization requirements**
- We continue to support schools during the difficult transition to the 2020-2021 school year. Vaccines are required even during distance learning.
 - We've built up our resources about the school and child care immunization changes that happened on August 1 on our webpage, www.doh.wa.gov/schoolimms2020.
 - We continue to update our school immunization page (www.doh.wa.gov/sci), and recently added a talking points document for school nurses and administrators on students meeting vaccination requirements even during distance learning.