Welcome!

Thanks for joining us today. We will get started at 12noon.

This material was prepared by the IPRO QIN-QIO, a Quality Innovation Network-Quality Improvement Organization, under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services (HHS). Views expressed in this material do not necessarily reflect the official views or policy of CMS or HHS, and any reference to a specific product or entity herein does not constitute endorsement of that product or entity by CMS or HHS. 12SOW-IPRO-QIN-TA-AA-23-865





Vaccine Small Talks Series

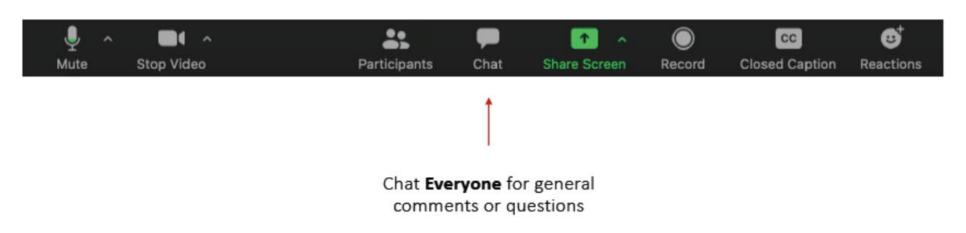
- Topics for today:
 - Health disparities related to vaccine access and acceptance
 - Unmet social determinants of health and their impact on vaccine access
 - Services/solutions available to address SDoH needs
 - Resources



Use Chat to Introduce Yourself & Ask Questions

How to use Zoom

At the bottom of your screen, you will see a black bar with icons:





Welcome!

- Today's session is being recorded.
- Although we want active participation, we ask that you please keep yourself on "mute" during the presentation.

 Please introduce yourself (name, organization & role, location) using the Chat feature.



The IPRO QIN-QIO

The IPRO QIN-QIO

- A federally-funded Medicare Quality Innovation Network – Quality Improvement Organization (QIN-QIO) in contract with the Centers for Medicare & Medicaid Services (CMS)
- 12 regional CMS QIN-QIOs nationally

IPRO:

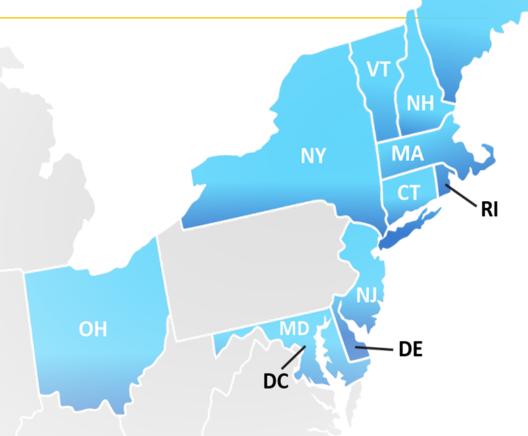
New York, New Jersey, and Ohio

Healthcentric Advisors:

Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont

Qlarant:

Maryland, Delaware, and the District of Columbia







Quality Innovation Network Quality Improvement Organizations
CENTERS FOR MEDICAGE & MEDICAID SERVICES
GOLIALITY IMPROVEMENT & INNOVATION GROUP

ME

Health Equity and SDoH for Vaccines

Laura Benzel & Laura Vanderhill

This material was prepared by the IPRO QIN-QIO, a Quality Innovation Network-Quality Improvement Organization, under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services (HHS). Views expressed in this material do not necessarily reflect the official views or policy of CMS or HHS, and any reference to a specific product or entity herein does not constitute endorsement of that product or entity by CMS or HHS. 12SOW-IPRO-QIN-TA-AA-23-865







Disparities in U.S. Vaccination Rate

- Race and ethnicity
- Age
- Geography
- Socioeconomic status
- LGBTQ+ community
- Individuals with disabilities







COVID-19 Highlights Persistent Disparities



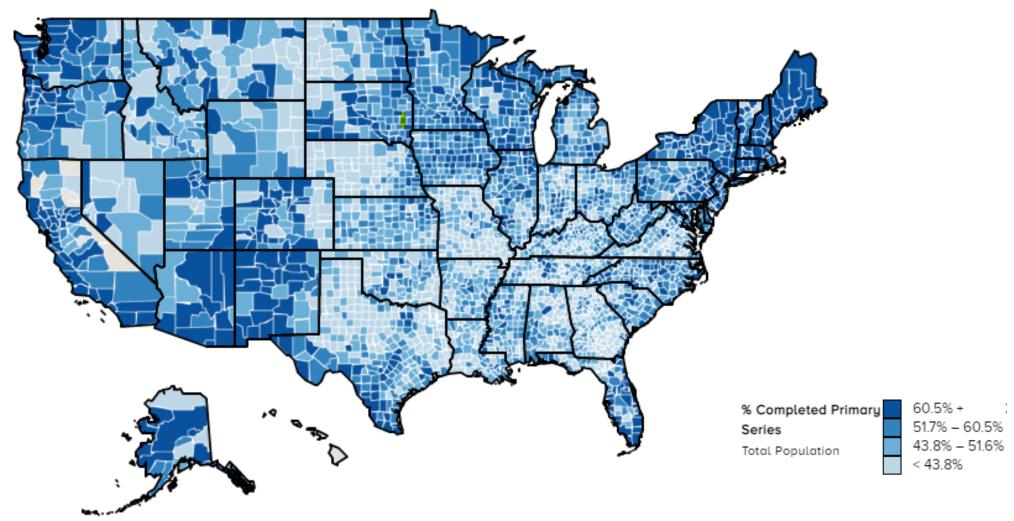
Data as of December 28, 2022

Rate ratios compared to White, Non-Hispanic persons	American Indian or Alaska Native, Non-Hispanic persons	Asian, Non- Hispanic persons	Black or African American, Non- Hispanic persons	Hispanic or Latino persons
Cases ¹	1.5x	0.8x	1.1x	1.5x
Hospitalization ²	2.5x	0.7x	2.1x	1.9x
Death ^{3, 4}	2.1x	0.8x	1.6x	1.7x





COVID-19 Vaccination Rate Urban vs Rural



COVID-19 Vaccine Uptake

Percent People Receiving COVID-19 Vaccine by Race/Ethnicity in U.S.

December 14, 2020 – January 04, 2023

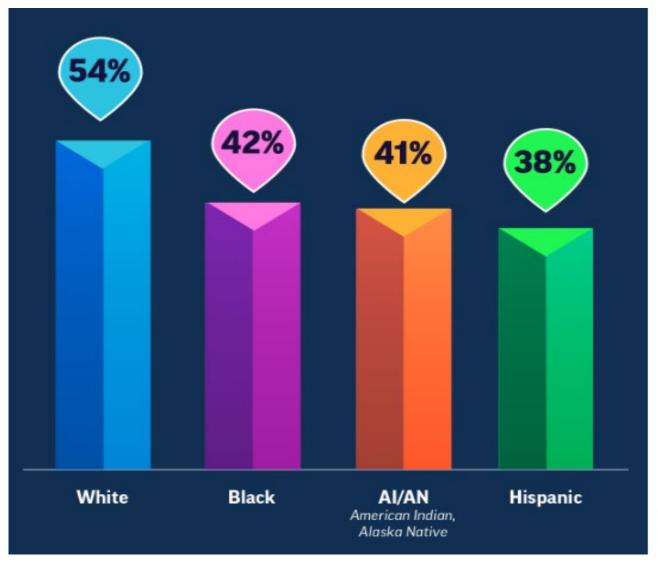
	AI/AN, NH	Asian, NH	Black, NH	Hispanic/Latino	Multiracial, NH	NHOPI, NH	White, NH
At Least One Dose	77.7%	72.9%	50.9%	66.7%	61.0%	70.9%	56.7%
Completed Primary Series	64.7%	65.8%	44.6%	56.9%	61.1%	63.8%	51.7%
Updated (Bivalent) Booster Dose	13.2%	19.3%	8.1%	7.5%	23.8%	10.5%	15.5%







Disparities in Flu Vaccination Coverage



- Lack of access to healthcare
- Lack of access to insurance
- No sick leave for medical appointments
- Misinformation & mistrust
- Low health literacy

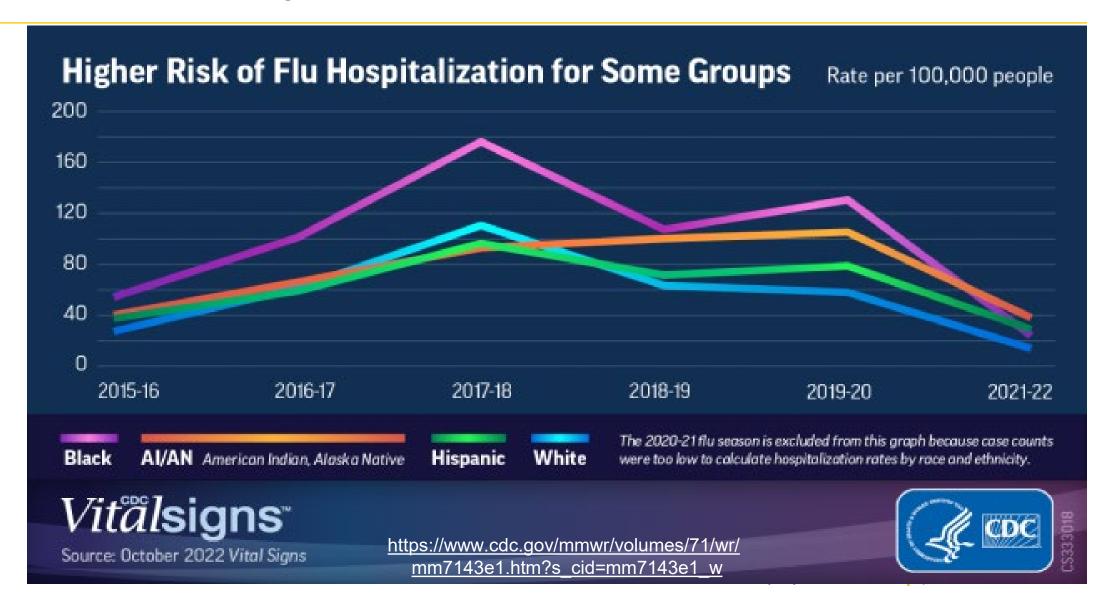
https://www.cdc.gov/vitalsigns/fluinequities/index.html#challenge







Risk of Flu Hospitalization



What are the Social Determinants of Health (SDoH)?

Social Determinants of Health



Healthy People 2030

- SDoH are the conditions in which people are born, live, learn, work, play, and age that affect health, functioning, and quality of life.
- Social Determinants of Health -Healthy People 2030 | health.gov





Social Determinants of Health

Economic Stability	Neighborhood & Physical Environment	Education Access & Quality	Community & Social Context	Healthcare Access & Quality
 Employment 	Housing	• Literacy	 Social integration 	Health coverage
• Income	Transportation	Language (LEP)	Support systems	Healthcare access
ExpensesDebtMedical bills	SafetyParksPlaygroundsWalkability	Early childhood educationVocational trainingHigher education	Community engagementDiscriminationStress	Provider linguistic & cultural competencyQuality of care
Zip code/geography				

Health Outcomes

Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

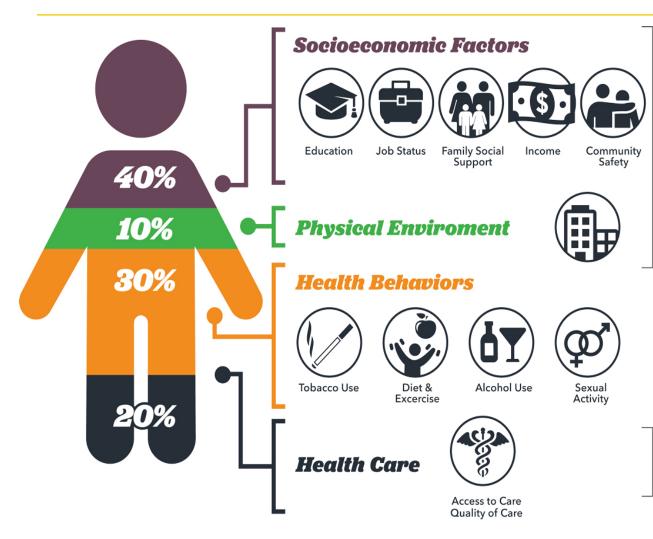
Adapted from Henry J. Kaiser Family Foundation, Beyond Health Care: The Role of Social Determinants of Health in Promoting Health and Health Equity https://risk.lexisnexis.com/insights-resources/white-paper/mitigate-hospital-readmission-risk







Why Social Determinants are Important



- 20% of a health outcomes attributable to clinical care
- 80% of health outcomes influenced by physical environment, social determinants, and behavioral factors
- 15-year life expectancy gap between advantaged and disadvantaged individuals



Only 20% include those

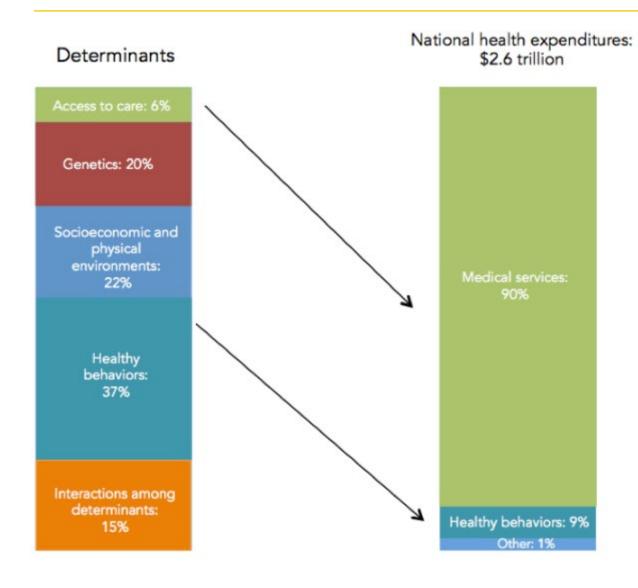
50% can be

traced back to your zip code!





Why This Matters from a Financial Perspective



Better outcomes, lower costs

- Addressing SDoH helps reduce utilization of expensive medical care
- Met social needs can lead to better quality of life

https://www.publichealthpost.org/databyte/public-healthspending-mismatch







SDoH Examples and Impact on Vaccine Access

- Access to Internet and reliable information
- Stable housing
- Safe neighborhood/local environment, rural vs urban
- Transportation options
- Employment and income
- Language, literacy, immigration status
- Insurance coverage
- Access to healthcare
- Medical mistrust due to history of discrimination







Barriers to COVID-19 Vaccination in the US

- Underinsurance or lack of health insurance
- Lack of primary care access
- Provider reimbursement concerns
- Inadequate immunization information
- Limited access in rural settings
- Inadequate transportation
- Technology-related barriers (issues with scheduling online)
- Work or caregiving requirements

- Unfamiliar vaccination sites outside the community
- Medical mistrust
- Lack of eligibility awareness, or lack of familiarity with vaccines
- Limited awareness of healthcare system and/or delivery points
- Language barriers
- Concerns about underrepresentation of minorities in COVID-19 vaccine clinical trials

Assessing barriers to access and equity for COVID-19 vaccination in the US | BMC Public Health | Full Text (biomedcentral.com)







Strategies and Possible Solutions

- Community Health centers using local providers vs mass vaccination sites
- Mobile vaccination clinics, in-home visits
- Faith-based organizations as trusted, reliable sources of information
- Partnering with community-based leaders and organizations to help w/benefits/insurance, transportation, housing, & more
 - Community Centers
 - Cultural Centers
 - Area Agencies on Aging







Case example: Aroostook Agency on Aging (Maine)

- Spread COVID vaccine information & to those who were isolated and home-bound
- Assisted with scheduling vaccinations
- Assisted with arranging transportation to get to vaccine appointments
- Partnered with Public Health Council to have the latest information available about vaccines, clinic locations, etc.
- https://www.wagmtv.com/2021/01/28/aroostook-agency-on-aging-working-hard-to-provide-resources-for-those-interested-in-covid-19-vaccine/







Ways to Improve Vaccine Access and Confidence

Show Up Where People Are

Partner with Trusted Messengers

Promote Community-Based Vaccination

Be Consistent and Accurate with Messaging

Use Culturally & Linguistically Appropriate Messages

MD Department of Health "Flooster" Campaign



- Promote safety of getting flu and COVID-19 booster together
- "Two shots, one visit"
- Offers information in multiple languages





Join Us: IPRO CLAS Series



CLAS = Culturally and Linguistically Appropriate Services

Helps make healthcare services

Understandable | Respectful | Effective | Equitable

How Can You Start Implementing CLAS?

Complete the IPRO CLAS Assessment

IPRO Assessment of Cultural and Linguistic Services

Learn where your organization is implementing CLAS

Join IPRO for its CLAS educational series starting January 25th





IPRO Immunizations Resources







COVID-19 is a disease caused by the virus SARS-CoV-2. It is highly contagious and can cause respiratory COVID-19 is a disease caused by the virus SARS-CoV-2. It is highly contagious and can cause respiratory symptoms that can feel much like a cold, the flu, or pneumonia. COVID-19 disease can also affect other parts. COVID-19 Vaccine: What You Need to Know symptoms that can reel much like a cold, the flu, or pneumonia. COVID-19 disease can also affect other part of the body. The best way to avoid serious COVID-19 complications and/or hospitalization is to receive the COVID-19 vaccine series.

Type of COVID Vaccines

- There are three types of COVID-19 vaccines in the U.S.:

The Centers for Disease Control and Prevention (CDC) recommends the following vaccination guidelines: COVID-19 vaccination is recommended for everyone ages 6 months and older

- People can stay up to date by completing a primary series and receiving the most recent booster

 date percentaged by shape by the primary series and receiving the most recent booster.

To ensure individuals receive the most up to date COVID-19 vaccine, it is important to collect and record all to ensure monorous receive the most up to date COVID-19 vaccine, it is important to collect and record all vaccines in their electronic medical record. Currently, no national database maintains vaccination records. vaccines in their electronic medical record. Currently, no national database maintains vaccination records the U.S. Encourage patients to record all vaccines they receive outside of their primary care provider's offi

so they can inform the provider at their next visit.

- Benefits of Getting A COVID-19 Vaccine | CDC Centers for Disease Control and Prevention (CDC)
- Coronavirus Disease 2019 (COVID-19) | CDC Centers for Disease Control and Prevention (CDC) Understanding How COVID-19 Vaccines Work | CDC
- Centers for Disease Control and Prevention (CDC)
- Safety of COVID-19 Vaccines I CDC.

This material was prepared by the IPRO GIN-CIO, a Quality immension Network-Quality Improvement Organization, under contract Contents for Medicare & Mandread Services (1985), an agency of the 13 S. Denostropes of Health and Human Services (1985). Vesse on This material was prepared by the ISBO QIM-QIO, a Quality innovation Metwork-Quality Improvement Organization, under contract centers for Medicare & Medicaid Services (DMS), an agency of the U.S. Department of Health and Horman Services (HHS), Week ex-centered do not reconcently reflect the official waves or earliers of CMY or Netf. and was reference to a reservice reconcer or measurement. Cerriers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Norman Services (NMS), Views extended on not necessarily reflect the official views or policy of CMS or HMS, and any reference to a specific product or entity here approximate product accountly feed of the renduct or entity here. 335:104.1985-139-13-34.21-315

material do not necessarily reflect the official views or policy of CMS or 1915, and any reference to a constitute endorsement of that product or entity by CMS or 1915. 125 DW-IPRD-QR-T3-AA-72-815





Influenza Vaccine: What You Need to Know

Influenza, also known as the flu, is a respiratory illness that infects the nose, throat and sometimes the lungs. Influenza may lead to hospitalization or death. Infants, young children, pregnant women, older adults and people living with certain chronic conditions are at greater risk of developing serious complications. The Centers for Disease Control and Prevention (CDC) estimates that 70%-85% of seasonal influenza deaths and 50-70% of seasonal influenza-related hospitalizations occur in those aged 65 and older.

https://www.cdc.gov/flu/highrisk/65over.htm

https://www.cdc.gov/flu/pdf/professionals/vaccination/get-the-facts.pdf

The best way to prevent influenza, and prevent serious illness and hospitalization, is to receive an annual flu vaccination. The flu vaccine protects against the four most common flu viruses. In recent years, the flu vaccine reduced the risk of illness by between 40% and 60%. High-dose flu vaccines are now recommended for adults 65 and older.

Flu shot information and common myths & misconceptions

The CDC recommends the following flu vaccination:

- Fluzone High-Dose Quadrivalent or Fluad Quadrivalent vaccine
 - Only approved for people 65 and older
 - Older adults should get one of the higher dose influenza vaccines, if available, because they are potentially more effective (if unavailable, get any other age-appropriate flu vaccine)
- Standard dose Quadrivalent flu vaccine
 - Approved for people 6 months and older
- Cell-based Quadrivalent flu vaccine
 - Approved for people 6 months and older
 - Completely egg-free
- · Recombinant Quadrivalent flu vaccine
 - Approved for people 18 and older
 - Contains three times the antigen (the part of the vaccine that helps build up protection flu viruses) than other standard-dose inactivated influenza vaccines
 - Completely egg-free
- - Only approved for people 2 years old through 49 years old
 - NOT recommended for use those who are pregnant, immunocompromised or who h certain medical conditions

Additional Resource:

Influenza Vaccine Information Sheets for Patients

This material was prepared by the IPRO QN-QIO, a Quality Innovation Network-Quality Improvement Organization, under contract with the Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services (HHS). Views expressed in this mater necessarily reflect the official views or policy of CMS or HHS, and any reference to a specific product or entity herein does not constitute ex product or entity by OMS or HHS. 1250W-IPRO-QIN-T3-AA-22-R13





Checklist

A community vaccine chric for friends and families of your residents and stalf can support your community vaccination rates and protect Your residents from potential COVID-19 exposure. This tookit walks you through the steps of partnering with your local pharmacy and/or local Department of Health to offer a

Initial Planning

Identify the vaccine provider. You can partner with your local health department, pharmacies, a health system, or other medical providers. Walt Vaccords For The card to secure be spont to a fair

Establish roles for all facility leaders and participating community partners:

- · Facility leadership team
- pharmacy partner

- Local state/county department of health Local emergency preparechess agency Emergency medical services
- Local health systems (example: local hospital)

Identify a location, date and times.

Consider indoor as well as cutdoor locations that allow for easy access, high visibility, safe flow of participants and appropriate social distancing. Can you offer the ciric outside in the parking lot? Do you have an available space

- Establish clinic parameters:
- What parameters will you place around Will you limit participation by age?
- Will you start a primary vaccine series? How will you refer people who do not meet

- In the communications section we offer:
- Cover letter describing the vaccine clinic
- Template of a letter to invite friends and femilies to the event Opportunity for 1910 QIN-QIO experts to host virtual educational event with your
- Two filiable flyers to promote the cârsic
- Menositive thaths, media alort, and news release to advertise the clinic and A Newscarter charact, means seem, and news resease to autoentie one of demonstrate facility commitment to protecting your community In the clinic coordinator section we offer:

Preparing for the clinic

Experience are the case.

Checking of Cornel Version of U.S. COVID-19 (occupation durings and Corne.) second seek immunes one This regularly updated checking provides larks to

- Charles of four Practices for Vaccination Comes their of Schools Temperary of
- Consider the new Practices for Vaccounters Consider the State of Tenderson Tenderson (Institutional Consider Consider to Consider help clinic coordinators/supervisors overseeing vaccination clinics.
- COURSE STREET STREET STREET STREET CHARLES TO SECURITY STREET STR 2021 Lore away This checking is an assessment tool to help cliest obereinstern/

Screening tool to administer vaccine

 Personne vive su summente vive como la Victoria information for Healthcare
 Personne vive summente vive como la Victoria information for Healthcare Experience Local Print this checked for recipients to fill out price to

Properties Contained for CONTAIN Vaccines information for positive containing and the second state and sta Perfect with the perfect should be used to determine of COVID-19 Secretaristic life, and, an advance around on uses to become a current viscone can be administered or not, based on reopheris, asswers to the checkles

Auguste can be aumenousned or first, mose of on neutriennic answers of the crustation. Laminate this fool and give to stoke who are administering vaccine.

- Mediana copyro 19 Vaccine Standing Orders for Administrator Vaccine 10 Person 11 men of ten and Older Ind. trans Standing orders for Moderna Photo-Best English COMD-19 Vaccine 12 Years of Account Office (During Con) -Standard Orders for Advances by Vectors Inch. 2005 Shareding creden for Pficer-
- January COVID-19 Vascine Hoterson & Johnson Standard Orden for







Resources

- IPRO QIN-QIO: <u>It's Worth A Shot</u>
- Vital Talk
 https://www.vitaltalk.org/guides/communication
 -skills-for-the-covid-vaccine/
 - https://www.vitaltalk.org/guides/bridging-inequity/
- SDoH Getting Started Guide
 https://qi-library.ipro.org/2022/07/07/social-determinants-of-health-sdoh-a-guide-for-getting-started/
- CDC Partnering for Vaccine Equity <u>https://www.cdc.gov/vitalsigns/flu-inequities/index.html#equity</u>

- US Surgeon General's Misinformation Toolkit
 - https://oes.gsa.gov/assets/publications/2120-health-misinformation-toolkit.pdf
- Medicare Information in 18 Languages https://www.cms.gov/About-CMS/Agency-Information/OMH/resource-center/resources-bylanguage
- CDC'S Health Equity Guiding Principles for Inclusive Communication
 - https://www.cdc.gov/healthcommunication/HealthEquityGuidingPrinciples.pdf







Articles

- Vaccine campaigns that integrate CBOs
 https://www.whitehouse.gov/briefing-room/statements-releases/2022/11/22/fact-sheet-biden-administration-announces-six-week-campaign-to-get-more-americans-their-updated-covid-19-vaccine-before-end-of-the-year/
- Annual Influenza Vaccination Disparities in Medicare Beneficiaries
 https://www.cms.gov/files/document/data-snapshot-annual-influenza-vaccination.pdf
- Assessing barriers to access and equity for COVID-19 vaccination in the US https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-022-14636-1
- CDC Vital Signs: Influenza Hospitalizations and Vaccination Coverage by Race and Ethnicity—United States, 2009–10 Through 2021–22 Influenza Seasons https://www.cdc.gov/mmwr/volumes/71/wr/mm7143e1.htm?s-cid=mm7143e1-w







Please unmute yourself or use the chat feature to share questions, ideas, success strategies, and/or lessons learned.



Improvement is a Team Sport





Learn More & Stay Connected



Follow IPRO QIN-QIO





@IPROQINQIO



@IPRO QIN-QIO



IPRO QIN-QIO





Mark Your Calendar for Upcoming Sessions





Access our calendar of events to view upcoming sessions:

https://qi.ipro.org/upcoming-events/

- Wednesdays Noon -12:30 PM
- January 18: Vaccine Myths,
 Misinformation & Fatigue
- January 25: Motivational Interviewing to Support Vaccine Acceptance
- <u>February 1</u>: Immunization's Role in Chronic Disease Management







Thank You

Thank you for your continued partnership and commitment to quality improvement and health equity.

