

Increasing Childhood Immunizations for School-Aged Children

June 20, 2024



School-Based Health Alliance

Transforming Health Care for Students

Our **Focus**

The School-Based Health Alliance Works to Support & Grow SBHCs

Policy



Establishes and advocates for national policy priorities

Standards



Promotes high-quality clinical practices and standards, including for telehealth

Data



Supports data collection and reporting, evaluation, and research

Training



Provides training, technical assistance, and consultation

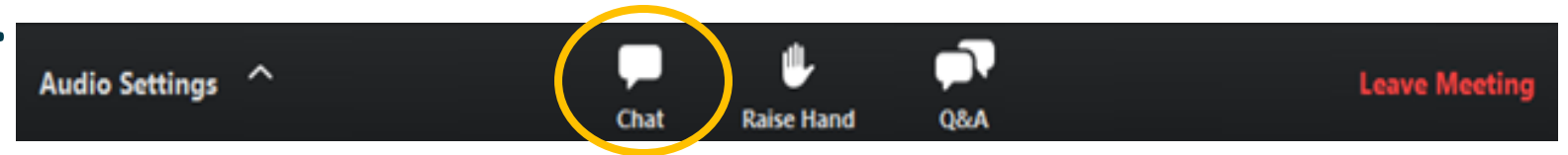
We support the improvement of students' health via school-based health care by supporting and creating community and school partnerships.

www.sbh4all.org

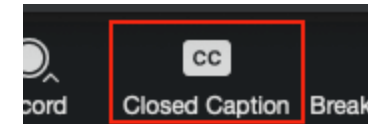
REMINDERS

 All attendees are in listen-only mode.

 To ask a question during the session, use the “Chat” icon that appears at the bottom of your Zoom control panel.



 To turn on closed captioning, click on the “CC” button.



 Please complete evaluation poll questions at the end of the presentation.

TODAY'S PRESENTER



Tammy Greenwell, MPH, CPHQ, FACMPE
Chief Operations Officer
Blue Ridge Health



Learning Objectives

- **At the conclusion of the session, participants will be able to:**
 - 1. Identify strategies to increase health centers' delivery of immunizations of school-aged children**
 - 2. Discuss barriers to care and how to mitigate these issues**
 - 3. Choose 1-2 strategies that they can implement immediately into their health center workflows to increase immunizations for school-aged children**

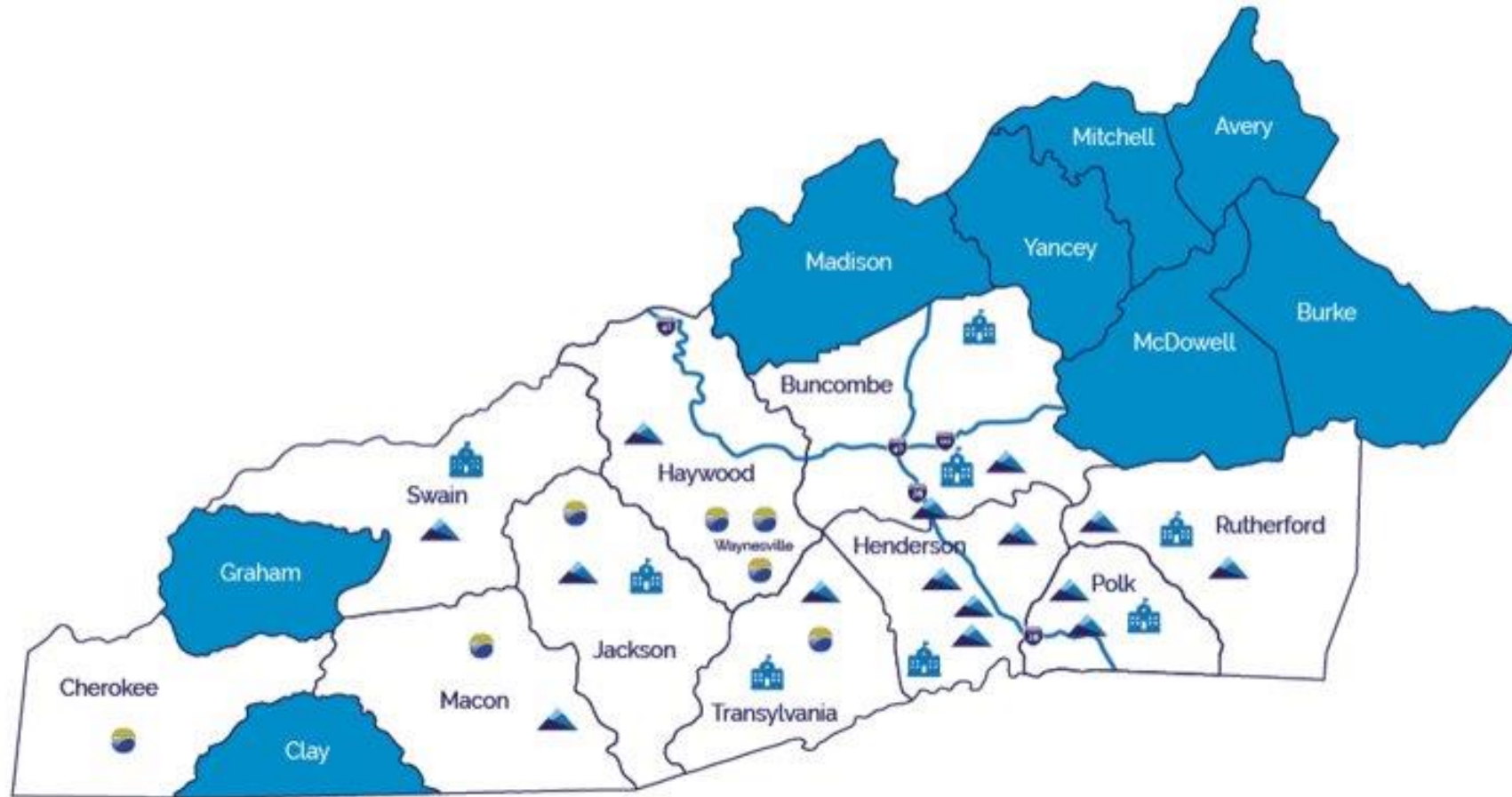
Poll Question

- **Who is in the room today?**
 - **Federally Qualified Health Center with primary care**
 - **Federally Qualified Health Center with pediatrics**
 - **Federally Qualified Health Center with School-Based Services**
 - **All the above!**

Strategies to Increase Immunizations

- **Communication**
 - **Outreach**
 - **Operational**
 - **Partnerships**

Blue Ridge Health- School Based Services, Pediatrics, and Family Medicine



Communication Strategies

- **Paperwork**
 - **Do your homework – have lists of children who need immunizations compiled during summer months**
 - **Make it easy- give all options for registration (online, paper, text)**
 - **Add information and paperwork to school websites**
 - **Ask medical home/primary care provider on the school registration paperwork and work with school to offer immunizations**

Communication Strategies

- **Events/Technology**
 - **Open Houses, Parent Teacher Organization Meetings, Sports Events-**
any opportunity to get in front of children and parents
 - **School Alerts/Notification Systems**
 - **Social Media/Electronic Health Record “blasts”**
 - **Community Events during Summer; Back-to-School events**
 - **Mobile Events**

Communication Strategies

- **School Notification Messaging (example):**
 - **Create a unique message for the administrator to use – keep it simple!**
 - **Ask school to send message separately from regular school news**
 - **Send message via all platforms - text and voicemail**
 - **Add your staff to the school notification messaging system so you can hear the message**

Poll Question

What barriers has your organization faced in trying to increase immunization rates for school-aged children?

Outreach Strategies

- **Events**

- **Events with Schools or other community partners in the summer (Be Creative!)**
- **Utilize “Champions” i.e. parents or faculty at schools who have used health center services**
- **Videos on your Health Center website about “what to expect” during the immunization appointment**
- **School Alert/Notification System Messaging**
- **Back-to-School events/Backpack handout events**
- **Host a “Drive-in movie night” in the community**
- **Mobile unit to “hard to reach” areas/communities**

Outreach Strategies

- **Drive-in Movie Night**
 - **Concept is to have an opportunity for students, parents/guardians, and Health Center staff to connect during “off” school times**
 - **Students and families get pizza and the chance to watch a movie**
 - **Creates access for needed Well Child Checks, immunizations, sports physicals, and other visits – create evening schedule & book appointments in advance**
 - **Behavioral Health counselor onsite to “meet and greet”**
 - **Have Health Center/School Based Health Center patient enrollment paperwork ready to hand out, even if services aren’t used**

Poll Question

What operational strategies has your organization tried to increase school-age immunizations that were successful?

Operational Strategies

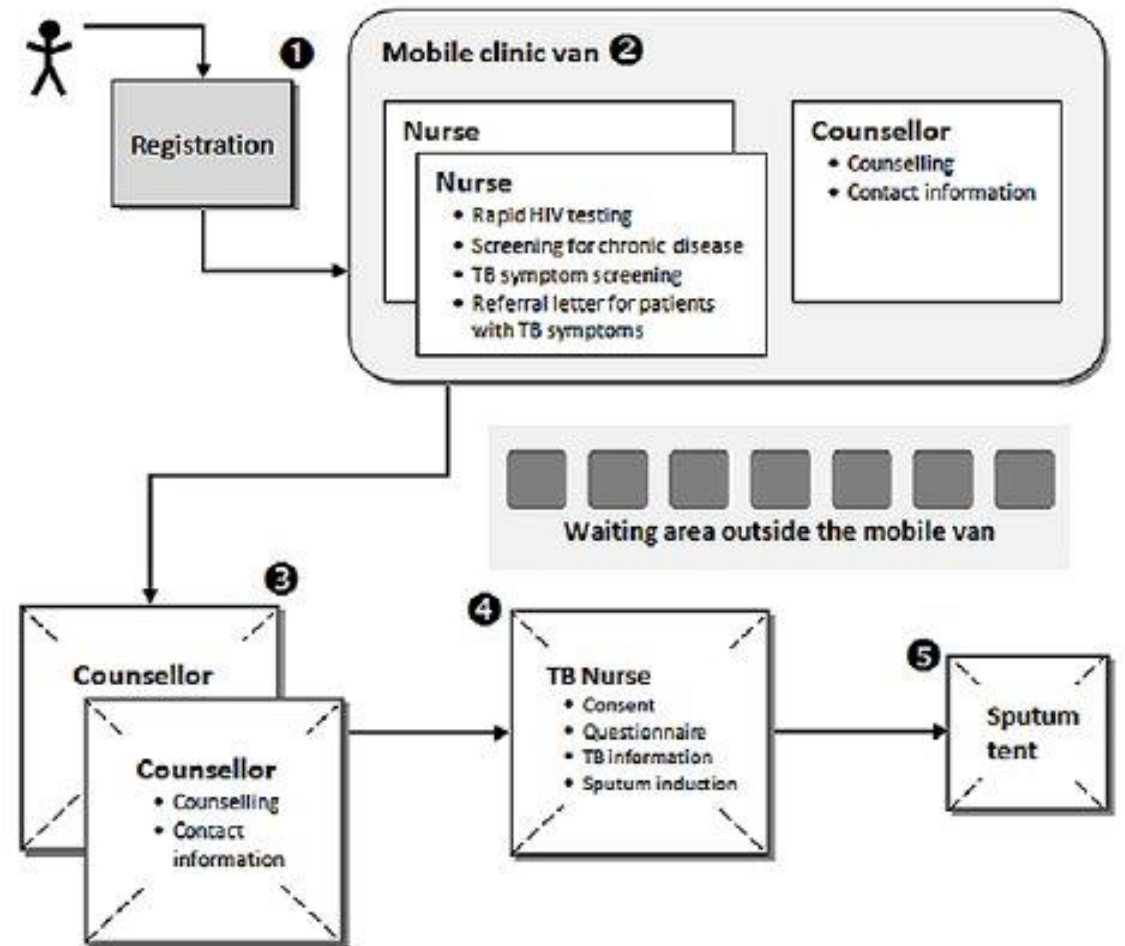
- **Prep charts (and parents/guardians) before visits**
- **Turn Sports Physicals into Well Child Checks**
- **State/private vaccines available for all insurances and uninsured**
- **If School Based Health Center program:**
 - Connect unattached/uninsured patients to your Health Center during the summer to schedule immunizations
 - Open clinics 1 week before school to provide immunizations
- **Utilize Mobile Units to provide events in more rural or hard-to-reach places**

Operational Strategies

- **Mobile Units**
- **As of July 2023, the National Association of Community Health Center's data showed that School-Based Health Care is the #2 site for health center mobile units (behind community events) and preventive visits and immunizations are the #1 and #2 services offered**
- **Can increase access in locations other than the school building, particularly in rural areas**
- **Can also house additional equipment (dental/vision)**
- **Also helpful for branding/marketing**

Operational Strategies

- Mobile Units-The Importance of Workflows



Operational Strategies

- **Evening Hours-** open during sporting events or other times
- **Work with school nurse to schedule those that need immunizations**
- **Standing orders/default option during all visits**
- **Financial Incentives**
- **How comfortable are your providers in explaining needed immunizations? (motivational interviewing training)**
- **Vaccine ambassadors**

Operational Strategies

- **Telehealth**
- **History, parental concerns, even consent can be done on telehealth video or phone call prior to the having the exam and immunizations done in person.**
- **Can provide the exam and immunizations at the Health Center, mobile unit, or school (if a School Based Health Center program).**

Poll Question

What partnerships or collaborations do you currently engage in to offer immunizations to school-age children?

Partnership Strategies

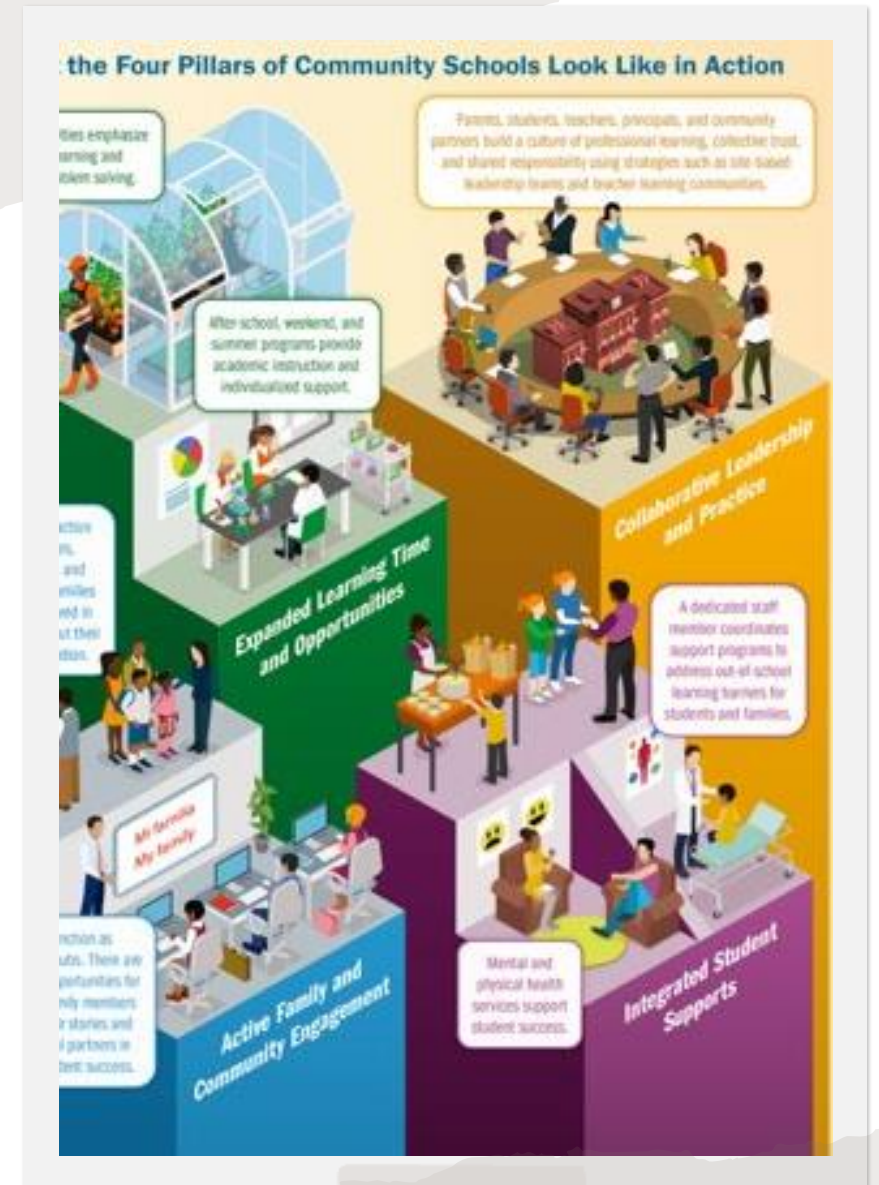
- **Schools- Providing space and resources for school-based health center sites and services, training for school teams, building protocols together, supporting the whole school/community/child**
- **School Nurses – employed by school, Local Education Agency (LEA), or health department**
- **Health Center Collaborative agencies- Behavioral Health, other health centers/regional relationships**

Partnership Strategies

- **Associations- The School Based Health Alliance, National Association of Community Health Centers, state Primary Care Associations- share resources and knowledge with each other**
- **Funders- local, regional, state, and national**
- ***Featured Partner*- Full-Service Community Schools Partnerships**

Partnership Strategies

- Community Schools
- Four Pillars of Community Schools
 - Integrated Student Supports
 - Expanded and Enriched Learning Time and Opportunities
 - Active Family and Community Engagement
 - Collaborative Leadership and Practices
- Full-Service Community Schools
 - Coordination of academic, social, and health services through partnerships.




Questions?





ENGAGING COMMUNITIES, FOSTERING PARTNERSHIPS 2024

NATIONAL SCHOOL-BASED
HEALTH CARE CONFERENCE
JUNE 30-JULY 2, 2024

 Westin Washington, DC Downtown
Hotel (formerly the Renaissance
Downtown Hotel) in Washington, D.C

REGISTER NOW



<https://bit.ly/SBHAcference24>

Stay Connected!



1. Subscribe to our bi-weekly e-newsletter (Digest)

Go to <https://bit.ly/SBHAdigest>

2. Follow us on social media



<https://www.facebook.com/SchoolBasedHealthAlliance>



<https://twitter.com/sbh4all>



<https://www.linkedin.com/company/school-based-health-alliance/>



<https://www.instagram.com/sbh4all/>



Scan this QR code to subscribe

THANK YOU!

Additional Questions? Contact us at: info@sbh4all.org



This webinar is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$625,000 with 0% financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](https://www.hrsa.gov).

