

A Toolkit for Long-Term Care Employers

<http://www.cdc.gov/flu/toolkit/long-term-care/>

NVAC - 9 September 2015



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Online LTC Toolkit – Tailoring Resources for Long-term Care Personnel

- In 2012, NVAC recommendations addressed general strategies for increasing influenza vaccination among healthcare personnel
 - Further discussion showed tailored strategies were needed for LTC
- Toolkit developed by NVPO, in collaboration with CDC, to help LTC employers and administrators promote influenza vaccination among their workforce
 - To help anyone working in LTC facilities understand the importance of influenza vaccination for LTC workers.
- The online toolkit serves as a “living” resource that can be updated as new information becomes available
 - Reflect the most current data and submission of best practices



A Toolkit for Long-Term Care Employers

Increasing Influenza Vaccination among Healthcare Personnel in Long-term Care Settings



Language: English



Within this comprehensive toolkit are a number of resources intended to help long-term care facility, agency, or corporation owners and administrators provide access to influenza vaccination for their workforce and to help any employer of workers in long-term care understand the importance of influenza vaccination for their employees.

We want your feedback for this toolkit! What do you find to be most helpful? Is something missing? Your input is important! Please email feedback to fluinbox@cdc.gov.



The Why

Vaccinating Long-term Healthcare Personnel

[Who is Considered Healthcare Personnel](#)

[The Importance of Influenza Vaccination for Healthcare Personnel in Long-term Care](#)

[Snapshot: Healthcare Personnel in Long-term Care](#)

The Gap

The Percentage of Healthcare Personnel Getting the Flu Vaccine

[Influenza Vaccination Coverage in Long-term Care Settings](#)

The Plan

Increasing Awareness, Emphasizing Prevention

[Barriers and Strategies to Improving Influenza Vaccination among Healthcare Personnel](#)

[ACIP recommendations for healthcare personnel](#)

[CDC's Information for Health Professionals](#)

[Prevention and Control of Vaccine-Preventable Diseases in Long-term Care Facilities](#)

[Position Statements from Medical and Health Professional Organizations](#)

The Tools Available

[Resources for Increasing Influenza Vaccination among Healthcare Personnel in Long-term Settings](#)

[Community Best Practices - Examples of Successful Influenza Vaccination Programs in Long-term Care \(LTC\) Settings](#)

[Measuring and Reporting Influenza Vaccination Coverage among Healthcare Personnel in Your Long-Term Care Facility](#)

[How the Affordable Care Act Increases Access to Influenza Vaccination for Healthcare Personnel](#)

Flu, Prevention & Outbreak Response

[Flu Basics](#)

[Prevention and Control of Seasonal Influenza with Vaccines](#)

[Interim guidance for influenza outbreak management in long-term care facilities](#)

[Guidance on the Use of Influenza Antivirals](#)

[Summary guidance for geriatricians and other clinicians caring for people 65 and older](#) [112 KB, 2 pages]

[VIS: Inactivated Flu Vaccine](#)

[VIS: Live, Intranasal Flu Vaccine](#)

Launch of Online Toolkit

- The toolkit was launched on the CDC website on December 4, 2014, including a Spanish language counterpart.
 - Promoted via social Media
- During the first week of its launch, the LTC toolkit was one of the top 5 pages for all traffic to CDC's flu site, with over 5K page views in one week
- **As of July 8, 2015:**
 - 28,934 total views such date of launch
 - 1st time (unique) visitors vs. Repeat/Return visitors:
 - About 35% of the visitors have been first-timers, meaning that about 65% represents return visitors.
 - Average time spent on toolkit pages:
 - Almost 30% of visitors spent 1-5 minutes & nearly 27% spent between 10-30 minutes on toolkit pages.



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Metrics

Most popular pages (not counting the home/landing page), in order of popularity:

- Resources for Increasing Influenza Vaccination among Healthcare Personnel in Long-term Settings
- The Importance of Influenza Vaccination for Healthcare Personnel in Long-term Care
- Community Best Practices - Examples of Successful Influenza Vaccination Programs in Long-term Care
- Barriers and Strategies to Improving Influenza Vaccination among Healthcare Personnel



Long-Term Care Toolkit Research

- First round of research conducted was conducted in December 2014
- The research provided feedback on 3 overarching topics areas:
 - Barriers and facilitators toward implementing HCP vaccination programs in the LTC workplace;
 - Overall appeal and relevance of the LTC toolkit
 - The usability of the online toolkit.
- We worked with four LTC organizations who are partners of CDC's flu vaccination awareness campaign to identify and recruit interview participants.
- Eight interviews were conducted with nine participants who make decisions about vaccination in LTC facilities



Results: Usability of the Toolkit

Usability Exercise #1: Find Guidance on Containing an Influenza Outbreak.

A lead nurse has asked for help drafting a plan for containing an influenza outbreak in her unit. Find examples of provider influenza vaccination practices that have worked in other LTC settings.



8 of 8 (100%)



0 of 8 (0%)

Usability Exercise #2: Finding Campaign Materials.

Find flu vaccination materials you could use to promote influenza vaccination with your staff.



5 of 8 (62.5%)



3 of 8 (37.5%)



Planned Promotion of the Toolkit

- Getting influential LTC-related organizations to sign a letter in support of the toolkit; strategy for dissemination of letter *TBD*
- Engage partners early
 - Began promoting June 2015 via CDC's GovDelivery newsletters
 - (>140,000 subscribers as of 6/30/15)
- Toolkit homepage feedback box
- Linking to the toolkit from other CDC web pages
- Share within partner emails
- CDC social media (i.e. tweet from @CDCFlu)
- Presentations (VICNetwork, NVAC)
- CDC web feature (Fall timeframe)
- Spanish version also available on CDC web site



Next Steps

Toolkit updates

Integrating recommendations from the first round of research
Adding vaccine coverage data once available (September 2015)

Tracking resources

Current lack of tools available for tracking vaccinations within facilities, such as fillable forms to help track employees vaccinated and/or facility coverage rates

Ongoing evaluation throughout 2015-16 season

Monitoring web metrics



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DISCUSSION

