

OPERATION IMMUNIZATION

INITIATIVE MANUAL



STUDENT NATIONAL PHARMACEUTICAL ASSOCIATION



SNPhA Mission

SNPhA is an educational service association of pharmacy students who are concerned about pharmacy and healthcare related issues, and the poor minority representation in pharmacy and other health-related professions.

The purpose of SNPhA is to plan, organize, coordinate, and execute programs geared toward the improvement for the health, educational, and social environment of the community.

Operation Immunization Initiative Mission

Operation Immunization is an immunization education campaign designed to increase the public's knowledge of immunizations while raising the number of children and adults receiving immunizations.

Operation Immunization Initiative Chair Duties

- ❖ Plan, organize, and coordinate immunization events
- ❖ Submit events on the CIC 3.0 platform
- ❖ Attend monthly Operation Immunization conference calls
- ❖ Correspond with National Operation Immunization Chair
- ❖ Complete duties specific to your chapter's bylaws
- ❖ Encourage and recruit members to join SNPhA and be active in SNPhA events/projects
- ❖ Stay up to date on the latest developments related to immunizations

National Operation Immunizations Initiative Chair: Current Officer

2019-2020

Alexa Swingle, PharmD Candidate 2020
University of South Carolina, College of Pharmacy
alexaswingle@snpha.org

National Operation Immunizations Initiative Chair: Past Officers

2018 - 2019

Selena Warminski, PharmD
University of Tennessee Health Science Center, College of Pharmacy, 2019

2017-2018

Rachel Barr, PharmD
University of Tennessee Health Science Center, College of Pharmacy, 2018

2016-2017

Ojong Bate, PharmD
University of Charleston College of Pharmacy, 2017



Need for Operation Immunization

According to the CDC, each year about 900,000 Americans get pneumococcal pneumonia, resulting in as many as 19,000 deaths. HPV is responsible for greater than 27,000 cancers in men and women each year, with as many as 4,000 women dying from cervical cancer. It is estimated that since 2010 anywhere from 12,000 to 56,000 people have died from the flu. Unfortunately, statistics from the U.S. Department of Health and Human Resources report that the national influenza vaccination rates for African Americans, based on Medicare claims, are one-half the rate for Caucasian beneficiaries, even when the majority of these individuals visited a doctor. Moreover, even with these concerns, an average of 40% of people still go unimmunized every year for influenza. From 2010-2015 vaccines have helped prevent nearly 10 million deaths and protected many more from illness. Polio is almost eradicated. Cases have decreased by 99.9% in the last 30 years. Today only Nigeria, Pakistan, and Afghanistan remain polio-endemic. Immunizations can prevent 2-3 million deaths measles, pertussis, tetanus, and diphtheria every year. However, immunizations have stalled at 86%. If vaccination efforts were improved another 1.5 million deaths could be prevented. It is estimated that 19.5 million infants have still not received basic vaccines. Common vaccinations that should be given throughout a patient's lifetime include: haemophilus influenzae, hepatitis B, human papillomavirus, meningitis A, mumps, measles, tetanus, rubella, rotavirus, pneumonia, and polio vaccinations.

The most serious obstacles to the receipt of vaccines are the limited places and times of vaccine availability. Pharmacists have been recognized as the most accessible health professionals, with the equivalent of the entire U.S. population (250 million people) visiting a pharmacy every week. Thus, pharmacists and student pharmacists have a major role to play in increasing immunization rates and bettering the health of the communities we serve. In the 20 years of *Operation Immunization*, some 866,000 individuals were immunized and over 33 million more received information on vaccines. Student pharmacists can make a difference!

History of Operation Immunization

The Student National Pharmaceutical Association (SNPhA) and the American Pharmacists Association Academy of Student Pharmacists (APhA-ASP) collaboratively developed *Operation Immunization* in 1997. This was the first service project of this magnitude in the history of SNPhA or APhA-ASP. Over 25,000 people were immunized in the inaugural year. Today, Operation Immunization is one of the eight major SNPhA Initiatives. Chapters send in reports of their activities throughout the year to highlight the impact that they are having in their communities. Submissions are also used by the SNPhA National Office to award Chauncey I Cooper (CIC) Points for events. These points allow the National Office to recognize chapters for their work in furthering the mission of SNPhA. Outstanding Chapters are also highlighted in special issues of the *Signatura*, the official publication of SNPhA.



Goals of Operation Immunization

This initiative is an immunization awareness campaign designed to increase the public's knowledge of immunizations while increasing the number of adults and children receiving immunizations. SNPhA chapters are encouraged to actively partner with pharmacists, physicians, nurses and other healthcare professionals certified to administer immunizations and provide the public with education. By participating in this initiative, student pharmacists are helping the pharmacy profession in the fight against the growing incidence, morbidity, and mortality associated with vaccine-preventable diseases. Student pharmacists are also furthering the image of pharmacists as active members in the healthcare community. Collaborations with other healthcare professionals also serve to develop better interprofessional relationships.

All 50 states, the District of Columbia, and Puerto Rico currently allow pharmacists to immunize patients. Therefore, SNPhA also encourages chapters to approach pharmacists to provide immunization services (administer vaccinations and provide educational material to their patients) as part of this immunization advocacy initiative. By having pharmacists administer immunizations or having the immunizations administered in a pharmacy, there is hope to increase the public's awareness of the important role both pharmacists and student pharmacists have on public health issues.

Furthermore, according to APhA, approximately 43 states allow student pharmacists to immunize (as of 2014). In these states, student pharmacists may have the opportunity to immunize patients, in addition to hosting *Operation Immunization* events where they provide immunization information and education. Students may also become involved through the legislative process by supporting their local pharmacy state board to lobby for changes.

National Operation Immunization Dates and Campaigns

Although the bulk of immunization efforts center around the influenza season (September- January), starting when the vaccine becomes available in August, *Operation Immunization* events should be seen as year-round opportunities.

Below are some nationally recognized observances concerning immunizations, so mark your calendars and try to join in with these special events!

- ❖ **National Immunization Awareness Month: August**
 - A national observance held to highlight the importance of vaccinations for people of all ages and to encourage people to stay up to date on their vaccines

- ❖ **Flu Fighters Competition: September 23rd - December 7th**
 - A national competition to increase awareness for the public to receive their flu vaccination. This competition is a friendly competition between chapters within their respective regions to see who can vaccinate and educate the most amount of people during this time.



- ❖ **Race to Erase with SNPhA Partner, Shot@Life: October 1st -November 12th**
 - Shot@Life's fall activation in which we challenge local representatives to stand up and help protect children by advocating for global funding of immunizations
- ❖ **World Polio Day: October 24th**
 - On this day, we help educate our communities about the global fight against polio and eradication efforts
- ❖ **World Pneumonia Day: November 12th**
 - A day established to raise awareness about the devastating effects of pneumonia and advocate for action to help prevent and treat this deadly disease
- ❖ **National Influenza Vaccination Week: December 1st-December 7th**
 - A week devoted to raising awareness about the risks of influenza and the importance of the influenza vaccine
- ❖ **Advocate2Vaccinate with SNPhA Partner, Shot@Life: April 1st-April 30th**
 - Shot@Life's spring activation in which we challenge local representatives to stand up and help protect children by advocating for global funding of immunizations
- ❖ **World Immunization Week: April 24th-April 30th**
 - A week to raise awareness about the role of full immunizations in achieving the 2030 Sustainable Development Goals
- ❖ **National Infant Immunization Week: April 26th-May 3rd**
 - An annual observance held to highlight the importance of providing children with vaccines to protect them from preventable diseases
- ❖ **World AIDS Vaccine Day/ HIV Vaccine Awareness Day: May 18th**
 - A day to partner with your local Remember the Ribbon Chair to promote vaccines specific for patients with HIV or AIDS

Running a Successful Operation Immunization Campaign

Operation Immunization consists of a promotional campaign designed to increase community awareness of immunization information and advise patients where they can obtain the proper immunizations.

Planning for the Year

- ❖ The process of recruiting student volunteers should start early to increase the opportunities for participation.
- ❖ Forming committees with specific responsibilities (public relations, publicity, site management, documentation, etc.) will increase involvement and encourage participation in future events.



Organizing the Project

- ❖ Event days can be conducted throughout the year and can be held in conjunction with other events and patient care projects.
- ❖ Hosting multiple patient care projects at one time allows you to offer screenings for multiple disease states to patients at one event.
- ❖ Begin developing your media contacts in the community. Also contact your state pharmacy association to see if they are interested in becoming involved with your project.

Recruiting Pharmacists and Promoting the Event

- ❖ Identify and meet with pharmacists who are interested in participating. The individual pharmacists will need to make sure the proper vaccinating supplies are ordered and available, and be present on the day of the event, and give immunizations or observe student pharmacists giving immunizations.
- ❖ At least 6 weeks before the event start contacting radio and TV stations with a “pitch” letter to introduce yourself to an editor or producer and suggest story ideas.

Generating Mass Publicity and Readyng Supplies

- ❖ Make your big advertising push to the public starting about 3-4 weeks prior to the event.
- ❖ Get your posters and flyers out to the identified locations, and make follow-up phone calls to media outlets to arrange interviews and invite the public to attend.
- ❖ Work with your committees to ensure that the appropriate supplies have been ordered to provide immunization education and services to patients.

Collaboration with SNPhA Initiative Chairs

- ❖ Collaborating with other chapter initiatives is a wonderful way to impact patients in more ways than one.
- ❖ Collaborating with legislative chairs enables you to host events where you can raise awareness with community members about the importance of vaccines. You can also help them about contact their local representatives in order to help them voice their concerns and advocate for greater vaccination awareness and funding.
- ❖ Collaboration with many of the other chairs (Remember the Ribbon, Power to End Stroke, CKD, Diabetes) can help ensure that patients are educated not only about their disease states, but also the specific immunizations that will help protect them if they have any of these disease states.

Operation Immunization Initiative Event Ideas

Designated Immunization Clinics: Retail stores, mobile flu clinics, health fairs

- ❖ Administer vaccines, and/or:
- ❖ Prepare vaccines (draw up doses)
- ❖ Reinforce benefits and importance of getting the annual flu shot (educate patients, create pamphlets)



- ❖ Pass out document of vaccinations the patients should have to that point
- ❖ Event setup, paperwork, photocopying

Public Events/Health Fairs: State fairs, farmers markets, malls, community centers, churches

- ❖ Administer vaccines, and/or:
- ❖ Help with paperwork
- ❖ Create slogans (“Don’t be blue, Beat the flu” or “Spread the Vaccine, Not the Virus”)
- ❖ Advertise with public service announcements on different types of vaccines instead of the typical flu vaccine; such as Gardasil for HPV, travel vaccines, B vitamin and the common childhood vaccinations
- ❖ Educate on how to prevent spread of viruses and common signs and symptoms of diseases
- ❖ Inform patients on where they can get vaccines
- ❖ Hand out paraphernalia/reminders of getting vaccinated
- ❖ Screen for food or drug allergies, and take down immunization records and medical histories while patients are eating / listening to speakers

Higher Education Institutions: Student Health Services/campus immunization drives

- ❖ Administer vaccines, and/or:
- ❖ After staff members administer vaccines, monitor those who had never received a vaccine for side effects; help with paperwork/screening candidates
- ❖ Answer questions, inform students on importance of immunization
- ❖ Spin board with questions about flu shot; give candy for students who answer correctly
- ❖ Publicize event (pass out informational flyers, brochures, buttons, pamphlets, posters, banners, bracelets; make class announcements)
- ❖ Create a CE for area pharmacists about new and upcoming vaccinations

Career Awareness Fair: Show what pharmacists can do, including vaccination

Elementary Schools/Youth Center: Open House/immunization awareness sessions

- ❖ Provide information to parents on required state vaccinations, HPV vaccine; when to get child’s booster shots
- ❖ Inform school teachers/staff about how to notice signs and symptoms of the flu and what steps must be followed after the flu has been identified as it pertains to school and back in the home
- ❖ Teach children the importance and need of vaccines and how to avoid germs
- ❖ Give presentation to young girls on HPV
- ❖ Create Myth versus Truth sessions at schools or after school programs about immunizations

Chauncey I. Cooper (CIC) Chapter Reporting Guidelines

Chapters can only receive recognition for Chauncey I. Cooper (CIC) points via communication with National Headquarters by submitting individual event reports. Chapters are eligible to receive 300 points per Operation Immunization event for the first 10 events in the academic year, and then 150 points for subsequent events. Reports must be submitted via CIC3.0. Please review the following requirements



prior to planning and participating in *Operation Immunization* events.

General Requirements

- ❖ Reports must be submitted through CIC3.0 within **14 days** of the event date.
- ❖ Minimum of **4 pictures** **OR** a link to a video posted on social media submitted in the online form, along with 2 pictures.
 - 3 pictures should be of the activity itself; AND 1 picture of materials used or distributed. More than 1 photo of the materials used will not count towards the total of 4 pictures and that chapter will not receive full CIC points towards that event. The materials used AND addition to the 3 required pictures or videos will count towards full CIC points awarded.
 - If an activity is submitted for multiple initiatives, separate reports must be submitted for each initiative counted, and different pictures must be used for each report.
- ❖ Chapters must respond to clarifications requested by respective initiative chairs within five (5) business days of email communications.
 - After that five (5) day window, if chapters are still within the 14 day time frame, clarification is still permissible
 - After that five (5) day window, if chapters are outside of the 14 day time frame, events are automatically denied
- ❖ When reporting the number of patients affected through the e-submission website, include the number of patient's ***directly*** impacted by the chapter's participation in the event, not simply the number of people in attendance at the event as a whole as these may not be the same in many instances.
- ❖ If questions, clarifications or updates are required, please contact the respective initiative chair or the national recording secretary

Operation Immunization Requirements

- ❖ Must provide direct outreach to patients and/or healthcare providers/students
- ❖ A **minimum of 2 SNPhA members** must be present during the event
- ❖ Must include **2 of the following** criteria below to serve as an Operation Immunization event:
 - Distribution of patient information related to immunization (i.e. pamphlets, brochures, printouts, etc.)
 - Providing immunizations to patients
 - Medication and vaccination review/education
 - Seminar/lecture to membership or patients
 - Creation of original informational materials (i.e. pamphlets, brochures, printouts, etc.) related to immunization
 - Host the National Operation Immunization Chair to take part in your event
 - Create/distribute surveys to assess the quality of the event
- ❖ OR must include **1 of the following** criteria below to serve as an Operation Immunization event:
 - Letter writing campaign/calls/advocacy for immunizations with state or national members of congress
 - Meeting with a member of congress to advocate for immunizations



Useful Information/Resources on Immunizations and Outreach

One of the most valuable resources, and possibly the first your chapter should approach, are **National Pharmaceutical Association (NPhA) members**, who may be available to serve as supervising pharmacists for the event. Don't hesitate to contact your chapter's corresponding NPhA Zone Director at the NPhA Website (<http://nationalpharmaceuticalassociation.org/>).

Utilize the National Operation Immunization Chair or past local chairs; they are great sources of information and have many contacts that you may find helpful.

Request a **chapter visit** from your National Operation Immunization Chair. These are provided at no cost to your chapter.

Internet Resources

<http://www.immunize.org/>

- ❖ The Immunization Action Coalition website provides free subscriptions and apps relating to new information regarding immunizing children, teens, or adults. "Needle Tips" is the subscription pertaining to all age groups while "Adult Vaccination" focuses primarily on adults. This is good for chapter members who are coordinating operation immunization to be a part of, and to receive updates that could serve as patient information during events.

<http://www.cdc.gov/vaccines/>

- ❖ The National Immunization Program should be one of the most used websites, offering anything and everything there is to know about any vaccines. Use this website to get information to handout to patients, to inform yourself and to help with creating ideas for future events in your communities.

<http://www.cdc.gov/flu/>

- ❖ This is another good resource for information pertaining only to the flu. It has videos that can be shared and instructions on how to care for a person with the flu, and can serve as a guide for schools to use as preparation for the flu season.

<http://www.vaccinateyourbaby.org/>

- ❖ This is a website through the organization "Every Child By Two" that provides information and recommendations for parents of young children under the age of two. This is a great resource about required vaccinations for new parents.

<http://www.novaccine.com/>

- ❖ This is the website for WAVE, the World Association for Vaccine Education. It is a place for public exchange of vaccine information and provides insight into reasons for why our patients might decline certain vaccinations. This is a good resource for health professionals to view publications regarding vaccine safety, ingredients, and ineffectiveness.

<http://www.fda.gov/cber/flu/flu.htm>



- ❖ Sponsored by the FDA, this site provides information that is nationally reported regarding vaccine safety and also availability each year. This link is specifically for the flu vaccine but information is available for other vaccines as well.

<http://www.immunizationinfo.org>

- ❖ Immunizations for Public Health is a National Network for Immunization Information based in Texas that provides information on vaccine safety and strives to use science and study resources to answer common public concerns/questions regarding vaccines.

<http://www.hhs.gov/nvpo>

- ❖ Under the U.S. Department of Health and Human Services, the National Vaccine Program Office provides leadership and coordination among federal agencies as they work together to carry out the goals of the National Vaccine Plan. The website provides information on the National Vaccine Plan, upcoming meetings, tracking data for vaccine claims, and other reports/resources.

<http://www.shotatlife.org>

- ❖ This is the website for our SNPhA partner, Shot@Life, a grassroots organization/movement that promotes worldwide vaccine access through national advocacy, education, and funding efforts. By encouraging Americans to learn about, advocate for, and donate to vaccines, Shot@Life aims to decrease vaccine-preventable childhood deaths and give every child a shot at a healthy life.