

Immunizations | Creative Strategy Catalog

With the goal to create a region of “**healthy people, thriving communities**”, OCH elevates the current immunization efforts and partnerships. This catalog of creative strategies was created to spark ideas and inspiration to further the Olympic region's immunization efforts (flu and well-child immunizations). In light of COVID-19, we have a unique opportunity to get creative and think big, partnering with neighboring organizations, Tribes, and communities to prioritize regional health. Our regional efforts towards flu shots and child immunizations will help the Olympic region be better prepared when the COVID-19 vaccination becomes available.

NOTE: This is not a comprehensive list of local strategies and examples. There are many additional examples of creative immunization efforts that go beyond this list.

Do you have a strategy that is not listed below? OCH would love to share your approach, email us at OCH@olympicch.org.

Want to learn more about a specific strategy or example? Contact OCH and we can connect you with more information and potential partner organizations.

Strategy	Description	Examples
Drive-thru immunizations	Host a drive-thru immunization clinic. Set up a system where clients can stay in the comfort of their vehicles while receiving their flu shot.	<ul style="list-style-type: none"> • Jefferson Healthcare • Forks Community Hospital • Squamish Tribe
Flu clinics	Host an immunization clinic for staff and/or clients where recipients can receive their flu shot at work or office they are attending for other business.	<ul style="list-style-type: none"> • Peninsula Behavioral Health • Jefferson Public Health
Immunization registries	Create a registry of all or a subset of patients/clients and track immunization status. Use registry to inform targeted outreach and other strategies to impact those with most need. Every interaction with a patient is an opportunity for immunization.	<ul style="list-style-type: none"> • Kitsap Children’s Clinic • Jamestown Family Health Clinic offers flu shots to everyone with an appointment.
Community education	There is lots of confusion and misinformation out in the world right now. Provide some clarity to your networks by offering resources in a variety of languages and mediums. Use simplistic language, photos, and visuals to capture people’s attention. And frame your message in a positive	<ul style="list-style-type: none"> • OCH is creating educational resources (digital and print, English and Spanish) available for download. • PCHS sends campaign messages to patients through EHR

	manner such as “immunizations are a form of kindness”.	<ul style="list-style-type: none"> • Jefferson Public Health-using immunization toolkits on social media
Incentives	Partner with local businesses to provide coupons and special offers as an incentive to get immunized.	<ul style="list-style-type: none"> • Safeway Pharmacy offers 10% off next grocery purchase when you get your flu shot
Have flu shots available at COVID-19 testing sites	People love convenience! This strategy allows individuals who get tested for COVID-19 to conveniently get their flu shot at the same location. Two-birds, one stone.	<ul style="list-style-type: none"> • Kitsap Public Health District is considering this approach
Direct mailings	Send postcard reminders to your network. Include information about when/where immunizations are available and why it’s important to get immunized this year. Use simplistic language, photos, and visuals.	<ul style="list-style-type: none"> • OCH has a postcard template for public use. Download here and add your logo!
Partner with community-based organizations	Meet people where they are at by creatively partnering with local organizations that interact directly with the community: foodbanks, libraries, gyms, community centers, clubs (Rotary, Elks, Lions, etc), faith-based organizations, child-care facilities, shelters, co-working environments, farmers markets, etc.	<ul style="list-style-type: none"> • YMCA of Pierce and Kitsap Counties is positioned to support location and education access tied into the strategies from this group. YMCA is available to help with school aged outreach
Partner with pharmacies	Tap into the resources of local pharmacies. Many community members rely on pharmacies to get their flu shot.	<ul style="list-style-type: none"> • Forks Community Hospital and Chinook Pharmacy & Variety
Provide transportation	Consider a partnership with local transit systems or offer an option for community members to request transportation support.	
Utilize community paramedics and EMTs	Currently community paramedics visit some homebound to provide immunizations as requested. Talk to your local community paramedic about possible opportunities for partnership.	<p>Local Paramedicine Programs:</p> <ul style="list-style-type: none"> • Port Angeles Community Paramedicine Program • Bremerton Ambulatory Team



Key messaging:

- Flu and child immunizations are safe, important, and available today.
- Immunizations are acts of kindness. When you and your family get immunized, you help keep yourself and your community healthy.
- It is important to keep children up to date on their immunizations. In addition to protecting the child, it also protects vulnerable friends, family, and the community from getting sick.
- It is even more important to be protected from the flu this year! Prioritize your health during COVID-19.
- Flu shots save lives. Getting a flu shot is the best way to protect yourself and your family from the flu.

Access FREE downloadable resources at [Olympicoh.org/staystrong](https://olympicoh.org/staystrong). Resources include:

- Social media graphics
- Posters
- Postcard templates
- Video
- And more!