

The Role of the Immunization Champion



What does an immunization champion do?

- Immunization champions lead immunization promotion activities in their provider location. They communicate about vaccination issues and advocate the adoption of processes to ensure that the patients in their care receive all the recommended vaccines on time.

Why be an immunization champion?

- Patients rely on their providers to keep them safe and healthy. By being an immunization champion, you can help ensure that patients are protected from preventable illnesses by receiving all the vaccines they need when needed.

Who can be an immunization champion?

- These champions may be physicians, nurses, or other healthcare professionals.

Here are ways you can be an immunization champion in your location

Facility Processes

- Develop and guide the implementation of procedures that support on-time vaccination of every patient seen.
- Routinely assess procedures to ensure vaccination workflow continues to support the practice's vaccination policy and on-time vaccination.
- Conduct workshops where staff discuss barriers to vaccinating patients on time and ways to improve.
- Routinely check to ensure the clinic reports vaccinations and immunization status to the immunization information system (IIS) promptly.
- Perform spot checks for completeness and accuracy of patient immunization records.
- Regularly check patients' active/inactive status in the IIS and update if necessary.

Communications

- Stay up to date on vaccine recommendations and immunization quality improvement.
- Develop and propose social media posts. Research vaccine content to add to the website.
- Make sure all vaccination promotion materials reflect current ACIP recommendations.
- Stay current on facility- or provider-level vaccination coverage rates.
- Stay current on vaccination coverage disparities in the communities served by the provider
- Share and discuss results routinely with staff, working together to evaluate progress and identify performance gaps.
- Update clinic staff on the status of crucial immunization performance measures (e.g., missed opportunities, staff knowledge of vaccine recommendations, IIS data quality, etc.).

Education and Training

- Display Advisory Committee on Immunization Practices (ACIP) recommendations throughout the clinic.
- Train staff quarterly on ACIP recommendations, minimum ages and intervals, and contraindications.
- Work with staff to ensure they can address common parent and patient concerns or hesitancy about vaccines using culturally appropriate and inclusive language.
- Ensure all office staff can accurately answer parent and patient vaccine-related questions or refer them to the appropriate resource.
- Observe staff during vaccination visits and provide feedback.