

The Role of the Immunization Champion



What does an immunization champion do?

- Immunization champions take the lead on immunization promotion activities in their clinics.
- By demonstrating leadership, collaboration, and advocacy, they ensure that the children in their care receive all the recommended vaccines on time.

Why be an immunization champion?

- Children rely on the champions in their lives to keep them safe and healthy.

Who can be an immunization champion?

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

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

Facility Processes

- Develop and guide the implementation of procedures that support on-time vaccination of every child seen.
- Routinely assess procedures to ensure vaccination workflow continues to support the practice's vaccination policy and on-time vaccination.
- Conduct workshops in which clinic staff discuss barriers to vaccinating patients on time and ways to improve.

Training and Education

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

Immunization Documentation

- Routinely check to ensure the clinic is reporting vaccinations and immunization status to the immunization information system (IIS) in a timely manner.
- Perform spot checks for completeness and accuracy of clinic 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 website.
- Make sure all vaccination promotion materials reflect current recommendations.
- Stay up to date on facility- or provider-level vaccination coverage. Share and discuss results routinely
 - with staff, working together to evaluate progress and identify performance gaps.
- Update clinic staff on status of key immunization performance measures (e.g., missed opportunities, staff knowledge of vaccine recommendations, IIS data quality, etc.).