

Injecting parents with  
convenience:  
How to successfully  
run a vaccination clinic

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# Objectives:

Identify	Identify parental barriers to vaccinating children against COVID or FLU
Address	Address the concerns parents have and counteract misinformation
Offer	Offer ways to make the COVID and FLU vaccine easy and accessible to families and children

# Pelican Pediatrics

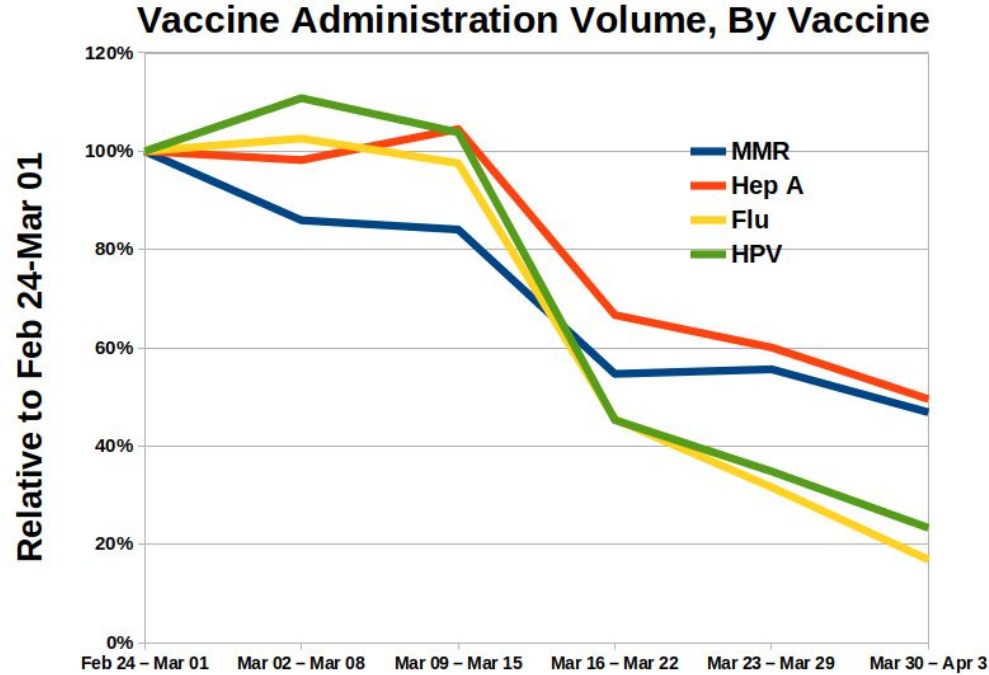
Level III PCMH

Fully Vaccinating Practice

Do not see patients who do not immunize

Routinely discuss vaccines including vaccines for parents at patient visits

# COVID's effect on vaccination rates?



Chip's Blog April 2020:  
Decrease in vaccination rates  
from Feb 2020 to April 2020

This decrease persisted and was  
worldwide.

The World Health  
Organization (WHO) has  
stated that routine  
immunization programs have  
been substantially disrupted  
in at least 68 countries,  
affecting more than 80 million  
children worldwide, especially  
in poor countries

# Why has COVID affected vaccination rates?

Overall decrease in WCCs due to fear of catching COVID

More families out of work therefore less kids in daycare so less "requirements"

Conspiracy theories that Other vaccines, especially FLU contains "hidden" COVID vaccine

Less kids in office with non-COVID illnesses so missed catchup

# How to get kids vaccinated in a time of COVID?

By Making Families Feel Safe



**GET THE FLU SHOT**

**COVID-19 FRIENDLY DRIVE THRU FLU CLINIC**

September 26, 2020 9am-12pm  
October 25, 2020 9am-12pm  
October 31, 2020 9am-12pm

**LOCATED AT PELICAN PEDIATRICS  
452 FOLLY RD, CHARLESTON SC 29412**

**CALL AND SCHEDULE NOW!  
ALL PARENTS AND CHILDREN  
WELCOME**

**IT'S YOUR BEST DEFENSE**





**Pelican Pediatrics**

October 20, 2021 · 🌐

FLU is Here - come get your FLUSHOT or NASAL MIST (AND COVID VACCINE if you qualify). Call us, send us a portal to sign up! Parents welcome too!



**Pelican Pediatrics**

October 6, 2021 · 🌐

Flu Clinic this Saturday! 10-1  
Please call or send a portal to sign up. Parents welcome. COVID vaccine also available



**DRIVE THRU FLU CLINIC**  
Call to schedule the whole  
family!!!!

**SATURDAY October 30<sup>st</sup>**  
10am-1pm

Don't miss  
your shot



**DRIVE THRU  
FLU CLINIC**

Saturday Oct 9<sup>th</sup> - 10am - 1pm

Please call to sign up!!!! Parents  
Included

Flu-Shots & Flu-Mist  
(COVID too)

## 2 Routes of vaccinating

SPECIAL

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graph TD; A([SPECIAL]) --> B[Vaccination drives and clinics]; C([ROUTINE]) --> D[Vaccines at routine office visits];
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Vaccination drives  
and clinics

ROUTINE

Vaccines at routine  
office visits



# The Special – Vaccination clinics



# THE SPECIAL – VACCINATION CLINICS



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In anticipation of receiving FLU vaccines - planned 3-4 weekends for clinic

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In prior years, clinic was inside the office – people waited in waiting room

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With COVID – transitioned to drive through model

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Advertised on facebook, twitter, in office and via text blast - signed up people ahead of time but took walk-ins

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If person had an appointment before school starting - signed them up to come back for the clinic, their siblings, parents

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For convenience, also vaccinated parents

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For the patients who scheduled, they received a text reminder



Pelican Pediatrics

September 17, 2020 · 🌐



It's better to get the Flushot with your family, than to get the FLU with your family!

Es mejor recibir la vacuna contra la influenza con toda su familia que enfermarse con la influenza con toda su familia!

Лучше сделать прививку от гриппа вместе со всей семьёй, чем болеть гриппом вместе со всей своей семьёй!



# VFC - State – Private

## How do you ensure you give the right vaccine?

Insurance verification day prior

Make a color coded index card for each type with patients name – organize by family

Greeter at drive up finds patients card – hands to patient

Car pulls up to vaccination tent and hands in card

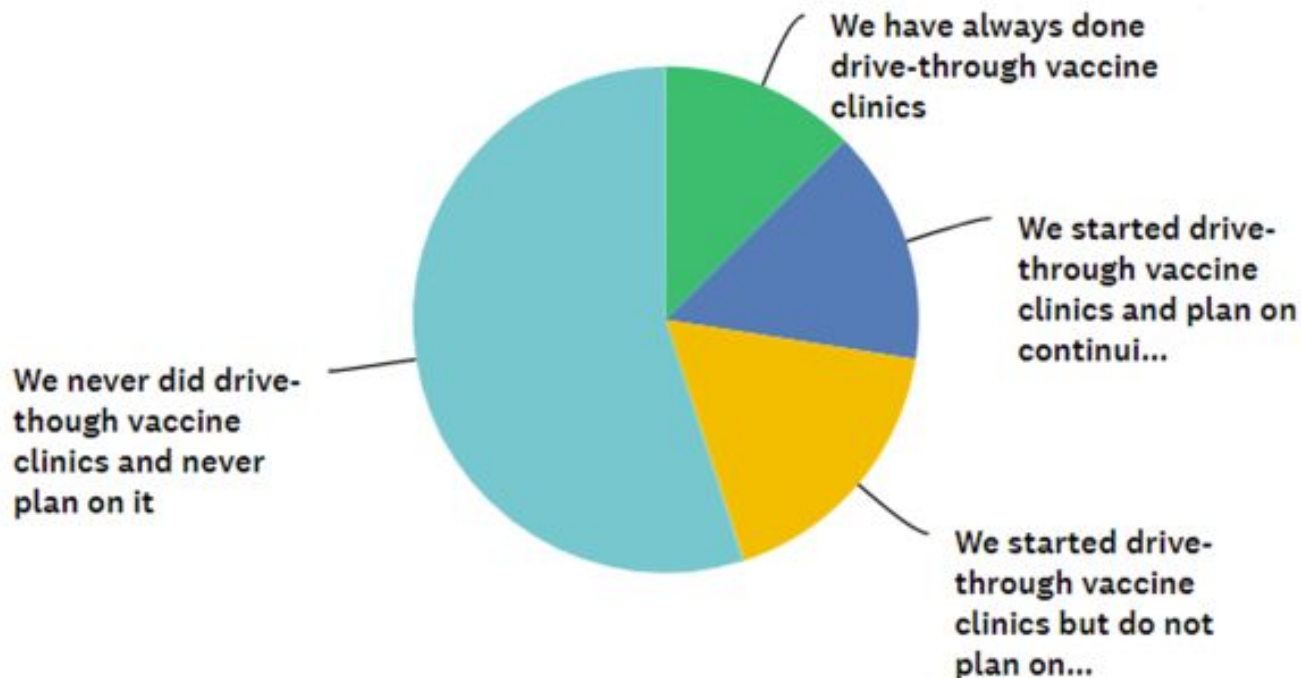
Nurse pulls correct vaccine, gives to child in car

Car Drives off

\*\*If flu mist was present, Large “M” written on card



# Survey among private practice pediatricians





# EXTENDING THE DRIVE THROUGH MODEL TO COVID VACCINES



## **Vacunas de COVID - Gratis**



**5+ años**

Domingo el 7<sup>de</sup>  
Noviembre  
452 Folly Rd.  
Pelican Pediatrics

10am-1pm  
(843)795-3344

- In anticipation of vaccine approval for every age group - planned a drive through on a weekend
- Advertised on facebook, twitter, in office and via text blast - signed up people ahead of time but took walk-ins
- During 1<sup>st</sup> days of approval mass vaccinated the early adapters to decrease overwhelming office during the week
- For easy access, also vaccinated and boosted parents
- At 1<sup>st</sup> clinic given date and time for second to ensure people not missing 2<sup>nd</sup> dose



# COVID VACCINE - WHY ALL THE HESITANCY?

Too New,  
Experimental, not  
FDA approved

Sideeffects –  
Myocarditis?  
Infertility?

COVID is mild in  
kids, they don't  
need it

Its made from  
mRNA which  
sounds too much  
like DNA

Vaccine is  
“Political” –  
government  
control

# TACKLE MISINFORMATION WITH positive messaging

- Clear repetitive messaging of confidence and safety – Hit social media
- Anticipate ahead of time and prepare families for when their child is eligible
- Be there to answer questions, don't dismiss concerns
- Reassure that staff is all vaccinated
- Personal stories – are your kids or grandkids vaccinated?



# HOW to Counteract the Hesitancy?



Pelican Pediatrics is at Bon Secours St. Francis Hospital.

January 7, 2021 · Charleston · 🌐

Dr. Varadi got her 2nd [#CovidVaccine](#) to protect herself, her family, her coworkers and her patients.

When it's your turn, please get your shot!

[#NotThrowingAwayMyShot](#) [#COVID19](#) [#ThisIsOurShot](#)



Pelican Pediatrics

December 22, 2020 · 🌐

Dr. Rodriguez got her [#CovidVaccine](#)

We would like to thank scientists who spend their lives improving our healthcare! [#ThisIsOurShot](#)

Please, when your turn comes, get your [#COVIDSHOT](#) too!





Pelican Pediatrics

December 27, 2021 · 🌐



We are seeing an increase in #COVID19 🦠 and increased exposures. Please, get yourself and everyone in your family 5 and older vaccinated 📌, and 16 and over boosted 📌 (if 6 months after last dose). #vaccinessavelives #COVID IS not a welcomed Christmas gift. Call us if you need help getting your vaccine!

# Hospital stay = \$\$\$ COVID-19 vaccine = Free

The average hospital stay related to COVID-19 can cost thousands of dollars. A COVID-19 vaccine is free and drops your risk of being hospitalized from COVID-19.

**Get vaccinated.**  
**[www.vaccines.gov](http://www.vaccines.gov)**







**Pelican Pediatrics**

June 23 at 5:35 PM · 🌐



6months plus [#CovidVaccine](#) clinic going on now until 7!!!! Not registered?  
No Problem! Come on in!  
[#ThisIsOurShot](#)



**Pelican Pediatrics**

August 16, 2021 · 🌐

Back to School Checklist:

1. Plenty of Sleep 😴💤.
2. Healthy Breakfast 🍳.
3. Clean Mask 😊.
4. School Supplies 📚📂.
5. Hand Sanitizer 🧴.
6. COVID vaccine (12+) 💉.
7. Great Attitude 😊.

Have a great first week of school everyone!

# Discuss Vaccine Rate Successes Publicly



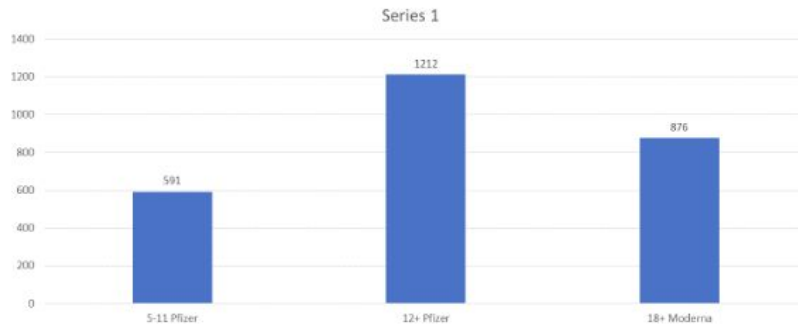
Pelican Pediatrics

December 14, 2021 · 🌐



We at Pelican Pediatrics have been trying to do our part to [#EndThePandemic](#) by making [#CovidVaccine](#) easy and accessible - here's what we've done so far. Who says small practices can't make a difference? [#VaccinesSaveLives](#). Get your [#CovidVaccine](#)

COVID Vaccines Administered at Pelican Pediatrics



Can you really be successful at changing minds?

**YES!**



# Vaccine clinic Key Take AWAYS:

Make vaccination easy – no complicated online signup etc

Drive in, Drive home

Reiterate that it will not take up much of their time

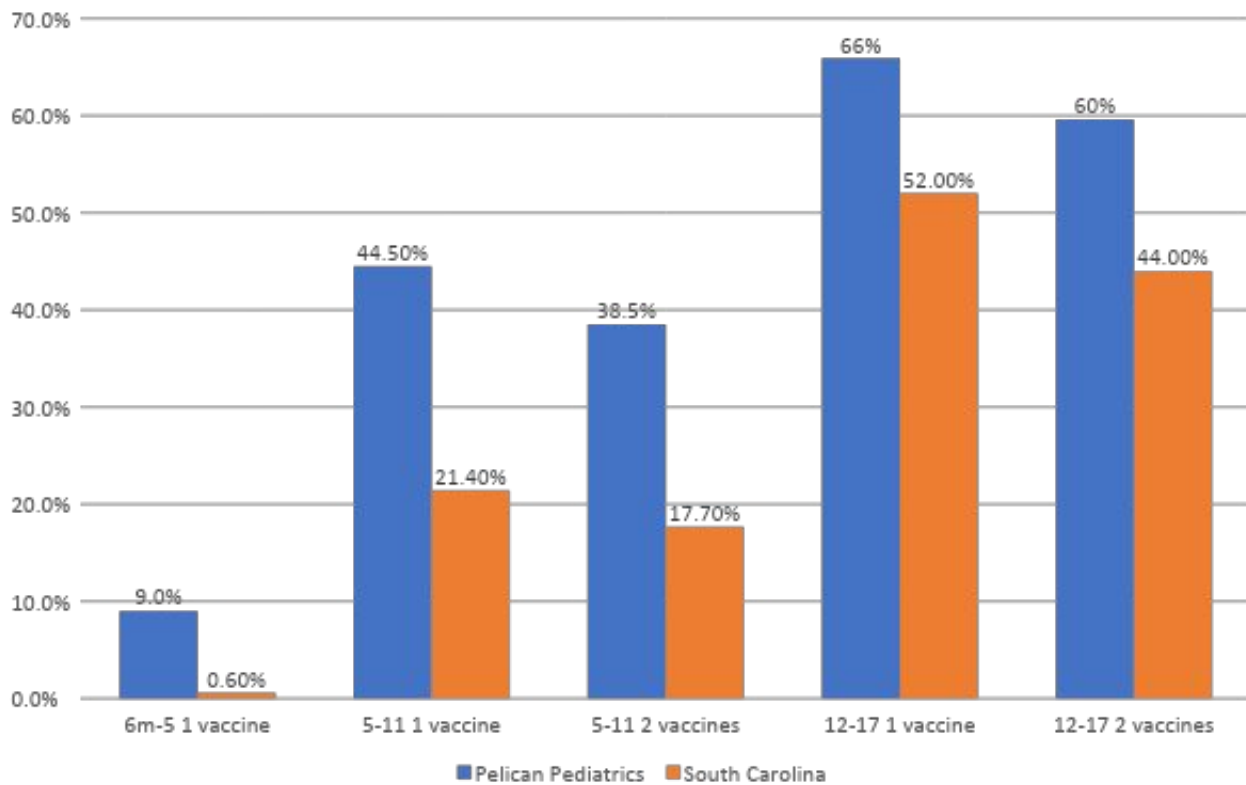
Schedule at a time that people don't miss work/school

Vaccinated ~150 patients each time



**COVID Vaccine  
Drive-Thru**  
**12+ years old**  
Saturday May 22<sup>nd</sup>  
452 Folly Rd.  
Pelican Pediatrics  
10am-1pm  
(843)795-3344 to  
schedule

## COVID Vaccination Rates



# What if you don't have a parking lot or outdoor area?

**BE**

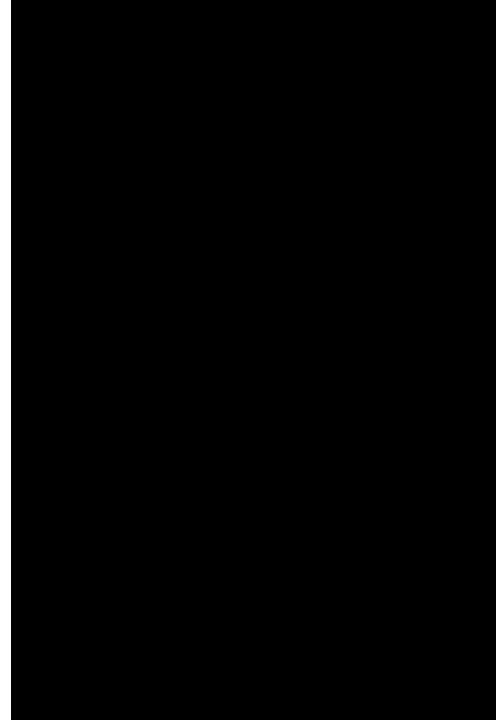
**CREATIVE**

**Does neighboring office have a better space and can you use it off hours?**

Can you do it at a local school or daycare nearby? (Check insurance/state laws)

Can you do a walk-through model instead of drive-through?

In conclusion:



# References

## **Why Parents Still Hesitate to Vaccinate Their Children Against COVID-19**

[Melissa Suran, PhD, MSJ](#)

[Article Information](#)

*JAMA*. 2022;327(1):23-25. doi:10.1001/jama.2021.21625

Sato APS. Pandemic and vaccine coverage: challenges of returning to schools. *Rev Saude Publica*. 2020;54:115.

<https://scdhec.gov/covid19/covid-19-data/covid-19-vaccination-dashboard>

[https://www.carolinapanorama.com/news/state/see-the-child-vaccination-rates-for-covid-19-in-south-carolina/collection\\_bf9ad37b-125f-51fe-923d-000d53a6d6fb.html#1](https://www.carolinapanorama.com/news/state/see-the-child-vaccination-rates-for-covid-19-in-south-carolina/collection_bf9ad37b-125f-51fe-923d-000d53a6d6fb.html#1)