2013-2014 Planning Guide

Thank you to the Operation Immunization supporter: Safeway.
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- Safeway

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Dear Operation Immunization Coordinator:

The American Pharmacists Association Academy of Student Pharmacists (APhA-ASP) is excited to present Operation Immunization, a national patient care project designed to protect and improve public health through immunization delivery and education. The 2013-2014 Operation Immunization campaign has been made possible through an educational grant from Safeway, Inc.

Over the course of its 16-year history, the Operation Immunization campaign has provided student pharmacists with an opportunity to collaborate with local practitioners to provide immunizations and educate patients nationwide. Last year alone, student pharmacists worked alongside practitioners in their communities to educate over 28 million people.

By participating in Operation Immunization, your chapter can have a significant impact on the health of patients in your community. As part of the 2013-2014 campaign, we also encourage your chapter to advocate on behalf of the profession to educate the public about the benefits of pharmacy-based immunizations and the role pharmacists and student pharmacists can play in improving public health. While all 50 states allow pharmacists to immunize, student pharmacists are permitted to immunize under the supervision of a pharmacist in approximately 30 states. This may present an exciting opportunity for your chapter to become involved in the legislative process by educating your policymakers about how student pharmacists can support their efforts to reach the state’s immunization goals.

The enclosed resource guide contains information on effectively planning and implementing Operation Immunization at your chapter. We strongly encourage you to take advantage of this valuable resource and the opportunity to impact the health of patients in your community. At the conclusion of this guide, you will also find a reporting form to document your chapter’s activities for submission to APhA. Recognition will be given to all chapters that participate in the Operation Immunization campaign. Those chapters with the most innovative and successful projects will also receive regional and national awards at the 2015 APhA Annual Meeting & Exposition in San Diego, CA. Reports must be submitted no later than July 15, 2014 to be considered for an award.

Finally, I would like to express my gratitude to Safeway, Inc for its ongoing support of Operation Immunization and for recognizing student pharmacists for their role in improving public health. I challenge every APhA-ASP chapter to participate in this exciting program and work with pharmacists and other health care professionals in their area to make this year’s Operation Immunization campaign our most successful one to date!

Sincerely,

Brandi Hamilton, Student Pharmacist
2013-2014 APhA-ASP National President
University of Arkansas for Medical Sciences
Dear Colleagues,

You are entering the pharmacy profession because you are committed to providing outstanding patient focused care and to pursuing the best possible treatment outcomes. Furthermore, our continued relevance as a profession in the face of automation demands that we embrace patient care as the new core of our practice and continuously stretch the envelope.

Safeway embraces this as well.

Over the past two and a half years, Safeway pharmacy has undergone a paradigm shift in its approach to, and support of its pharmacy teams, and a purposeful change from product centered to patient centered practice.

In its mission to deliver the best pharmacy based preventative care available and support public health initiatives, Safeway has adopted the Healthy People 2020 objectives for immunization as its benchmark. By providing personal attention and individualized immunization recommendations, we fulfill the expectation of exceptional care for every patient, in every pharmacy, every day.

We have to have a shared purpose, and Safeway clearly recognizes and appreciates that this cannot be achieved without the passion and talents of dedicated pharmacists working at the pinnacle to which our profession strives. We applaud and encourage your efforts to contribute to Public Health through the APhA-ASP Operation Immunization project. Please reach out to the Division Patient Care Managers listed below so that they can contribute to the success of your programs.

James McCabe Dip Pharm (SA) RPh
Director, Patient Care

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APhA-ASP Operation Immunization
INTRODUCTION

Need for Immunizations

Immunizations are considered one of the greatest public health achievements in the United States during the last century. Immunization programs have nearly eliminated many of the vaccine-preventable diseases that were once common in the United States. In fact, routine vaccinations have prevented so much disease and averted so many deaths that people often forget about the devastation that can be caused by these diseases. Despite the current successes, it is only through ongoing immunization efforts that vaccine-preventable diseases will remain under control. If we become complacent in our vaccination efforts, these diseases may reappear and cause significant morbidity and mortality.

High accessibility lends pharmacists and student pharmacists to play a major role in ensuring higher immunization rates and decreasing the incidence of vaccine-preventable diseases. As of June 2011, over 100,000 pharmacists across 50 states have been certified to give immunizations. Approximately 30 states now allow student pharmacists to immunize as well. Student pharmacists in these states may also become involved through the legislative process by supporting their local pharmacy state board to lobby for changes in legislature and practice acts. By having pharmacists and student pharmacists administer immunizations or having the immunizations administered in a pharmacy, we hope to increase the public’s awareness of the important role both pharmacists and student pharmacists can play in public health.

Although pharmacists were involved in various roles in immunization in the late 1800’s and early 1900’s, this early involvement was short-lived due to many factors such as a daunting side-effect profile and collective vaccine-delivery programs. However, the last two dates of the 20th century saw a return of pharmacists to vaccine advocacy and delivery. In 2009 pharmacist were able to improve public health and help prevent the spread of the H1N1 virus. The most serious obstacles to the receipt of vaccines are the limited places and times of vaccine availability. Pharmacists rank among the most accessible healthcare providers giving them the opportunity to overcome shortfalls in immunization delivery. Immunization rates will climb as soon as patients are advised of their risks of preventable infection and are offered immunization; the rates will climb when you, a student pharmacist, participate in Operation Immunization.

Goals of Operation Immunization

Recognizing the need for education and increased opportunities to receive immunizations, the American Pharmacists Association Academy of Student Pharmacists (APhA-ASP) and the Student National Pharmaceutical Association (SNPhA) collaboratively developed Operation Immunization. This was the first service project of this magnitude in the history of APhA or SNPhA. This program is an immunization education campaign designed to increase the public’s knowledge of immunizations while raising the number of adults receiving immunizations. Participants include all of the APhA-ASP chapters with the help of trained practitioners and other healthcare professionals trained and certified to give immunizations.

While Operation Immunization is designed to benefit the public, your college campus is a great place to begin raising immunization rates and increasing awareness. Currently, the American College of Physicians recommends that annual influenza vaccine should be required for every healthcare worker
with direct patient activities. These vaccines can effectively be given throughout the year and will prevent more than 50,000 deaths alone. The American Pharmacists Association (APhA) encourages participants to continually increase community awareness of immunization information and advise patients on where they can obtain the proper immunizations year-round.

Background on Operation Immunization

Operation Immunization was launched as an official APhA-ASP National Patient Care project in 1997. Since that time, over 1 million individuals have an immunization through the Operation Immunization campaign. During the 2012 campaign:

- Number of schools participating during the 2012 campaign → 80
- Number of students participating during the 2012 campaign → 25,175
- Number of faculty participating during the 2012 campaign → 1,043
- Number of pharmacy practitioners participating during the 2012 campaign → 1,199
- Number of patients immunized during the 2012 campaign → 56,068
- Number of patients educated received Health & Wellness/Clinical Services during the 2012 campaign → 3,770,360
- Number of patients reached through public relations initiatives during the 2012 campaign → 14,760,813

Operation Immunization Awards

APhA-ASP recognizes each chapter that implements an Operation Immunization program in their community. In addition, one Chapter from each of the 8 APhA-ASP regions and 1 national winner are recognized during the APhA-ASP Midyear Regional Meetings and the APhA Annual Meeting & Exposition at the APhA-ASP Opening General Session, in Student Pharmacist magazine, and on the APhA website. For more information on the Operation Immunization reporting process, please refer to the “Reporting Guidelines”.

Highlights from the 2012 Award Recipients

**National Winner: The University of Tennessee Health Science Center College of Pharmacy**

The chapter set a goal to improve health in their state by providing 12,500 immunizations to individuals. For the student body to visually track this sizable goal, they set up a 2 by 4 sign which showed their progression, as shots were tallied weekly. Furthermore they cultivated relationships within the health care community, by providing immunizations to employees of corporations as well as to health care providers who had direct patient contact. This chapter also ensured that high risk populations received immunizations. Beyond reaching their goals, this chapter established lasting partnerships within their community, while enhancing the perception of the profession of pharmacy.

**Region 1 Winner: University of Connecticut School of Pharmacy**

This chapter felt it was important to focus their mission on campus. They educated students about travel vaccines during a study abroad fair, developed an immunization trivia game, with different question categories such as MMR, HPV, and influenza to test undergrad student’s knowledge and
empower them to stay informed, and teamed up with student nurses and the local SNPhA chapter to make the University’s flu clinic a success. Off campus they worked with Pediatric Pharmacy Advocacy Group to educate parents and children about pediatric vaccines.

**Region 2 Winner: Duquesne University Mylan School of Pharmacy**

Student pharmacists provided presentations for families at a women’s hospital. They partnered with the American Diabetes Association and participated in their Expo. During the event the chapter provided education to diabetic patients on the importance of receiving annual vaccines. To make students on campus healthier, they provided vaccine information through presentations and tested vaccine knowledge using “operation” man. Finally they used Operation Immunization as an opportunity to advocate. The chapter launched a letter writing campaign to increase awareness about the accessibility of pharmacists, to recommend lowering the patient immunization age for pharmacist provided vaccine, and to allow students to provide immunizations.

**Region 3 Winner: UNC Eshelman School of Pharmacy University of North Carolina at Chapel Hill**

Overwhelmed with chapter members interested in participating, they worked with their school and advisors to offer a one-day immunization certification course to support the students and broaden the certified volunteer base. Thanks to this event they were able to expand the chapter’s operation immunization services. They held health fairs and provided vaccines at employer groups, community pharmacies, the state fair, and a habitat for humanity build day event. In total students were able to provide over immunizations to more than 2,000 individuals.

**Region 4 Winner: University of Kentucky College of Pharmacy**

Students administered flu vaccines to both the University President and the Pharmacy Dean. This kicked of the first on campus “mobile-cart service”. Student pharmacists and faculty stocked 3 mobile carts with appropriate supplies and went door-to-door offering a free influenza vaccine to any eligible university employee. Additional immunization events were held throughout the month on campus, including one at the main library. Students also conducted educational events for the community. They participated in a state-wide campaign focusing on physical activity and overall health promotion. The chapter created a flu-fighting activity to help kids understand why viruses are dangerous and how vaccines protect them. Parents also received information about childhood vaccines. To increase their exposure, all of the chapter’s major events included televised media coverage.

**Region 5 Winner: Creighton University School of Pharmacy and Health Professions**

This chapter set a goal of empowering chapter members to make a difference for students, faculty and staff at the university, and underserved populations. They utilized surveys to improve the volunteer experience and organization. During 9 “Shoo the flu” clinics held between September and November, chapter members helped to vaccinate over 2000 students and 280 faculty and staff at the Employee Benefits Fair. To recognize the dedication of volunteers, each individual received a “thank you certificate” and they were invited to an Operation Immunization “thank you” party.

**Region 6 Winner: The University of Oklahoma College of Pharmacy**

APhA-ASP Operation Immunization 2013-2014
Student pharmacists focused on providing immunizations and advocating for pharmacy. Clinics were held in multiple locations and cities associated with the university health system to promote easy access and accommodate for the many schedules of students, faculty, staff, hospital workers and the community. In order to achieve a seamless process, they were able to set up a contract with the primary insurer on campus to pay for the immunizations. For those that did not have insurance, state human resources was able to support them. First and second year students were needed to help greet patients and fill out paperwork, while third and final year students provided vaccinations. Throughout the clinics advocacy for pharmacy services was incorporated.

**Region 7 Winner: Idaho State University College of Pharmacy**

This chapter made sure that having access to immunizations was not a barrier for patients. They brought the flu shot to place frequented by the public, such as the area fitness center, and to employer groups, like the local dealership. They provided education to the school district on Tdap and Meningococcal vaccines. Finally, they used photographs of the governor and his wife receiving immunizations to set an example of the importance of vaccines across the state.

**Region 8 Winner: University of California, San Francisco School of Pharmacy**

The structure and mission of this chapter’s health fairs was redirected to reach out to underprivileged communities that would not have access to health related services otherwise. To support this initiative they received vaccine donations from the public health department and health related corporations. Health fairs were held in collaboration with other student pharmacy organizations and health professional schools, such as nursing, medicine, and dentistry. When a nearby college campus experienced a mumps outbreak, chapter members readily volunteered to administer and help prepare MMR vaccines.
How to Use this Guide

This planning guide will help assist you with the implementation, management, and marketing of a successful immunizations campaign in your community. The material includes:

- Basic clinical practice information
- Step-by-step approach on how to run the campaign
- Suggested promotional material
- Additional resources
- Instructions for reporting

When it comes to your APhA-ASP Operation Immunization campaign, be creative, have fun, and most importantly, help your community get immunized.