



Vaccine Advisory Committee  
DOH Updates  
January 13, 2022

# COVID-19 Vaccine Response









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SHEANNE ALLEN

Ready for more  
opportunities,  
twists and turns  
and lots of success  
together in 2022!

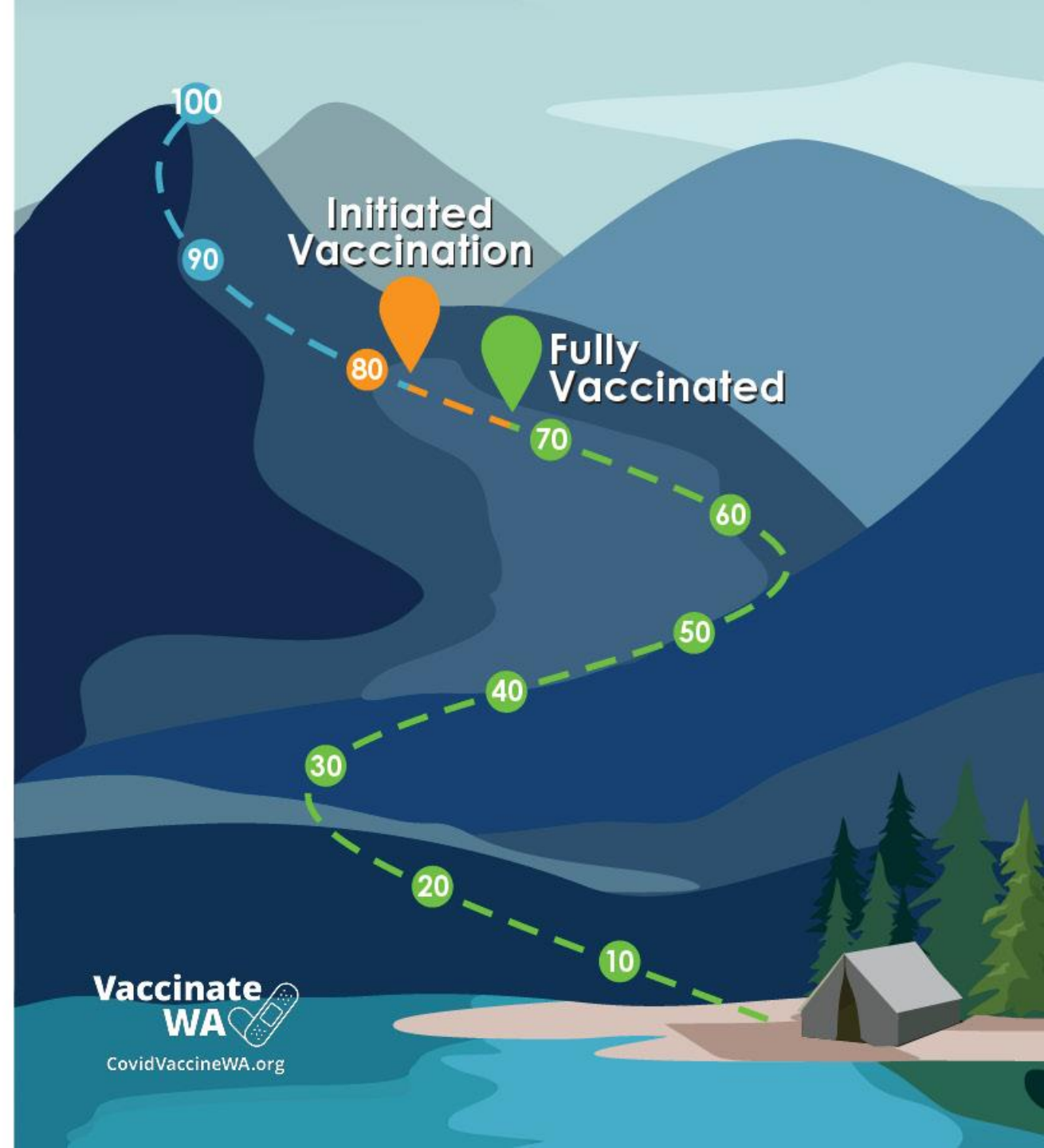
**HAPPY  
NEW YEAR**

# Distribution by Numbers

Distribution by the Numbers	 57 Weeks of Distribution	 640 Million Doses Delivered in U.S.	 30 Million Doses Delivered for Pediatrics 5-11yo	 7.6% of Doses Reported Wastage
	 519.3 Million Total Doses Administered	 73% of Adults 18+ Fully Vaccinated	 4.8 Million of 5-11yo Fully Vaccinated	 207.2 Million Americans Fully Vaccinated

As of January 10,  
**78.3%\***  
of the population  
5 and up has  
**received at least one dose**  
and  
**71.1%\***  
is **fully vaccinated.**

\*This percent includes aggregate data from the Department of Defense and Department of Veterans Affairs and is higher than the DOH data dashboard.



# COVID- 19 Vaccine in Washington State

Vaccine Doses Given  
and Reported (statewide  
or selected counties) **12,238,480**

## Statewide Measures Only

Vaccine Doses Given  
and Reported in  
Washington **12,238,480**

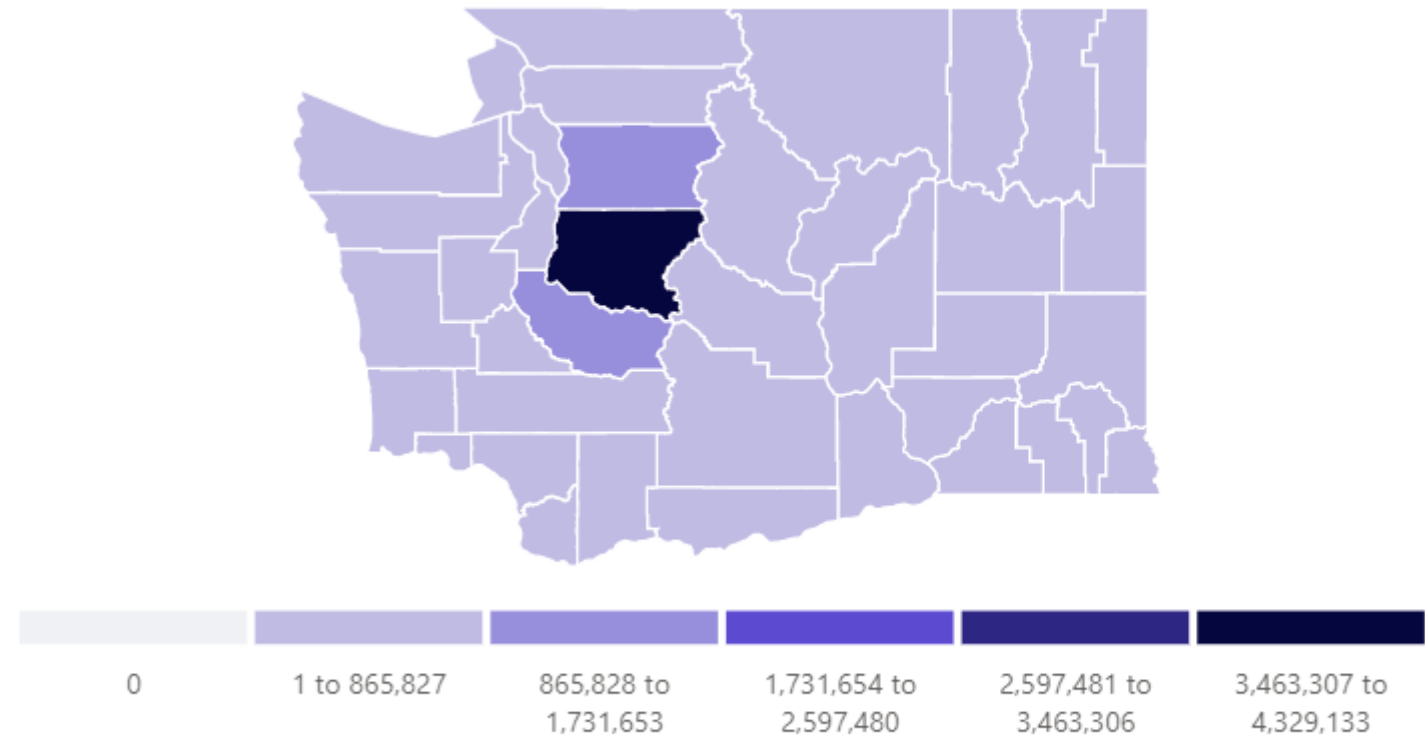
Doses Delivered to  
Washington Providers **8,002,120**

Doses Delivered for  
Federal Partnership  
Programs **5,841,380**

Percentage of  
Delivered Doses  
Given **88.4%**

Current Complete 7-  
Day Average **20,600**

VACCINE DOSES GIVEN AND REPORTED IN WASHINGTON COUNTIES



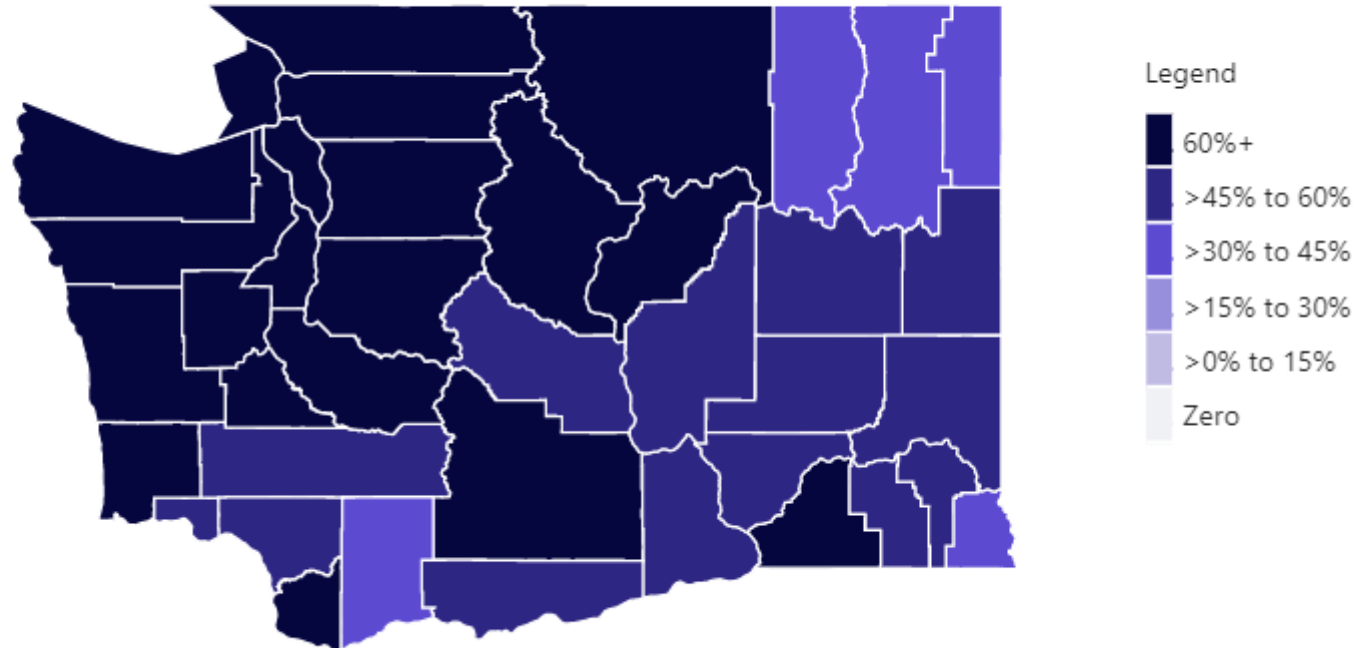
County data for doses given are based on the location of the facility giving the vaccine. 87,241 vaccine doses given do not have a county reported.



# Vaccination Rates Not Uniform Across the State

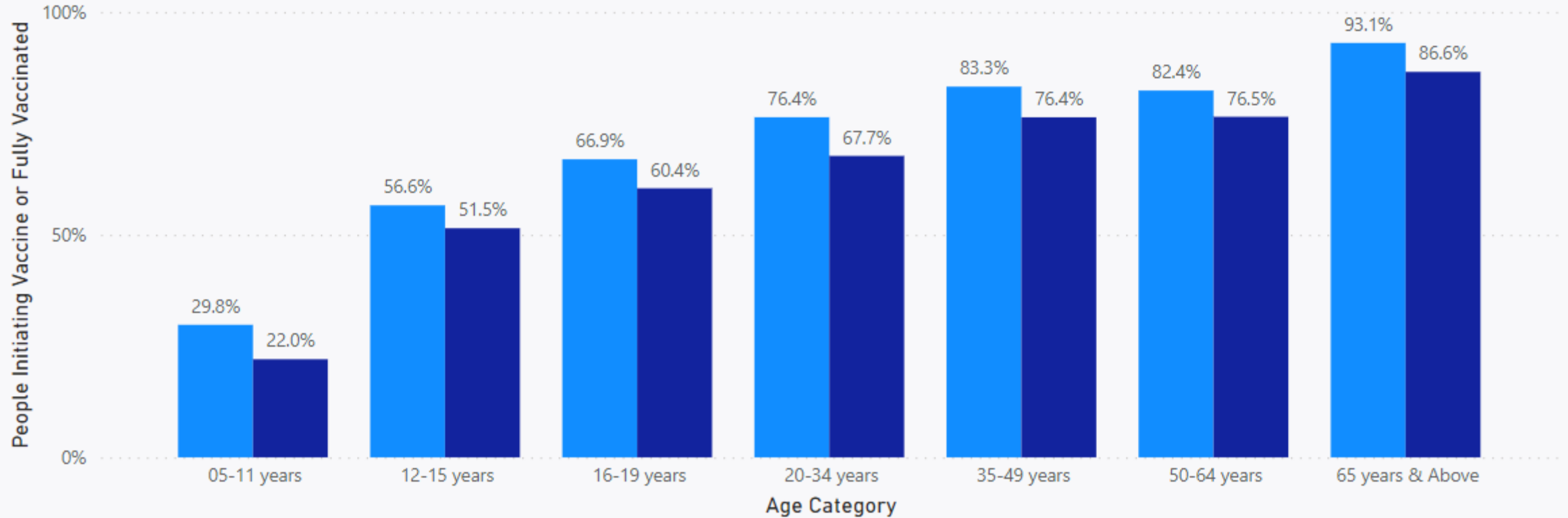
Percent of Total Population Initiating Vaccination	<b>68.9%</b>
Percent of Total Population Fully Vaccinated	<b>63.0%</b>
Percent of Population Initiating Vaccination (16+)	<b>82.3%</b>
Percent of Population Fully Vaccinated (16+)	<b>75.3%</b>
Percent of Population Initiating Vaccination (12+)	<b>80.8%</b>
Percent of Population Fully Vaccinated (12+)	<b>73.9%</b>

TOTAL POPULATION INITIATING VACCINATION (RECEIVING AT LEAST 1 DOSE)



# Vaccinations by age group

● % of People Initiating Vaccine ● % of People Fully Vaccinated

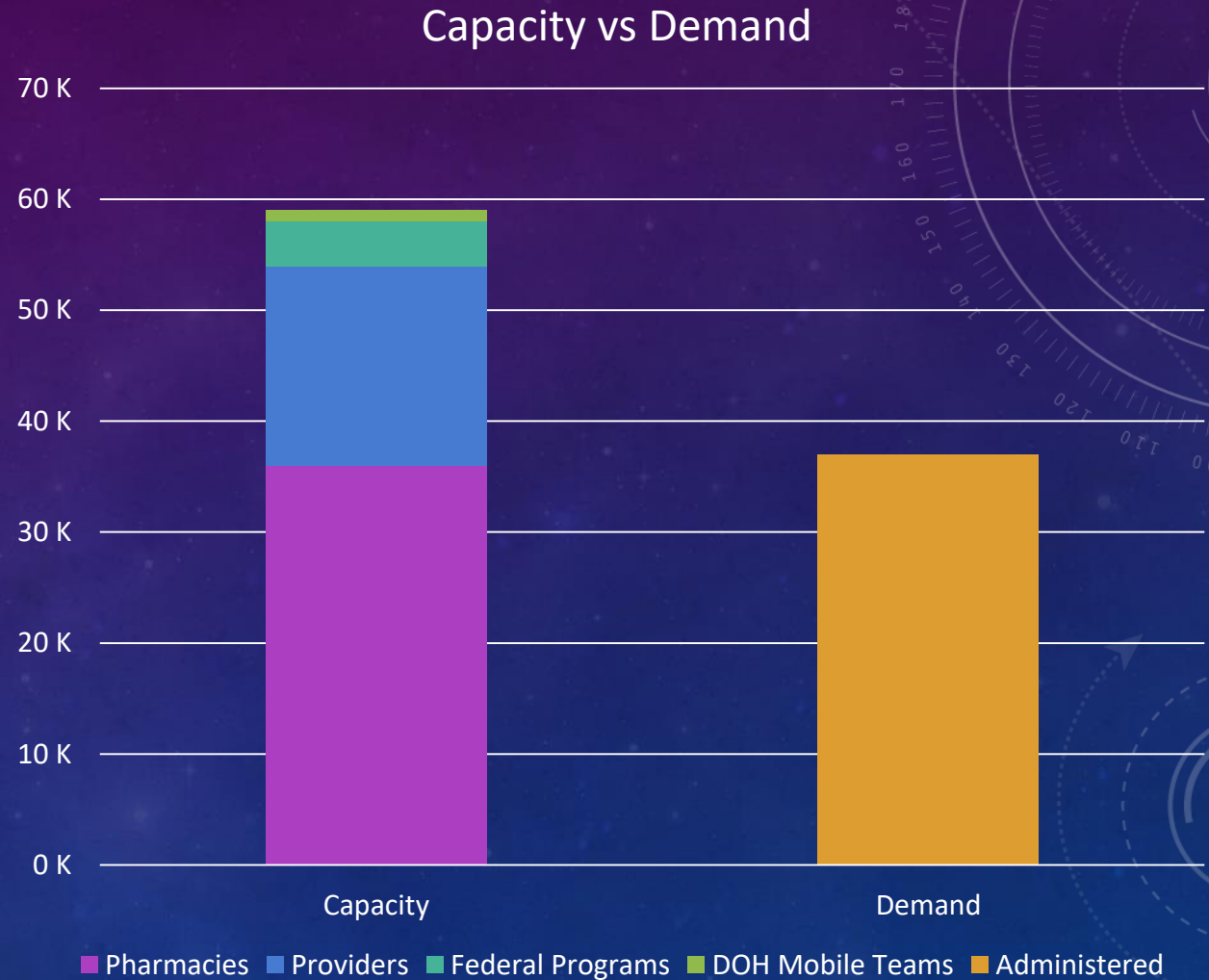


Source <https://www.doh.wa.gov/Emergencies/COVID19/DataDashboard> (1/13/2022)



A recent survey of providers & pharmacies showed a potential 59k statewide daily capacity for vaccinations

- Pharmacies 23k-36k / day
- Providers 18k / day
- Federal Programs 4k / day
- DOH Mobile Teams <1k / day



# Ordering Schedule/ Supply



- COVID-19 vaccine orders are approved twice weekly on Mondays and Thursdays.
- Supply

## What's coming next? (Things we are waiting for...)

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Moderna for  
adolescents

Moderna for  
children (6-11 y)

Moderna full BLA

Pfizer 2-4 year olds

Boosters for kids  
(?)

Vaccine  
recommendations  
6 months+ - 2 yo



# Under 5-year-old Pfizer Vaccine Update

## **Assumptions about a future <5 year-old program**

- Availability of an FDA-authorized, CDC-recommended vaccine is expected between late Winter and early Spring, 2022
  - Timing of vaccine availability may vary by age group (e.g., vaccine availability may vary by age group (e.g., vaccine for 2-4 year-olds may be authorized/recommended before vaccine for 6-23 month olds)
- Vaccine for children <5 years of age will be a new formulation with a new NDC, will be in a different vial from what is currently available and will require diluent
  - Although the formulation will be new, the active product will be the same
- Number of doses needed for the primary series is unknown at this time
- Ancillary kits with appropriate needles and syringes will be provided by the USG
- Minimum package size and doses per vial are unknown, as are storage requirements



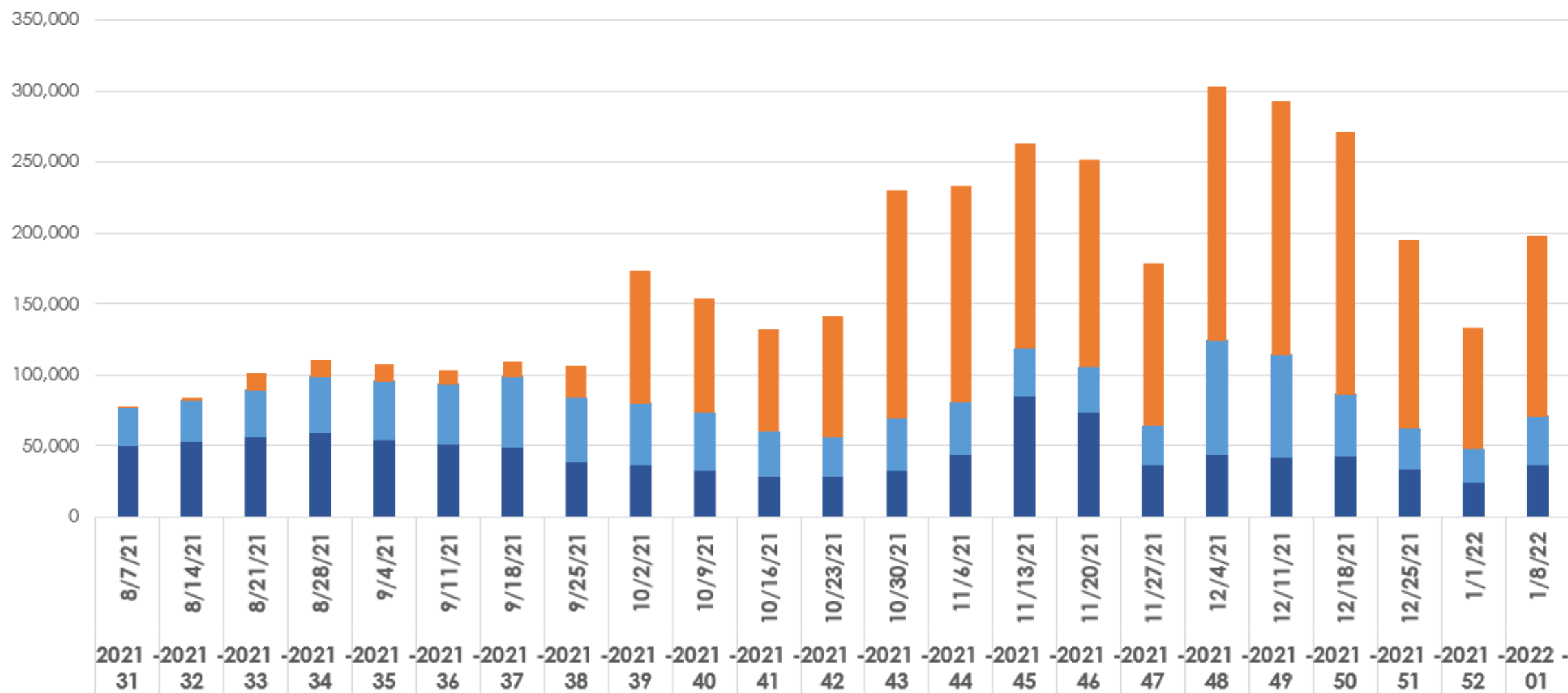
# Booster Doses Expansion



- Moderately to severely immunocompromised children ages 5-11 years receive an additional *primary* dose of Pfizer vaccine to ensure optimal protection.
- Children and teens ages 12-17 should receive a booster shot of Pfizer five months after receiving their primary series of the Pfizer vaccine.
- Adults ages 18 and older are eligible for a booster five months after completing a primary series of the Moderna or Pfizer vaccine.
- At this time, only the Pfizer-BioNTech COVID-19 vaccine is authorized and recommended for adolescents aged 12-17 years old.

## Weekly Doses Administered by Dose Number in Washington State since August 1, 2021

■ Dose 1 ■ Dose 2 ■ Dose 3+\*





# Additional Dose Administration

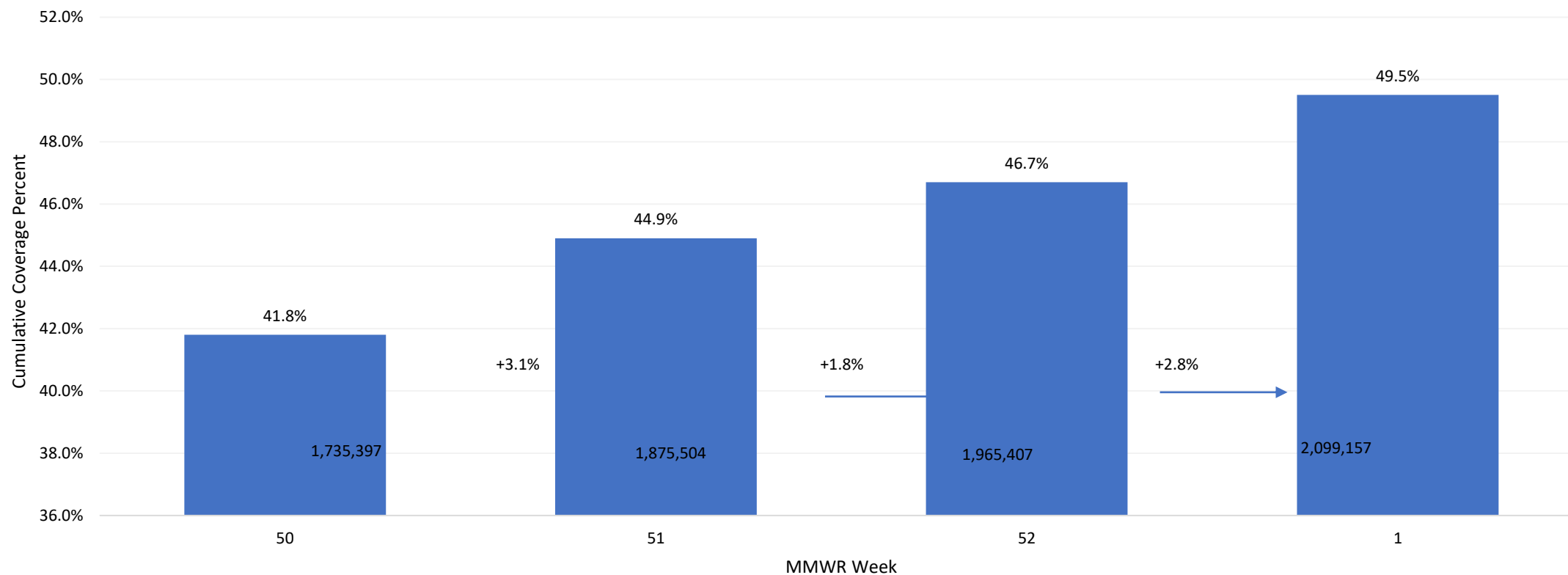
- Statewide, 49.8% of the population that is eligible for an additional dose has received one.
- Administration of additional doses has increased over time.
  - Last week, additional doses accounted for 64.4% of doses administered statewide.
- Additional dose coverage estimates now include ages 12+.
- **By County:** coverage varies by county, ranging from 33.9% of the eligible population in Adams County receiving an additional dose to 66.5% in Jefferson County. Among the five largest counties (Clark, King, Pierce, Snohomish, Spokane) coverage ranges from 45.8% in Spokane to 54.1% in King.
- **By Age:** older age groups have higher coverage of additional doses (70.4% of those eligible who are age 65+), with coverage declining with each younger age group (6.2% for age 12-15). This is potentially due to when age groups were recommended to receive an additional dose.
- **By Race/Ethnicity:** highest coverage estimates for additional dose are among non-Hispanic Other Race (55.4%) and non-Hispanic White (53.8%). Lower coverage estimates are seen in non-Hispanic Black (36.3%), non-Hispanic Multiracial (35.6%), Non-Hispanic Native Hawaiian/Other Pacific Islander (35.6%), and Hispanic (33.3%) populations.

**Number of Persons\* by COVID-19 Immunization Status**

<b>Initiated</b>	<b>Complete</b>	<b>Additional**</b>	<b>Unknown^</b>
5,478,846	4,975,979	2,119,636	357

\*Data Reported to the WAIS as of 11:59pm 1/10/2022 \*\*Represents the total number of fully vaccinated people who received an additional dose of any COVID-19 vaccine on or after August 13, 2021. This does not consider whether the vaccine recipient is immunocompromised. People who are fully vaccinated are those who received the second dose in a two-dose COVID-19 vaccine series or one dose of the single-shot Johnson and Johnson's Janssen COVID-19 vaccine. ^ Unknown status is used when an individual has received a single dose and vaccine manufacturer is unknown.

# Cumulative additional dose coverage and total persons with additional doses in Washington state by MMWR week



# Do I qualify for a COVID-19 vaccine booster and which one?

Which primary vaccine series did you complete?	Pfizer-BioNTech	Moderna	Janssen (J&J)
You can get a booster if:	It's been at least 5 months since completing a primary series AND you are:	It's been at least 5 months since completing a primary series AND you are:	It's been at least 2 months since completing primary vaccination AND you are:
	Age 12+	Age 18+	Age 18+
If eligible, you can get a booster of:	Pfizer-BioNTech* Moderna Janssen (J&J) <small>*Only Pfizer-BioNTech can be used</small>	Moderna Pfizer-BioNTech Janssen (J&J)	Janssen (J&J) Pfizer-BioNTech Moderna

# mRNA preferential recommendation

Media Statement - CDC endorses ACIP's updated COVID-19 vaccine recommendations




- “Today, CDC is endorsing updated recommendations made by the Advisory Committee on Immunization Practices (ACIP) for the prevention of COVID-19, expressing a **clinical preference for individuals to receive an mRNA COVID-19 vaccine over Johnson & Johnson's COVID-19 vaccine**. ACIP's unanimous recommendation followed a robust discussion of the latest evidence on vaccine effectiveness, vaccine safety and rare adverse events, and consideration of the U.S. vaccine supply.
- The U.S. supply of mRNA vaccines is abundant – with nearly 100 million doses in the field for immediate use. This updated CDC recommendation follows similar recommendations from other countries, including Canada and the United Kingdom. Given the current state of the pandemic both here and around the world, the ACIP reaffirmed that receiving any vaccine is better than being unvaccinated. Individuals who are unable or unwilling to receive an mRNA vaccine will continue to have access to Johnson & Johnson's COVID-19 vaccine.”
- **Coming soon: Updated [Interim Clinical Considerations](#) and MMWR.**
- **COCA Call today 12/17. Recording will be available on [COCA website](#).**

# Pfizer

- Pfizer 450 (purple cap) and Pfizer 1170 (purple cap) –no longer available
- Pfizer has been approved for a 9 month expiration date extension
- Comirnaty (gray cap)
  - 300 minimum dose order
  - 12+ (12-15 covered under EUA)
  - Will come in the Peds shipper
  - Same storage as Peds
  - No more diluent
  - Same volume of dose (.3ml)
  - The initial lots will be short dated, so providers should not be stocking up.



# Pfizer BioNTech COVID-19 Vaccine: Product Characteristics

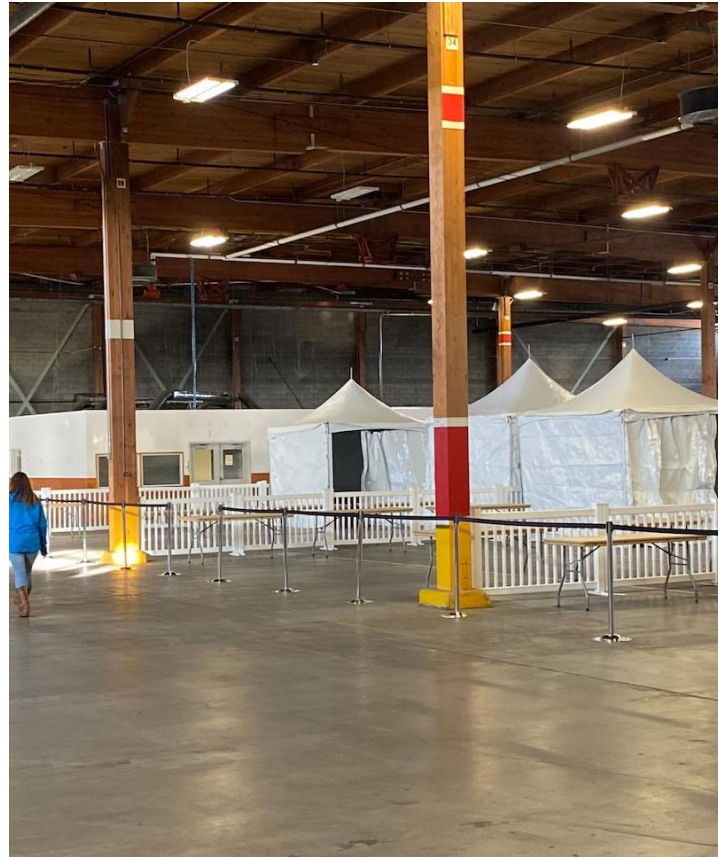
Description	<i>Dilute Before Use</i>	<i>Do Not Dilute</i>	<i>Dilute Before Use</i>
Age Group	12 years and older	12 years and older	5 through 11 years
Vial Cap Color and Label with Color Border	<b>PURPLE</b> 	<b>GRAY</b> 	<b>ORANGE</b> 
Dose	<b>30 mcg</b>	<b>30 mcg</b>	<b>10 mcg</b>
Dose Volume	0.3 mL	0.3 mL	0.2 mL
Amount of Diluent* Needed per Vial	1.8 mL	<b>NO DILUTION</b>	1.3 mL
Doses per Vial	6 doses per vial (after dilution)	6 doses per vial	10 doses per vial (after dilution)
<b>Storage Conditions</b>			
<b>ULT Freezer</b> (-90°C to -60°C)	9 months**	6 months***	6 months***
<b>Freezer</b> (-25°C to -15°C)	2 weeks	<b>DO NOT STORE</b>	<b>DO NOT STORE</b>
<b>Refrigerator</b> (2°C to 8°C)	1 month	10 weeks	10 weeks
<b>Room Temperature</b> (8°C to 25°C)	2 hours prior to dilution (including any thaw time)	12 hours prior to first puncture (including any thaw time)	12 hours prior to first puncture (including any thaw time)
<b>After First Puncture</b> (2°C to 25°C)	Discard after 6 hours	Discard after 12 hours	Discard after 12 hours

\*Diluent: sterile 0.9% Sodium Chloride Injection, USP. Do not use bacteriostatic 0.9% Sodium Chloride Injection or any other diluent. \*\*Regardless of storage condition, vaccine should not be used past the 9 month expiry (6 months printed on the vial plus additional 3 months). \*\*\*Regardless of storage condition, vaccines should not be used after 6 months from the date of manufacture printed on the vial and

# FEMA Opportunity



# FEMA



- Dec 15- Jan 30
- Thurston & King County
- Fixed sites
- Mobile vaccine teams
- [Inslee announced FEMA mobile COVID-19 vaccination unit will be coming to Western Washington.](#)

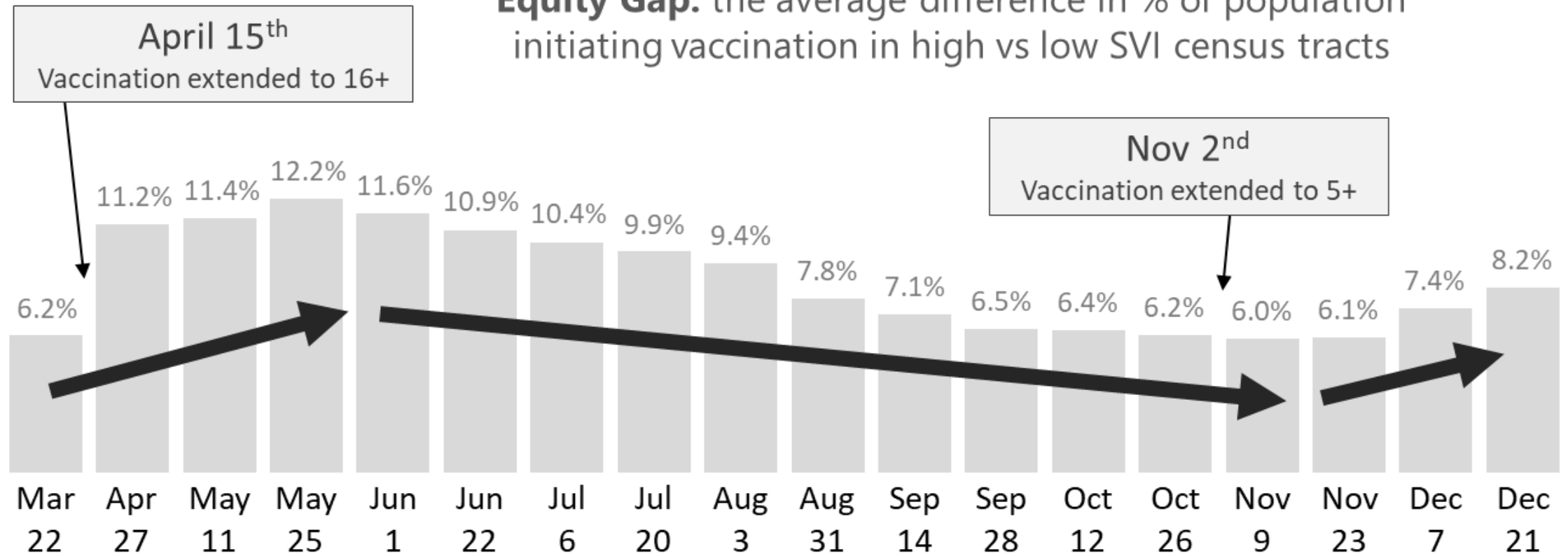
# COVID Vaccine Counseling Billing

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- ▶ **Providers** who counsel patients about COVID-19 vaccine information and availability can bill using the codes below:
  - ▶ Established patient office visit series: 99211 - 99215
  - ▶ Preventive medicine counseling, approx. 15 minutes: 99401(new as of 12/3/21)
  - ▶ Telephone evaluation codes: 99441 - 99443
  - ▶ In the scenario the provider is already seeing the patient for another reason, and counseling for COVID-19 vaccination increases the time spent with the patient, the provider may account for this additional time by choosing the appropriate E/M level
  
- ▶ **Nurses and medical assistants** who counsel patients about COVID-19 vaccine information and availability can bill using CPT® code 99211

Policy retroactive to dates of service beginning on 6/22/21

**Equity Gap:** the average difference in % of population initiating vaccination in high vs low SVI census tracts



# Building Vaccine Confidence

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- **Lead with transparent, consistent, and frequent messaging.**
- **Translate and transcreate materials** into 40+ languages and diversify our outreach strategy.
- **Invest in community-led messaging and initiatives.** This invests in the most trusted channels and messengers, which increases trust in the message.
- **Bring community** leaders, influencers, experts, and primary audiences to the table to inform our planning process.
- **Demonstrate responsiveness** to community needs and concerns.

# New Hispanic/Latinx Campaigns

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- “Vacúnate Mijo/Mija” campaign
  - In November, campaign launched Radio, Online and Social Media (FB, IG, Twitter, Tik Tok, Snapchat)
  - TV, digital, and social videos went live early December
  - Campaign will continue running into March
- Currently developing 2<sup>nd</sup> part to campaign entitled, “Mariachi Mentira” (to launch February 14, 2022)



Materials will post to: [www.coronavirus.wa.gov/partner-toolkit](https://www.coronavirus.wa.gov/partner-toolkit)



# New Pediatric Campaign

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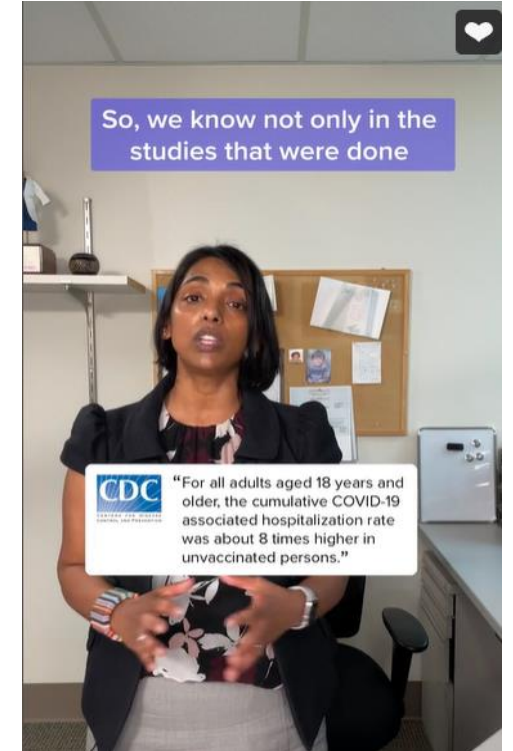
- ‘Kids as Spokespeople’
- Filming as completed in December for a new campaign that will feature real kids and pediatricians in WA talking about the vaccine in English and Spanish
- Filming took place in Western and Eastern WA
- TV and radio spots as well as social content will be developed in January and will launch in February



# New Young Adult Campagin

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- To launch on January 10<sup>th</sup>
- Campaign includes production of 5 :60 second videos and 3 :60 second radio spots
- Each feature a medical provider addressing a common misconception about the virus and the vaccine
- The videos will play on digital channels, including TikTok.



# New Black/African American Campaign

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- Two campaigns in development: “Here for Us” – which is for 18-34 (young adults) and “ReConsider”/”WeConsider” which is for all adults
- Producing 3 :30 second videos for each campaign and each will feature an individual from the community who was hesitant at first to get the vaccine, but was eventually vaccinated
- Also producing a digital audio spot per campaign, a podcast script, as well as a TikTok video for the Here for Us campaign
- Will run transit ads in King County as well as print, radio and digital ads in Black-owned community media
- Both campaigns will drive to one central website (hosted separately from [doh.wa.gov](https://doh.wa.gov)) and all the videos will live there
- Launches February 14, 2022



# Boosters

We strongly urge everyone 18+ who is fully vaccinated to get a booster shot.

- \* If you got the Pfizer or Moderna vaccine, get a booster 6 months after your second dose.
- \* If you got the Johnson & Johnson vaccine, get a booster 2 months after your initial dose.

Vaccinate  
WA

## WHAT WE KNOW:

**Everyone 18+ years who is fully vaccinated against COVID-19 is eligible for a booster.**

## WHAT IT MEANS:

Vaccines continue to protect from severe disease. A booster shot strengthens and extends this protection.



VACCINELOCATOR.DOH.WA.GOV

Learn more



- Paid social media (Facebook, Instagram, Twitter) running now – rolling out 31 languages
- :30 radio script reads on statewide radio and digital audio (Pandora, Spotify) starting late this week (English + Spanish)
- :30 video on TV now – messaging delivered by Dr. Dhanireddy at Harborview
- Banner ads (in 21 languages)

# Health Promotion and Education: Coming Up

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## Update social for new vaccine guidance

- Continuing to create new materials as guidance for boosters/vaccines change for pediatric and adult populations

## Revamp of in-language vaccine pages

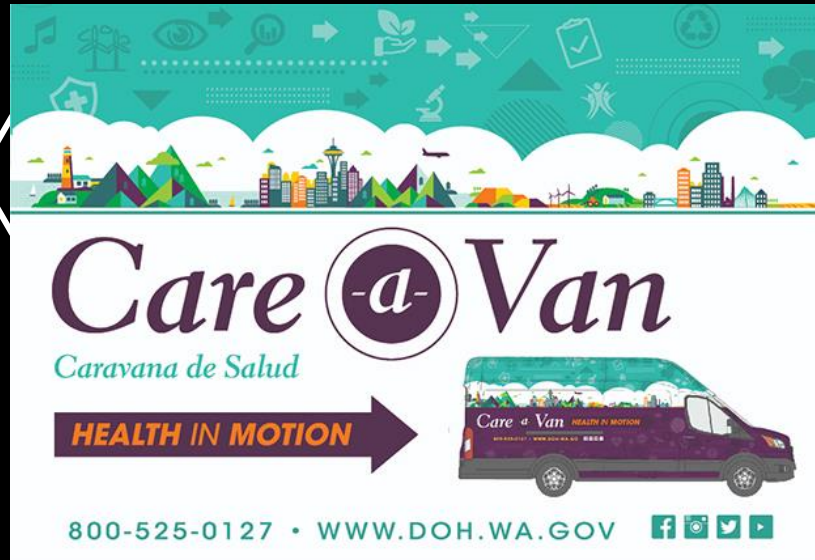
- New content is being developed for the in-language pages on both the DOH and coronavirus.wa.gov websites
- Will feature content in 37 different languages
- Examples: [Coronavirus.wa.gov \(Spanish\)](#) & [DOH \(Spanish\)](#)

## Blog topics coming up (medium.com/wadepthealth)

- What to do if you test positive for COVID-19
- Campus COVID-19 safety
- VAERS







## EVENT REQUESTS – Overall Totals



**631**

Total requests  
received  
(6/12/21 -  
6/19/22)



**16214**

Vaccine doses  
administered via  
Care-a-Van



**10448**

Booster Doses  
Administered via  
the Care-a-Van



**44%**

Care-a-Van  
events served  
over 50% BIPOC



**74%**

Care-a-Van in  
areas with  
Moderate to  
High/HIGH SVI  
(7+)



**443**

Events supported  
to date



**163**

Supported by  
Care-a-Van



**216**

Supported by  
DOH Contractors



**52**

Supported by  
LHJs



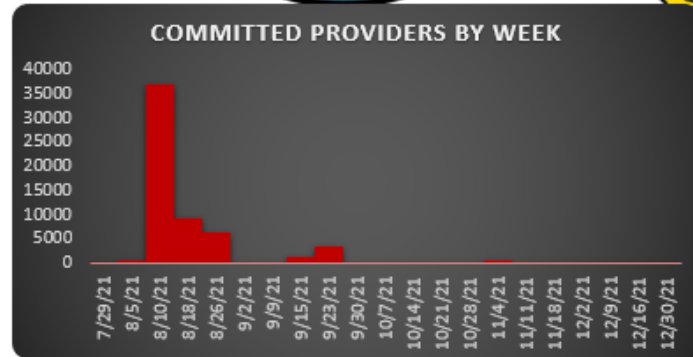
**12**

Supported by  
Other Provider  
(WSPA or Nurse  
Team)



# POP! Weekly Metrics Report

Week Of  
12/17/21 – 12/30/21



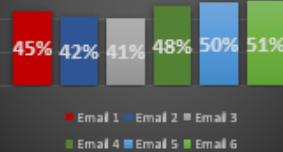
GOAL!

TOTAL COMMITMENTS:  
**INDIVIDUAL: 941**  
**ORGANIZATION: 290**

TOTAL PROVIDERS  
REPRESENTED:

★ **65,287** ★

POP PROVIDER EMAIL  
SERIES OPEN RATE  
(N=~1,100)

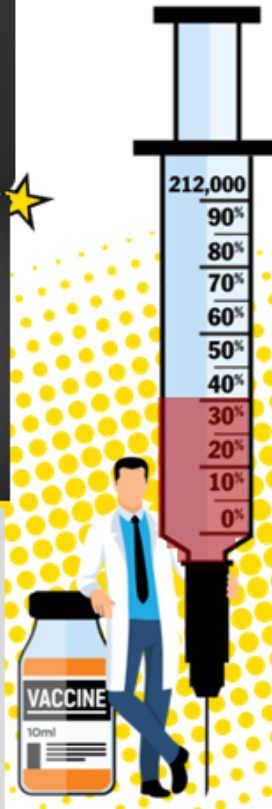


## WEEKLY PROGRESS

- POP Provider Email #6
- Edits to letter for provider advisory group
- Creating checklists for onsite visits
- Editing POP letter for re-mailing


## NEXT WEEK

- Data for POP re-mailing
- Exploring CEU with CRE and nurse leadership
- Cont outreach to orgs
- Discuss articles in health care publications



# Investing in community-led efforts

- **\$8.3+ million** invested into community-rooted organizations and community media outlets
- **8,200+** media placements
- **200** organizations funded for this work
- **55+** communities reached
- **92** languages

 Asian Pacific Islander Coalition Spokane


## COMMUNITY OUTREACH

**FREE** Health, School, & Housing Resources for Asian and Asian American Communities



COVID-19 Vaccines (for ages 5 & up), School Supplies, School Portraits, Rental & Utility Assistance, Storytelling, Performances, Zines, and More!

**Wednesday**  
**January 12, 2022**  
**2-6 pm at The Hive**

E. SPRAGUE AVE  
S. REGAL ST  
2904 E. SPRAGUE AVE

  
The Hive

For inquiries:  
[info.apicspokane@gmail.com](mailto:info.apicspokane@gmail.com)  
or contact Ryann at 310.634.4189

APIC SPOKANE   ASIAN PACIFIC AMERICAN MEDICAL STUDENT ASSOCIATION





**Get Your COVID-19 Vaccine at APCC**  
**Every Wednesday\* • 2 pm to 6 pm**  
**Moderna, Pfizer and J&J boosters now available!**  
12 years old and older • Walk-ins accepted.

Call to register 253-383-3900 or 253-590-7457  
4851 South Tacoma Way, Tacoma, WA 98409

**Get a \$25 gift card with your first vaccine shot!**

\* Until further notice.



 **COVID-19 Awareness & Preparedness Event**

Come join us for:  
**Free COVID-19 Vaccines**  
Everyone 5 or older is eligible  
**Free Food**  
**Expert Panel Discussion**  
**Resource Navigators**  
**Gift cards\***  
**Giveaways and Raffle**

Once the event has reached 300 attendees there will be a raffle tickets to win \$2,000, \$1,000, \$500, and \$250. Only one winner for each prize.

Date:  
Saturday December 4, 2021


Time:  
9:00 am to 4:00 pm

Location:  
11521 Bridgeport Way SW.  
Lakewood, WA 98499

Tacoma Ministerial Alliance & Vicky Currie, JD

Register for the event here: <https://form.123formbuilder.com/6036826/form>


Gift cards available for first and second dose COVID-19 vaccine recipients.  
For more information visit <https://info.maloday.org/> or call (253) 241-3309




**UTOPIA WASHINGTON COVID-19 POP UP CLINIC**

**Thursday, December 16th**  
**9am-11am**

**1st, 2nd Dose & Booster shots for Moderna and Pfizer for ages 12 and up**





# Community representation to-date

- Afghan evacuees
- Black/African American
- Bhutanese
- Bosnian
- Cambodian
- Coercively Assigned Male-At-Birth Non-Binary People (CAMAB)
- CHamoru
- Chinese (Cantonese)
- Chinese (Mandarin)
- Chuukese
- Eritrean
- Ethiopian
- Fijian
- Filipino
- Gambian
- Hawaiian/Pacific Islander
- Hindu
- Hmong
- Iranian/Persian
- Japanese
- Korean
- LatinX
- Laotian
- LGBTQ2S+
- Malaysian
- Marshallese
- Micronesian
- Muslim
- Native Hawaiian or other Pacific Islander (NHOPI)
- Pakistani
- Pasifika
- Polish
- Portuguese
- Punjabi/North Indian
- QTPI (Queer-Trans Pacific Islanders)
- Russian
- Samoan
- Saudi Arabian
- Somali
- Ukrainian
- Vietnamese
- West African
- Low Income/Homeless
- Youth
- Disability - Blind/Low-Vision
- Disability - Deaf/Hard-of-Hearing
- Disability – Physical
- Disability – Neurological
- Disability - Mental Health/Psychiatric
- Disability - Intellectual or Learning
- New Immigrants and Refugees
- Urban Indian/American Indian/Alaska Natives

# Local Support Partnership

## *COVID-19 Vaccine Equity, Access & Uptake*

*Together, we offer:*

- \* **Vaccine supply chain and logistics**
- \* **Vaccine workforce development**
- \* **Digital health technologies**
- \* **Community partner connections**
- \* **Culturally & linguistically appropriate outreach**
- \* **Communications and health education support**

*Support can include:*

- \* **Human resources (in-person/remote)**
- \* **Technical assistance on any of the above topics**
- \* **Physical resources such as the Care-a-Van or translated materials**



*Free support  
for LHJs!*



# VillageReach – Local Support Partnership

## Kitsap

- Key informant interviews & focus groups with 19-34 year old Latinx & African American/Black communities

## Okanogan

- Pediatric planning
- Data visualization
- Population focus: Those who have lost trust in the health care system & public health
- Navigating estranged school relationship

## Mason

- Vaccine strategies
- School testing & protocols
- Return to Learn connection

## Kittitas

- Staffing
- Vaccine demand efforts for 12-17
- Employers

## Chelan Douglas

- Human Resources support, vaccine employee on-boarding
- Completed School Based Vaccine Planning Survey
  - *More than half of the participants are interested in school located vaccine events. One large urban school district said no, but has access to additional locations for vaccine*

# Promoting Health Equity

DOH is committed to addressing concerns regarding equity observed in our initial vaccine efforts.

## **Strategies:**

- Multilingual communication and outreach
- Leveraging community partnerships
- Prioritizing equitable vaccine access in underserved communities
- Using community feedback to address barriers
- Coordinating with community partners to cover gaps in service to reach priority communities

Questions?





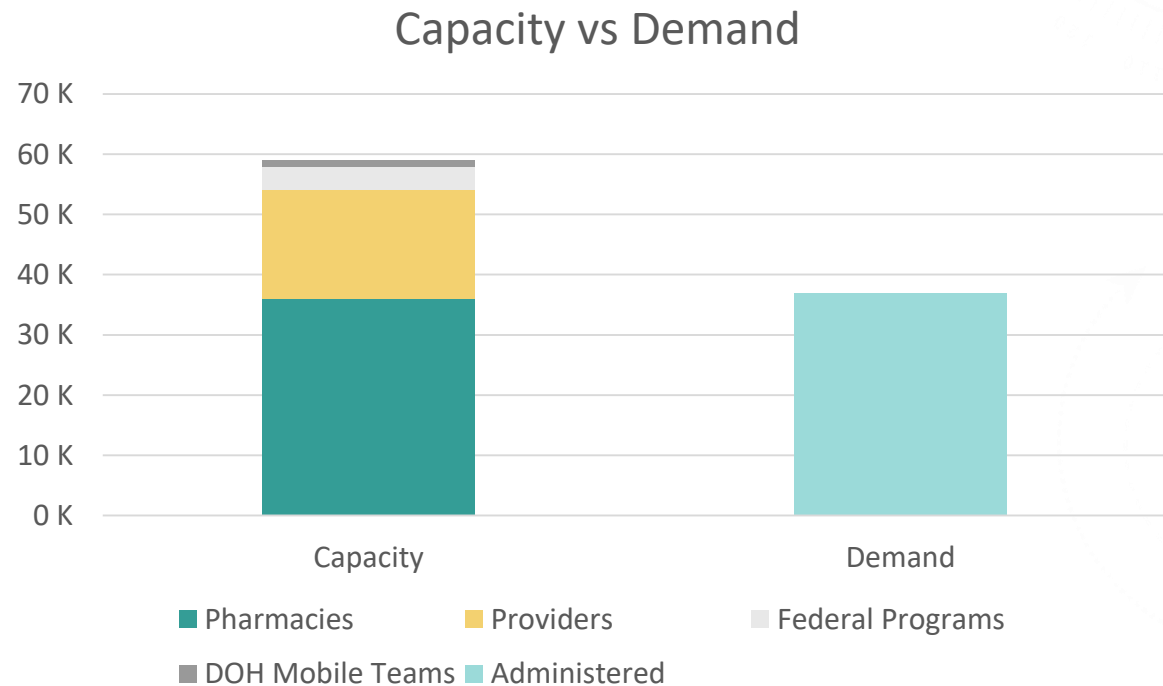
# Vaccinator Capacity Discussion

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MARY HUYNH

# Vaccinator Capacity


- A survey of providers & pharmacies showed a potential 59k statewide daily capacity for vaccinations
  - Pharmacies 23k-36k / day
  - Providers 18k / day
  - Federal Programs 4k / day
  - DOH Mobile Teams <1k / day



## Discussion Questions

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- What are your experiences maintaining capacity to vaccinate? Successes and challenges?
- What barriers are there to meet the demand (or need) for vaccination?
- What strategies would you propose to increase provider or vaccinator capacity?
- What should be implemented to support the provider community in vaccination? What would be helpful?
- Any creative solutions to consider?

A photograph of a woman with dark hair tied back, wearing a purple t-shirt, smiling and hugging a young boy from behind. The boy is wearing a dark blue t-shirt and is also smiling. They are outdoors, with a blurred background of greenery and a building.

Think of it as **your best defense.**



## FLU HEALTH PROMOTION UPDATE

DOH Center for Public Affairs (C4PA)  
VAC Presentation for January 2022

# Flu Health Promotion Updates & Overview

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Updates covered today include:

- Recap of 2021-2022 Flu Vaccination Campaign
  - Key focus areas and communication goals
- Recent flu vaccine administration data from the WAIS
  - Comparison to recent flu seasons in WA
- Flu vaccine health education and promotion in 2022
  - How the data informs our continued efforts
- Insights into potential factors affecting vaccination rates
  - What to focus on as we move forward
- Key Takeaways

# DOH Flu Campaign for 2021-22

DOH began annual flu vaccination promotion in August 2021 and then ran a paid flu vaccination campaign Oct 25 – Nov 29.

- Campaign audience primarily ages 18+, targeted ads ran to reach parents of 0-5 year-olds.
- Estimated reach: 27.8 million impressions
- Flu ads reached 65% of the target population approx. 7 times



# DOH Flu Campaign for 2021-22

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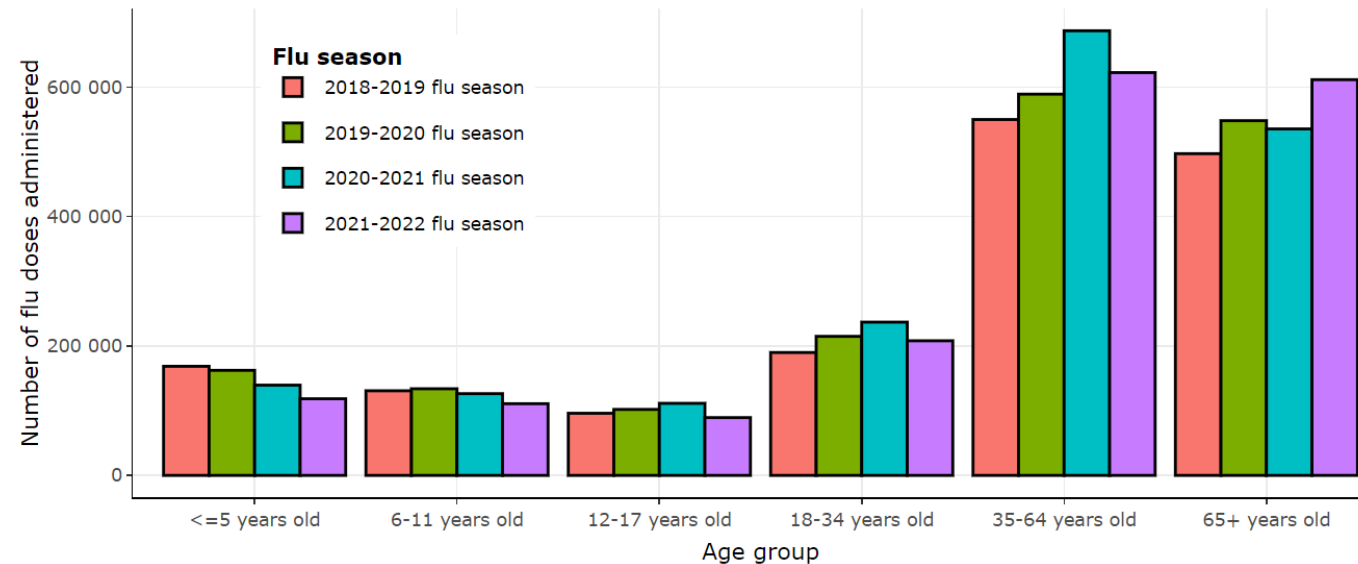
Strategy and messaging focused on three **key areas**:

- **Mobility and socialization**
  - In-person school for the 2021 school year (focus on kids)
  - Holiday gatherings were expected
  - Increased travel (for holidays and sports)
- **COVID-19 & flu vaccine co-administration**
  - Both COVID-19 and flu vaccines can be received in the same day (seize upon the convenience of offering both)
- **Behavior change**
  - Renewed importance to resume vaccination in those who skipped doses last year



# Flu Doses Administered So Far in 2021

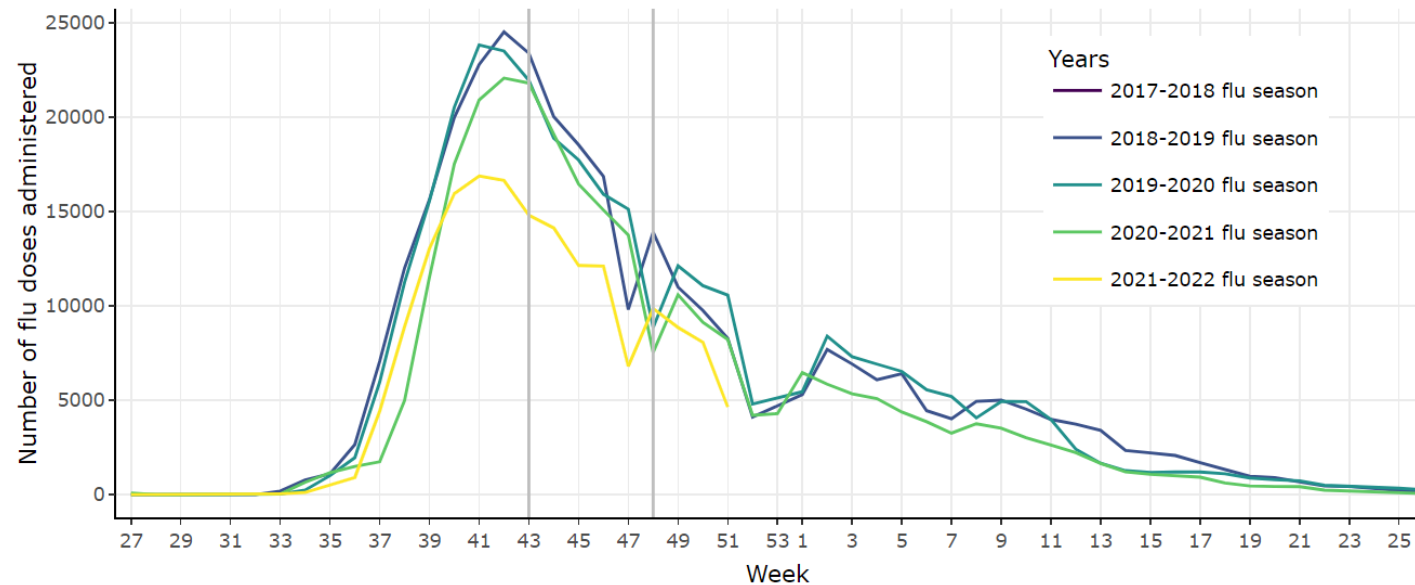
WAIS data for flu doses administered through 12/27/21:



- Ages 18+ showed doses administered similar, or slightly higher than the past 4 season average (ages 65+ improved significantly).
- Pediatric coverage declining to lowest levels of the past 4 seasons.

# Flu Doses Administered So Far in 2021

Children 5 years or younger:



- WAIS data thru 12/27 show children 5 or younger receiving fewer vaccinations in 2021 than they have in previous years.
- WAIS data mirrors trends seen at the national level in this age group

# Data Informs Flu Health Promotional Efforts

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These data support a renewed focus into 2022:

- DOH has resumed paid, promotional flu vaccination health promotion aimed at parents of children aged 5 or younger.
- Continued provider and partner outreach promoting use of the [Knock Out Flu: Think of it as Your Best Defense multimedia toolkit](#).
- Ongoing COVID-19 media briefing promotion of flu vaccine messaging:
  - It is not too late to get vaccinated
  - You can safely receive flu vaccine at the same time as boosters or primary COVID-19 vaccine series

# Identifying Potential Barriers to Vaccination

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## Perception

- Flu isn't perceived as a threat after a 2-year "absence"
- Data shows much of the public believes COVID-19 to be the same as flu
- Much of the public doesn't believe the flu vaccine is effective



## Convenience

- Pharmacies no longer accepting walk-in flu shots. Appointments must be made this year.
- Little/no opportunities for workplace, drive-thru or mass vax clinics for flu vaccine this year.



## Fatigue

- People may be tuned out from heavy rotation of vaccine messaging
- General weariness from requested pandemic preventative behaviors

# Looking Forward on Flu Vaccination

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- Focus on parents of young children, especially those too young to get a COVID-19 vaccine.
- Renewed importance on education that flu and COVID-19 are not the same thing.
- Convenience of safely receiving both flu and COVID-19 vaccines in the same visit.
- Messaging that it isn't too late to get a flu vaccine, and flu activity is increasing in Washington.
- Vaccine messaging to the public should continue to educate that flu and COVID-19 vaccines only prevent their respective illnesses.
- People can go to [www.KnockOutFlu.org](http://www.KnockOutFlu.org) for up-to-date reports, resources and recommendations in 6 languages.

# Key Takeaways on Flu

- Adult (18+) flu vaccination rates appear comparable to previous years in WA
- Pediatric administration rates (those 17 and younger) appear to be lower than they have in the past few years, both in WA and nationally
- Potential barriers to flu vaccination during the pandemic are being addressed in current messaging for the remainder of the current season and should be a priority focus in planning for the upcoming 2022-2023 flu season







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