

# Keep Flu out of School

[www.preventchildhoodinfluenza.org/school](http://www.preventchildhoodinfluenza.org/school)

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# Why Should You Care About Flu?

Please watch this short video that illustrates why flu prevention is so important, especially for school-aged children.



Call to Action: Targeted motivational video “why to implement KFOS.”

Click [here](#) for video transcript

## Keep Flu out of School E-toolkit

Keep Flu out of School is a school-based program designed to raise awareness about the burden of influenza (flu) and the benefits of annual vaccination. The long-term outcomes of the project are to: ensure that elementary school children receive an annual influenza vaccination; reduce childhood immunization barriers; and, ultimately increase influenza vaccination coverage rates among children in elementary school – grades K-5.

This e-toolkit offers numerous resources for school nurses and teachers that can be used to raise awareness about the burden of influenza and the benefits of annual vaccination. These resources can also be shared with parents and caregivers as a way to educate local communities about Flu.

This e-toolkit was developed as part of the Keep Flu out of School program under an educational grant from the Centers for Disease Control and Prevention (CDC). Keep Flu out of School is a school-based program designed to promote, strengthen, and enhance Flu prevention efforts among elementary school students, their parents, and teachers. The resources herein are intended to complement existing health-related curriculums for elementary school children.

# What's In The E-toolkit

*Click on the links below to find numerous resources that can help you implement a flu prevention education program in your elementary school.*

- [Quick Flu Facts](#)
- [Sample letter for principals](#)
- [Checklist for Keep Flu out of School Program Planning](#)
- [How to identify champions and rally support](#)
- [Guidelines for a poster contest](#)
- [Tips for using social media](#)
- [Tips for overcoming barriers](#)
- [Tips to share with teachers](#)
- [Resources for teachers to use](#)
- [Resources to share with parents](#)

# How to Use this E-toolkit to Keep Flu out of School

## Before You Get Started (May- August)

- Use the [Sample letter To Principal](#) to gain administrative support to implement a flu prevention education program in your elementary school.
- [Join the online community of school nurses](#) interested in flu prevention to share best practices (free registration is required).
- Review [Getting Started - Tips for Seasonal Flu Awareness program](#).
- **Identify key champions** and invite their participation. Consider including classroom teachers, health assistants, school administrators, parents/guardians, students and other school specific support staff.
- **Contact community stakeholders** to enlist their support in your school efforts ([see Stakeholder section](#))

## During Program Implementation

- **Start early in the school year** to engage teachers, administrators and parents/guardians in the planning.
- Visit the [KFOS website](#) for available resources
- **Download and print resources** that make sense for your school community.
- **Garner school support** of flu prevention education by sharing the Freddie the Flu Detective Public Service Announcement with teachers, parents/guardians, and students. Watch on YouTube or embed the video on your site.
- Consider ways to **highlight the vaccine focus in your school community** during key time periods such as at the beginning of school, before flu is reported in your community and once flu is circulating.
- Provide a **list of locations** that offer flu vaccination and link to [HealthMap Vaccine Finder](#).
- **Develop and implement a plan** to promote the KFOS program throughout the school year. See an example calendar for KFOS implementation.

Both teachers and parents report preferring hard copies of materials. Be sure to download and print copies of resources for teachers to use in the classroom and information to send home with parents/guardians.

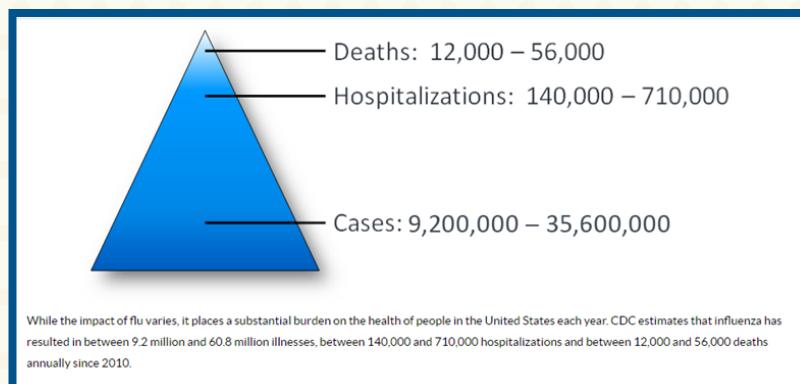
## Wrapping Up the Year

- Determine how to **evaluate and revise your plan** to improve next year.
- **Share** lessons learned with school administrators and key decision makers.

Use the navigational buttons at the bottom of each page to move from one page of the toolkit to another. Click on the blue underlined words to access hyperlinks to additional resources.

# Overview of Seasonal Influenza (Flu)

Influenza, also called flu, is among the leading causes of preventable morbidity and mortality. In fact, flu causes more deaths than any other vaccine-preventable disease (CDC, 2016a).



Approximately 20,000 hospitalizations and nearly 100 deaths occur each year in children under the age of five (CDC, 2017).

Flu can be a serious illness and each flu season is unpredictable. The single best way to protect against flu and its potentially severe complications is to get a seasonal flu vaccine each year. The CDC recommends that everyone 6 months of age and older get a seasonal flu vaccine each year, preferably before the end of October.

## Why is a flu vaccination is needed each year?

The flu virus changes each year. And because the vaccine changes to match the circulating flu virus each year, each year's vaccine could be different from the last. In addition, immune protection from the flu vaccine declines over time, so getting a vaccine every year is the best way to stay protected.

School nurses are important influencers and as such, an annual flu campaign directed by the school nurse is very important to maintain healthy school environments.

# Quick Flu Facts

- Influenza, also called flu, is a contagious viral infection of the nose and throat. Flu can spread easily through coughing and sneezing.
- Flu can cause secondary complications such sinus and ear infections and pneumonia or make chronic medical conditions like asthma worse. (CDC, 2016b)
- The flu is a serious disease; **much more dangerous** than the common cold for children.
- The best way to protect children from flu is to **get them vaccinated each year**.
- **Anyone can get sick with flu**
- Every year in the United States:
  - Flu results in approximately 20,000 hospitalizations in children younger than 5 years of age (CDC, 2017a)
  - On average, **100 children** die from flu; many of whom were otherwise healthy (CDC, 2017b; Flannery et al., 2017).
- On average in the United States, children miss approximately **38 million school days** every year due to flu (Adams et al., 1999).
- Flu is **not the same as the “stomach flu,”** which is a viral infection of the stomach and intestines that will typically goes away on its own within a few days.
- Most pediatric flu deaths since 2004 have occurred in unvaccinated children; therefore, increasing flu vaccination rates among children and adolescents could prevent flu-associated deaths (Flannery et al., 2017).



[\*\*Overview of Flu\*\*](#)

[\*\*Success Stories\*\*](#)

[\*\*Rally Stakeholders\*\*](#)

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# Keep Flu Out of School Program: Success Stories

## Springfield Public Schools: Expanding Reach and Impact to Prevent Flu and Improve Student Vaccination Rates through the “Keep Flu out of School” Program

Springfield Public Schools (SPS) in Springfield, Missouri benefits from strong school nurse leadership, a school-located vaccination (SLV) clinic, and a low school nurse-to-student ratio of one nurse for approximately 400 students. The National Association of School Nurses (NASN) and partner organizations approached SPS school nurse leadership in 2014 about becoming a pilot site for “Keep Flu out of School” (KFOS), a program funded by the Centers for Disease Control and Prevention. SPS met school site selection criteria for KFOS implementation, such as its location in a state with reported influenza vaccine uptake of less than 50 percent and a low-income community, while having internal capacity and resources for improvement. SPS viewed it as an important opportunity to expand their reach by increasing awareness of flu prevention and flu vaccination rates among elementary students and their families and has since demonstrated how building on a district’s existing resources with educational materials provided through KFOS can be a highly effective approach to protecting students and their families against the flu.

### SPS’ Approach to KFOS Implementation

To implement KFOS, SPS school nurses worked closely with four elementary schools. Three of these four schools had a free and reduced lunch rate that exceeded 85%, and one school had a rate of 35%. School nurses distributed influenza vaccination educational materials to teachers, students, and parents/guardians. KFOS partner organizations, including NASN, Families Fighting Flu (FFF), and the National Foundation for Infectious Diseases (NFID), provided social media messaging and electronic and hard copies of materials such as educational flyers, posters and coloring books. Additionally, this program supported schools by providing incentives for students to participate in a coloring contest and offering resources in both English and Spanish to better serve the language needs of students’ families.

### KFOS Impacts on Flu Prevention and Student Vaccination Rates

Vaccination rates among SPS students have remained relatively stable during KFOS implementation (2014/2015, 2015/2016 and 2016/2017) seasons although there were local vaccine supply delays during the 2015/2016 season and changes to vaccine recommendations, specifically recommending the flu shot and not the use of the nasal spray in the 2016/2017 season. SPS reports an increase in the number of vaccinations administered at SLV clinic from 2013/2014 (before KFOS) to 2014/2015 and decreases from 2014/2015 to 2015/2016 and from 2015/2016 to 2016/2017.

**Quick Flu Facts**

**Success Stories cont'd**

**Rally Stakeholders**

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# Keep Flu Out of School

## Program: Success Stories

### cont'd

#### KFOS Impact on Knowledge and Attitudes

KFOS has contributed to an increase in the awareness of the benefits and importance of seasonal influenza vaccination among the school staff, parents, and community health care providers. Despite decreasing rates of vaccination, the educational component of the KFOS program naturally complemented SPS SLV clinic efforts.

- **Increased school nurse awareness of flu prevention and need for vaccination.** KFOS may help support school nurse focus on flu as part of their role. "*There's more awareness among school nurses...KFOS has allowed us to keep flu at the forefront of our office.*"
- **Enhanced school staff expectations of activities under the KFOS program to promote flu prevention awareness and annual vaccination and reinforced message that school-based vaccination is a priority.** "*Our staff know, and it's an expectation that we do this (flu shots) in the schools.*"
- **Influenced school administrators' perceptions that offering annual vaccines can be a no- to low-cost strategy for reducing illness.** At SPS, school leaders recognized the need for funds to improve vaccination rates for staff, but learned there were cost savings by preventing flu and keeping staff and students healthy and at school.
- **Improved parent/guardian knowledge of flu prevention and need for vaccination, including among grandparents serving as care providers.** KFOS program implementation experienced a dramatic increase in knowledge related to the flu in the 2015-2016 school year (Year 3). A total of 36% of parents/guardians felt their knowledge increased during that school year. Further, 48% of parents/guardians reported knowing "a lot" about the flu at the start of the school year, which increased to 84% at the end of the school year. While changes in knowledge were more conservative for the 2016 – 2017 school year (Year 4), the percentage of parents/guardians who reported knowing "a lot" about how to prevent the flu at SPS increased from 83% to 86% over this school year.
- **Strengthened norms regarding SPS flu prevention and vaccination efforts among community health care providers.** Pediatricians are aware of the SLV clinic in ordering vaccines. "*Our health department knows that we're proactive and going to have flu clinics in the fall.*" SPS flu clinics have community support from the medical advisory board, local providers, and health department, beyond existing administrator and school board support.



# Keep Flu Out of School

## Program: Success Stories

### cont'd

#### **KFOS Impacts on Students and Their Families: One Case Example**

KFOS objectives are aimed at making improvements in flu prevention awareness and student vaccination rates at the school level. However, there are also case examples that point to the impact of KFOS can have for individual families and students. One nurse shared the following story about how KFOS resulted in attitude change, and perceived self-efficacy in a large family in her school:



*I had one mom come to a [SLV clinic] site who was nervous about her kindergartener who was the youngest of many kids across [the age] spectrum. She came with her kindergartener because she thought she was needle phobic (even with reassurance from nurses). Administration supported her in coming along. Her children didn't know she was going to be there. The older child did theirs and the little one comes in... I didn't know it was this woman's child. She peeked in so I knew and [we] gave her a hug, did it, and off she goes.*

*[Afterwards] her mom came in and said "you have no idea what this has done for me. I had no idea how I was going to get all my kids vaccinated. I had the coloring sheets and we talked about it at home. I had her do it last night and she said 'If he can do this, I can do it!'"*

*This all happened because teachers knew about the resources in the newsletter, had resources that went home [with students], they worked on [messaging on vaccine and handwashing, etc.] in their classroom. She also noted she liked the poster that the nurse chose to post at the elementary school outside the vaccination clinic. They see the posters all over. Many of posters are impactful. The last thing you want is a sick kid!*

SPS will continue to implement the KFOS program and apply lessons learned and KFOS tools and resources to improve processes and outcomes. For instance, SPS would like to better prepare school nurses through use of a planning calendar developed by KFOS partner organizations that outlines detailed action steps for implementation to take each month of the school year. As one school nurse reports, "We're constantly looking forward at what we're going to do next year. That's something this program (KFOS) has done for us."

Although not every school district is able to offer a SLV clinic as SPS has in place, the educational materials for school nurses, teachers, and parents/guardians can build on existing resources to increase flu prevention awareness and flu vaccination rates. The SLV clinic contributes to the ability to vaccinate.

Other schools may benefit from resources available through KFOS to provide timely messaging to get students to clinics or local health departments where vaccines are available and help prevent flu. In schools without SLV clinics coordinating with community resources is important part of insuring there is access to care.

[\*\*Success Stories Pt.1\*\*](#)

[\*\*Success Stories Pt. 2\*\*](#)

[\*\*Rally Stakeholders\*\*](#)

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# How to Rally Support from Stakeholders

*Now that you know how important it is to Keep Flu out of School, who can you join forces with to increase vaccination rates in your schools? You don't have to do this alone. Rally others who can support your efforts.*

*Local, state and national stakeholders share an interest in flu prevention initiatives.*

## Potential Stakeholders (local, state, national)



Based on our earlier KFOS program efforts, the most success occurs when key stakeholders support the program. The most influential stakeholders are often at the school or district level and may include school administrators, teachers, school nurses, parents and students. Outside of the school setting other community stakeholders can reinforce the messaging to parents and young children. This included health departments, health care providers and youth focused community organizations. Here are some suggested ways to engage your key stakeholders:

1. Provide key stakeholders with information/statistics on how flu is a serious disease and why flu prevention is so important (e.g., focus on public health and economic perspectives). Get them to care about flu prevention and get involved!
2. Set up a call/meeting with key stakeholders to introduce the Keep Flu out of School program and identify/discuss synergistic opportunities to meet flu prevention objectives/goals (e.g., amplify key messaging through various stakeholder communication channels like social and digital media). Identify ways you can work together in the community!
3. Provide key stakeholders with educational resources that can be shared with their members and staff. Ask if they can help you get the word out about the importance of flu prevention!

Potential stakeholders may represent organizations at the local, state, and national level that also share an interest in flu prevention initiatives. These organizations can be useful resources for information and collaboration related to flu education and prevention. They are often eager to work with schools and may provide critically needed resources to support flu awareness activities. In addition to education, stakeholders may administer flu vaccinations or have information about where and when vaccines clinics are scheduled in your area.

## Identify Champions

As you engage your key stakeholders, identify champions for the program. It can be YOU! A champion can be a trusted source of credible information about flu vaccine. Building trusted relationships with parents and teachers can be helpful to drawing attention to the program and the benefits of flu vaccination.

What to look for in a champion:

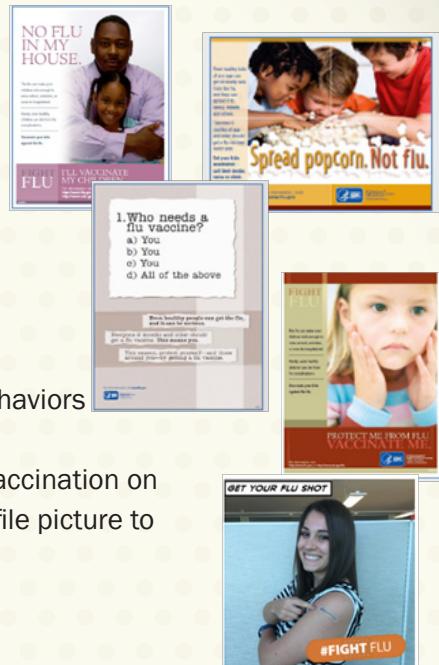
1. Someone who is passionate about flu prevention!
2. Someone who has the necessary experience, knowledge, and expertise when it comes to flu awareness and prevention.
3. Someone who has the capacity to provide time and/or resources to the effort.

Wondering how you and a champion can learn more about the flu? [Find out more here](#)

# How to Increase Vaccination Uptake

## Education and Reminders

- Print and send information home to families aimed at raising awareness about the flu and the critical importance of annual flu vaccination.
- [Letter Home \(English\)](#) Is a sample parent/guardian letter for the flu season
- [Letter Home \(Spanish\)](#) Is a sample parent/guardian letter for the flu season
- Share family stories from families who've been affected by the flu that illustrate the importance of annual flu vaccination ([English](#) and [Spanish](#)) from Families Fighting Flu.
- Post educational messages in schools aimed at raising awareness about the flu and the critical importance of annual flu vaccination.
- [Keep Flu out of School Posters](#) can be downloaded and printed to put up in classrooms, hallways and the health room.
- Send reminder messages to school staff encouraging them to model healthy behaviors by receiving the flu vaccine.
- Challenge school staff and administrators to lead by example and promote flu vaccination on social media. Let teachers know that they can add a Fight Flu frame to their profile picture to show your support. To add a frame:
  1. Go to [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes)
  2. Search "Fight Flu" to find the frame.
  3. Select a frame from the menu
  4. Click Use as Profile Picture to save
- Be sure to include a strong recommendation from the school nurse to vaccinate during every contact with families.
- Consider adding one of these messages as a tag line to your email signature or including a recommendation in standardized forms that are used for routine communication:
  - Children younger than 6 months are too young for the flu vaccine. Make sure the people around them are vaccinated. <https://go.usa.gov/xRptU> [Share on Twitter](#)
  - #Flu vaccination is the most important action to prevent flu in your family. <https://go.usa.gov/xRpfp> [Share on Twitter](#)
  - #Flu can be serious for kids & can lead to hospitalization or death. Protect your kids with a flu vaccine. <https://go.usa.gov/xRptX> [#FightFlu Share on Twitter](#)
  - Protect your child from #flu this season. Talk to your child's doctor about getting them a flu shot. #FightFlu
- Send reminders (especially letters) to parents/guardians to encourage timely flu vaccination.
- Send automated text messages to parents/guardians about flu vaccination; including reminders and information on community flu clinics (should there be no school-located vaccine clinics).
- [Find communication templates, tools and resources here](#)



# How to Increase Vaccination Uptake cont'd

## School Located Vaccination Clinics (SLVCs)

SLVCs are vaccination clinics that are held on school grounds and target students and potentially others such as staff and parent/guardians. The clinics can be held before, during and/or after school hours and are often a collaboration between public health departments and public and private schools/school districts.

SLVCs may be considered as an efficient and effective way of increasing the immunization rates of students in schools. SLVCs have the following benefits:

- Large numbers of children are found in schools – 95% of youth attend school on a daily basis
- Conveniently located throughout communities
- Facilities can accommodate mass vaccination using gymnasiums, cafeterias, etc.
- The visibility of vaccinating at school reinforces the perception that annual flu vaccination is a social norm for parents, teachers and students

[For information and guidance on setting up SLVC](#)

## Evaluating and Changing School Policy for Immunizations

As a leader in the school community, school nurses have an important role in advocating and recommending changes to school policies pertaining to immunization. Actions that the school nurse can implement include:

1. **Promoting school staff to get vaccinated.** Very few school nurses report mandatory flu vaccination policy in their schools for nursing staff, and even fewer reported mandatory flu vaccine policy for school staff (teachers, counselors, administrators) School nurses can lead by example by promoting and facilitating staff flu vaccine update.
2. **Link the educational benefits of school-based vaccination.** In addition to the health benefits of annual flu vaccination, school nurses can use evidence-based practice and data to show the positive impact on educational outcomes of school-based flu vaccination clinics. Studies have shown that immunization reduces disease among children and adults and is cost saving to society. Preventing flu reduces staff and student absenteeism and minimizes disruption to missing class.
3. **Advocate for Policy Change.** School nurses know that school policies impact the likelihood of child immunization exemptions. As leaders in the school, nurses make recommendations for changes to those policies. School nurses can lead discussions with school administration and the state board of education to evaluate current school policy regarding immunization exemption and potential changes to this policy in an effort to increase vaccine uptake.

At the end of the day school nurses can work to promote policies such as school-entry requirements, limiting exemptions and catch up policies after school entrance.

## Increase the presence of school nurses

Schools with school nurses have a decreased likelihood for individual immunization exemptions for students. School nurse leaders can advocate for increasing the presence and availability of a school nurse in the school.

# Social and Digital Media Tips

Each year, annual flu epidemics with variable timing and intensity occur in the United States and around the world. Social media allows users to instantly share messages about flu that can be targeted to reach specific audiences and/or region to better impact.

- Go where your audience is. Use already established communications channels to reach teachers, parents/guardians, and school leaders and stick to social media channels you/your organization can support.
- Consider using a free social media posting tool, like Hootsuite, to schedule posts on social media channels including Facebook and Twitter. Facebook has a built-in scheduling tool for posts.
- Engage audiences with questions and Did You Know (#DYK) facts about flu and use the sample KFOS social media posts and graphics available on the KFOS website
- Retweet and share #KFOS Twitter posts and each Friday, retweet #FluFactFriday posts from CDC
- Repin infographics and images about the impact of flu on Pinterest
- Share photos of leaders getting vaccinated using #VaxWithMe and #FightFlu
- If funding allows, boost or promote your facebook posts to target your page followers or school region
- Monitor! Keep an eye on social media channels to answer any questions that get posted. When misinformation is posted, respond with accurate information and resources. Additionally, make sure your social media posting rules are up-to-date. When conversations get abusive or use profanity, refer to your rules for guidance. You may need to block or hide offensive comments

[For more information see the CDC resource guide to writing for social media](#)

# Tips for Overcoming Common Barriers

## Overcoming Barriers

Let's face it – school curriculums are jam packed from bell to bell and many teachers and school administrators may question how to better promote health in their already busy days! We have learned from school nurses that teachers find it challenging to integrate flu prevention curriculum within normal class time.

Implementation of any new initiative is often fraught with challenges, and barriers can sometimes present a challenge for the most well-intentioned programs. These barriers might be experienced or expressed by teachers, school nurses, parents/guardians, and even school organizations. Proactively planning for obstacles can avert many problems. Anticipating and planning for common roadblocks can make a program more successful.

School nurses can help instructional personnel overcome barriers and promote flu prevention.

- ✓ **Make prevention an easy, obvious choice.** Display flu message posters in strategic school locations where parents can see them such as drop off/pick up locations, office areas, and the health clinic.
- ✓ **Share your expertise.** Remind teachers and administrators that including flu prevention activities can be part of meeting education standards. Offer to join a class for a brief period to review key concepts and skills.
- ✓ Join the planning committee for extracurricular events such as back to school open house or PTO meetings.  
**Advocate for the inclusion of flu prevention activities.** Encourage out of school participation in activities such as a poster or coloring page contest with after-school partners, intramural activity leads and sports coaches.
- ✓ In order to combat the idea that communicable diseases are not within the purview of schools remind teachers and administrators that healthy children learn better! **Meet with teachers and administrators** to discuss how increasing student knowledge about flu vaccination and subsequent increase in influenza vaccination rates can improve school attendance rates. Every teacher knows how time consuming it is to re-teach information due to student absence. Studies show that higher vaccination coverage rates are associated with decreases in absenteeism.
- ✓ **Give teachers needed resources and suggestions to implement flu prevention activities.** Share materials with instructional colleagues, such as the Keep Flu out of School activity sheets, printable examples of key messages and quick videos. Explain how each resource could be used: to fill transitional instruction time, round out emergency substitute plans or to include in communication home with families.



# Tips for Overcoming Common Barriers

## *Teacher/Educator Barriers*

### Teachers/Educators Barriers - Lack of classroom instructional time

Teachers report barriers such as lack of time and restrictions in using social media. School nurses report barriers including lack of resources, time constraints and missing information. Organization barriers such as staffing turnover and misconceptions can present challenges. In addition, family resistance to vaccination can also impact the success of the program.

Some potential barriers that schools might encounter and suggestions on how to overcome these are addressed in this section.

Consider these ideas to overcome this barrier:

- Healthy children learn better! Meet with teachers and administrators to discuss how increasing student knowledge about flu vaccination and subsequent increase in flu vaccination rates can improve school attendance rates. Every teacher knows how time consuming it is to re-teach information due to student absence. Studies show that higher vaccination coverage rates are associated with decreases in absenteeism.
- Include flu prevention activities into extracurricular events such as back to school open house or PTO events.
- Work with your school and/or district to collect and report school-specific data including absence due to illness and school-specific flu vaccination rates before and after implementing the program.
- Remind teachers and administrators that including flu prevention activities can be part of meeting education standards.
- Get creative! Consider using materials such as the KFOS activity sheets to fill transitional instruction time or include these worksheets in emergency substitute plans.
- Encourage out of school participation in activities such as a poster or coloring page contest.
- Display flu message posters in your classroom.
- Give teachers examples of key messages around flu prevention and the importance of flu vaccination that they may communicate to students and their parents/guardians and their families.
- Print flu prevention materials and send them home with students.

# Tips for Overcoming Common Barriers **School Nurse Barriers**

## School Nurse Barriers - Lack of information

School nurses may express that a lack of information prevents them from fully participating in the program activities and objectives.

- Encourage the school nurse to engage in a professional discussion list conversations including participation in the KFOS discussion list. NASN hosts the forum that can be found on [www.nasn.org](http://www.nasn.org) (Select the SchoolNurseNet tab located on the top right of the home page). Membership in NASN is not required in order to join the group; however, new users are required to create an account.

## School Nurse Barriers - Time constraints

- Encourage school nurses concerned about time constraints to program implementation to identify and prioritize strategies that require minimal time investment. Activities such as displaying flu prevention posters and sharing messages on social media can be effective without requiring a lot of effort.
- School nurses may express concerns related to an inability to use classroom time to implement flu prevention education. Critical partnerships with teaching staff can be helpful. The school nurse may not be able to present the educational content, but by sharing materials with instructional staff, the school nurse will be assured that the content delivered will be accurate and timely.
- If pressed for time, school nurses can work with school librarians to go over some flu-related resources as part of reading time.

National Health Education Standards, Standard 1 - Students will comprehend concepts related to health promotion and disease prevention to enhance health.  
<https://www.cdc.gov/healthyschools/sher/standards/index.htm>

National Science education standards: Teaching Standard D includes “Identify and use resources outside the school “ such as local healthcare workers.  
<https://www.csun.edu/science/ref/curriculum/reforms/nse/nse-complete.pdf>

# **Tips for Overcoming Common Barriers *Organizational Barriers***

## **Organizational Barriers**

Staffing changes and turnover are inevitable. The availability of school nurses varies widely from one area to another. It is important to consider the model of school nursing practice in the schools implementing the program and to adjust the strategy in response. It may be helpful to include unlicensed health assistants and school staff to support the program. Communication between school districts and local health departments is critical to ensure collaboration.

When addressing organizational barriers, it is important to address vaccine hesitancy through education that will clarify misconceptions and debunk myths about influenza and the flu vaccine. Accurate information and resources such as those included in the KFOS materials can dispel misinformation about flu vaccination.

## **Barriers related to the use of social media**

While using social media to reach a school community has significant potential, there may be resistance and hesitancy to use this due to school constraints.

- Share the [social media calendar](#) with parent leaders and encourage them to include the messaging in their communication channels.
- Engage local communication staff to include messages in communication channels.
- If communication through social media by staff is restricted consider sharing the social media calendar with your stakeholders and partner organizations (e.g. after school programs) outside the school system and ask them to promote
- If social media is not an option, consider including messages in automated calls to parents/guardians and other caregivers.
- [Insert messages](#) in printed school materials that are disseminated regularly, such as newsletters.
- Repurpose messages in e-newsletters and print materials to use in social media communication.
- Promote the [Keep Flu out of School Web site](#) on school web pages and where ever flu prevention messages are permitted

## **Overcoming Parent/Guardian and Community Hesitancy to Vaccination**

When parents express vaccine hesitancy related to misinformation about flu vaccine share this: [Parent FAQ](#)

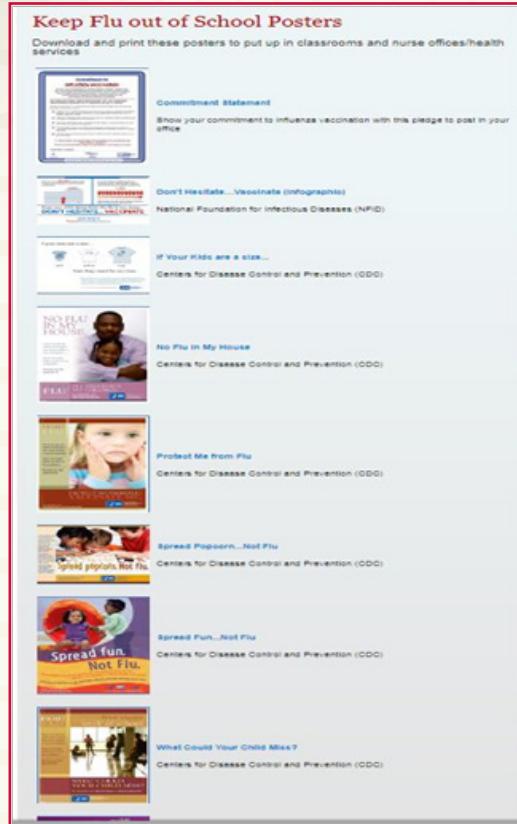
## **Measure Program Success**

It is important to establish program goals and determine how the program will be evaluated during the planning stage.

# Visual Tools

## Poster and Videos

[Download](#) and print these posters to display in classrooms and nurse offices/health services.



### [Prevent Flu! Get a Flu Vaccine and Take Preventative Actions](#)

Informational, 1-minute-50-second video that raises awareness about important influenza (flu) prevention actions, including receiving a flu vaccine every year.

Preventive actions, including covering your nose and mouth when you sneeze or cough and limiting your contact with others if you become sick, can also help prevent the spread of flu.

### [Do your part to stop the spread of flu](#)

This video shows actions that you can take at home to help protect yourself and others from getting sick. Nonpharmaceutical Interventions or NPIs are actions, apart from getting vaccinated and taking medicine, that people and communities can take to help slow the spread of illnesses

### [Families Fighting Flu Public Service Announcements and Testimonials](#)

Find important videos and family testimonials that you can watch, listen to and then help get the word out by sharing.

A grid of video thumbnails for Families Fighting Flu Public Service Announcements (PSAs). The main thumbnail features a woman speaking and is labeled "Play It Safe (60 seconds)". Below it are smaller thumbnails for "Play It Safe (15 seconds)", "Play It Safe (30 seconds)", "Play It Safe (60 seconds)", "Mom Knows Best PSA", "Stay in the Game™ PSA (60 seconds)", "Choose You Over the Flu PSA", "Families Fighting Flu PSA: Standing Alone", and "Influenza Vaccination Awareness PSA with Mia Hamm".

**Follow the links to videos to share messages about flu prevention**

### [Surgeon General and Elmo team up to talk vaccinations](#)

Elmo's a little nervous about getting a shot, but Surgeon General Vivek Murthy stops by to explain how vaccines work, and why they're so important for children's health.

# Take Everyday Actions to Stop the Spread of Flu in your School

The **single best way to prevent seasonal flu is to get [vaccinated](#)** each year. Good health habits may also help protect you against the flu. The resources below will help you learn about steps you can take to protect yourself and others from flu and help stop the spread of germs.

Take these [everyday preventive actions](#) to stop the spread of germs.

- **Stay home when you are sick.** If possible, stay home from work, school, and errands when you are sick. You will help prevent others from catching your illness. Avoid close contact with people who are sick.
- **Avoid touching your eyes, nose, or mouth.** Germs spread this way.
- [Clean and Disinfect Schools To Help Slow the Spread of Flu.](#) Clean and disinfect frequently touched surfaces at home, work or school, especially when someone is ill. **Share this flyer about how to School Guide: Clean and disinfect surfaces or objects.**

## CDC School Resources

- [Good Health Habits Can Help Stop Germs](#)  
Learn about six steps you can take to ensure better health habits.
- [Everyday Preventative Actions That Can Help Fight Germs, Like Flu](#)
- [Everyday Preventative Actions That Can Help Fight Germs, Like Flu \(Spanish\)](#)
- [Stopping the Spread of Germs at Home, Work & School](#)  
Get resources to share with others to encourage good health habits.
- [Nonpharmaceutical Interventions \(NPIs\)](#)  
Everyday preventive actions, like nonpharmaceutical interventions (NPIs), are actions – apart from getting vaccinated or taking medicine – that people and communities can take to help slow the spread of illnesses like influenza (flu).

# Resources

The Keep Flu out of School program aims to make it easier for school nurses to have resources and materials available at your fingertips. See the Keep Flu out or School website for resources such as:

1. [Activities, workplans, and educational resources](#) to share with teachers and school administrators
2. [Communication templates, tools, and resources](#) to download to help you get the word out to schools and communities
3. [SchoolVaxView](#) your source for data, information and news about flu coverage
4. [An online community](#) to join of school nurses interested in flu prevention to share best practices (free registration is required)
5. National Association of School Nurses (NASN) Radio Podcast, [3 Tools You Can Use to Help Keep the Flu Out of Your School](#)

## General Flu Information

- **Centers for Disease Control and Prevention (CDC)**  
Information for schools  
[www.cdc.gov/flu/school/qa.htm](http://www.cdc.gov/flu/school/qa.htm)  
Guidance for School Administrators to Help Reduce the Spread of Seasonal Influenza in K-12 Schools  
[www.cdc.gov/flu/school/guidance.htm](http://www.cdc.gov/flu/school/guidance.htm)
- **Families Fighting Flu (FFF)**  
What is the flu?  
[www.familiesfightingflu.org/resources/](http://www.familiesfightingflu.org/resources/)  
Fact vs. fiction  
[www.familiesfightingflu.org/resources/flu-fact-vs-fiction/](http://www.familiesfightingflu.org/resources/flu-fact-vs-fiction/)  
Family stories  
[www.familiesfightingflu.org/member-families/our-children/](http://www.familiesfightingflu.org/member-families/our-children/)  
To locate a regional FFF flu ambassador near you, reach out to contact@familiesfightingflu.org
- **American Academy of Pediatrics (AAP), Flu Prevention and Control**  
General information  
[www.aap.org/en-us/Documents/disasters\\_dpac\\_Influenza\\_Handout.pdf](http://www.aap.org/en-us/Documents/disasters_dpac_Influenza_Handout.pdf)

## Flu Vaccine Clinic Guidance

- **Centers for Disease Control and Prevention (CDC)**  
Influenza School-Located Vaccination: Information for Planners  
[www.cdc.gov/flu/pdf/school/SLV\\_information.pdf](http://www.cdc.gov/flu/pdf/school/SLV_information.pdf)  
Guidelines for Large-Scale Influenza Vaccination Clinic Planning  
[www.cdc.gov/flu/professionals/vaccination/vax\\_clinic.htm](http://www.cdc.gov/flu/professionals/vaccination/vax_clinic.htm)  
National Adult and Influenza Immunization Summit (NAIIS)  
[www.izsummitpartners.org/nais-workgroups/influenza-workgroup/off-site-clinic-resources](http://www.izsummitpartners.org/nais-workgroups/influenza-workgroup/off-site-clinic-resources)

## Real-time Flu Tracking Tools

- Sickweather.com [www.sickweather.com/](http://www.sickweather.com/)
- [Walgreens Flu Index](#)
- Flu Near You <https://flunearyou.org/>

## Non-pharmaceutical Infection Prevention Strategies

- National Sanitation Foundations: Scrub Club  
[www.scrubclub.org/home.aspx](http://www.scrubclub.org/home.aspx)
- What School Nurses Need to Know about Disinfection, Sanitizing and Cleaning  
[www.quats.org/wp-content/uploads/2016/02/Sheet-6-FINAL-Teach-Parents-etc.-need-to-know.pdf](http://www.quats.org/wp-content/uploads/2016/02/Sheet-6-FINAL-Teach-Parents-etc.-need-to-know.pdf)
- Henry the Hand  
[www.henrythehand.com/](http://www.henrythehand.com/)

# Resources

## cont'd

### Local

- County Health Department
- Pharmacies (e.g., CVS, Walgreens, Rite Aid, Walmart)
- Local immunization coalitions (e.g. Immunization Action Coalition network)  
[www.immunizationcoalitions.org/network-members/?listing](http://www.immunizationcoalitions.org/network-members/?listing)

### State

- State health department State and Territorial Health Officials
- The Children's Hospital of Philadelphia, Vaccine Education Center  
[www.chop.edu/centers-programs/vaccine-education-center](http://www.chop.edu/centers-programs/vaccine-education-center)
- State immunization coalitions (Immunization Action Coalition network)  
[www.immunizationcoalitions.org/network-members/?listing](http://www.immunizationcoalitions.org/network-members/?listing)
- Association of Immunization Managers (AIM) – find immunization project managers in your state  
[www.immunizationmanagers.org/](http://www.immunizationmanagers.org/)
- State School Nurses Association  
[www.nasn.org/about-nasn/affiliates](http://www.nasn.org/about-nasn/affiliates)

### National

- Educational materials for schools and daycare facilities:
  - Keep Flu out of School  
[www.preventchildhoodinfluenza.org/school](http://www.preventchildhoodinfluenza.org/school)
  - Families Fighting Flu  
[www.familiesfightingflu.org/resources/flu-materials/](http://www.familiesfightingflu.org/resources/flu-materials/)  
[www.familiesfightingflu.org/stay-in-the-game/](http://www.familiesfightingflu.org/stay-in-the-game/)
  - Centers for Disease Control and Prevention  
[www.cdc.gov/flu/freeresources/print-schools-childcare.htm](http://www.cdc.gov/flu/freeresources/print-schools-childcare.htm)

### CDC Flu Resources for Schools

*Where can I get more information about the flu?*

For more information and updates about the flu, you can call CDC's hotline or visit CDC's Web site. You can call the CDC Flu Information Hotline (English and Spanish) at:

- 800-CDC-INFO (800-232-4636)
- 888-232-6348 (TTY)

You can visit CDC's flu Web site where you can access the following:

- Information about preventing the spread of flu in schools;
- "Cover Your Cough" posters formatted for printing;

Find contact information for your state or local health department.

See Key Facts about Seasonal Flu, a fact sheet including information about flu symptoms, how flu spreads, and how to prevent flu.

See The Flu: A Guide for Parents[1.76 MB, 2 pages], and Children, the Flu, and the Flu Vaccine for information on how to protect your child, treatment, and more.

For more information about the flu shot, visit Key Facts About Seasonal Flu Vaccine

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