



Immunization Program Leaders Identify 4 Key Elements for Successful Flu Vaccination During the Pandemic

Rockville, Md., December 7, 2020—The COVID-19 pandemic has heightened the importance of the 2020-21 flu vaccination campaign. Recent research suggests that having flu and COVID-19 doubles the risk of death, which is why promoting flu vaccination is so critical this season.

Improving flu vaccination coverage rates in children and adults and reducing racial and ethnic disparities will require the involvement of public health immunization programs to identify their jurisdiction's most pressing issues and deploy strategies to address them. The 2020-21 flu vaccination season provides an opportunity for enhanced program efforts to facilitate more efficient and effective administration of flu vaccine and to prepare for the upcoming COVID-19 vaccination campaign.

“We need to keep the focus on flu, throughout and into the ‘late season,’” says AIM Research and Development Director Katelyn Wells. “While public health must focus on COVID-19 vaccination preparation, achieving high flu coverage will help keep our nation’s health system afloat by keeping hospitalizations down and keeping health care workers healthy.”

Leaders of the 64 state, local, and territorial immunization programs—which stand as the backbone of the U.S. immunization system—share the lessons learned that they will continue to utilize throughout this the flu season in a newly released white paper, “Flu Vaccination in a Pandemic: Leadership Lessons from Public Health Immunization Programs.” Leaders have identified four key elements of a successful flu vaccination campaign:

1. Engage providers
2. Stimulate demand and ensure access
3. Strengthen the immunization infrastructure
4. Advocate for vaccine-supportive policies.

This flu season is the perfect opportunity to highlight and address structural/policy barriers that could ultimately cause challenges for the COVID-19 vaccination campaign, such as reimbursement rates, in-network provider policies, and expansion of pharmacies to administer vaccine to children. Lessons learned from this flu campaign can inform COVID-19 strategies.

[Download the white paper.](#)

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The Association of Immunization Managers (AIM) is a nonprofit membership association which supports the nation’s 64 federally-funded state, territorial, and local public health immunization programs. AIM works to enable immunization managers to work together to effectively prevent and

control vaccine-preventable diseases and improve immunization coverage in the United States and its territories.

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