



Nuts and Bolts of a Flu and COVID-19 Family Vaccination Clinic

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We are a locally owned, not-for-profit healthcare system of **NINE** hospitals, a medical group and health plan

Founded in New Mexico in 1908, we are the state's



LARGEST private employer with nearly **14,000 EMPLOYEES.**

We serve more than **875,000 PATIENTS AND MEMBERS** throughout New Mexico.



We have more than **1,600 PROVIDERS** in **50 SPECIALTIES**, at more than **100 CLINICS** throughout the state.

We are integrated with Presbyterian Health Plan, New Mexico's largest health plan provider with more than **580,000 MEMBERS.**



Our purpose is to improve the health
of the patients, members and
communities we serve.

Family Vaccine Clinics, Oct 16 & Nov 6

In partnership with Albuquerque Public Schools and
ABQ Dept. of Arts & Culture / Zoo BioPark

COVID-19
Pfizer for
ages 12+
Flu for
ages 8+

Total vaccines
administered at
both events:

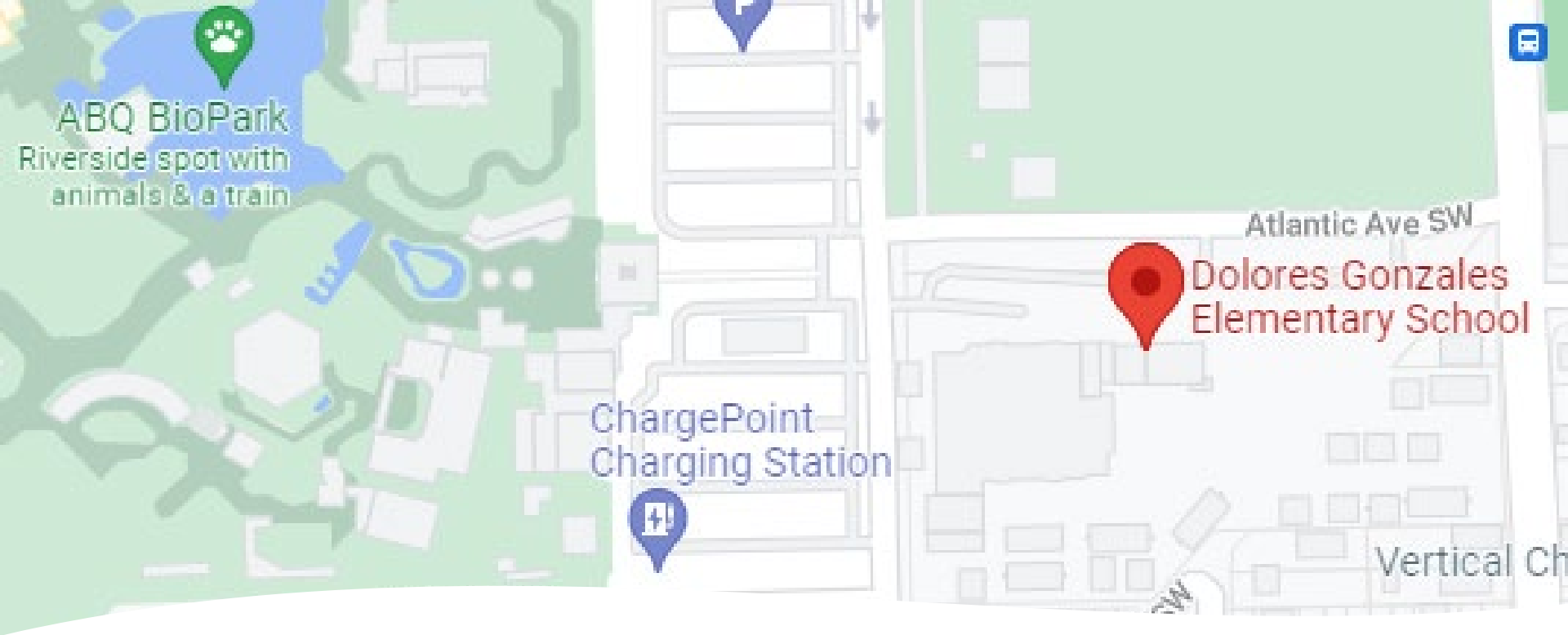
1217 Flu /
381 COVID-19



FLU: (432) adults / (286) youth = **718 total**
COVID: (18) 1st doses, (8) 2nd doses,
(121) 3rd / booster doses = **147 total**



FLU: (274) adults / (225) youth = **499 total**
COVID: (19) 1st doses, (24) 2nd doses,
(191) 3rd / booster doses = **234 total**



Convenience of Partner Locations



General Project Planning Timeline

July

- Initial exploratory meetings
- 1st site visit @Zoo
- Seek approval from all partner parties
- Follow-up meetings to secure partnerships

August

- Worked closely with Marketing
- Branding (in-house)
- Hired advertising firm
- Video production started at Zoo
- Site shifted to DGES
- 2x monthly partner meetings
- Flyer translations
- Food ordering

September

- Order vaccines
- Craft final media messaging
- Working closely with Communications (PR)
- Site visit #1: walk/talk-through clinic flow, signage, use of space
- Secure equipment rentals (tents, tables, chairs)
- APS volunteer sign-up
- Promotions: flyers, Zoo video, outreach to partners, APS families
- TV, radio spots, social media campaigns launched
- 2x monthly partner meetings

October

- Final press (radio & TV interviews)
- Confirmation of all staff (nurses, interpreters, etc.)
- Confirmation of vaccine supplies
- Oct 5 – receive rental equipment, set-up
- Oct 6 – EVENT
- Event debrief
- 2nd site visit (pivot to indoors)
- New rental order
- Repurposed flyers w/new date & distribution
- Confirmation of all staff
- 2nd media campaign
- Weekly partner meetings
- Order food

November

- Integrate recommended improvements from 1st event
- Media campaign push
- Pre-event set-up
- Nov 6th event

Target Audiences & Promotion

- Hispanic/Latinx
 - Black/African American
 - Urban Native
 - Refugees & Immigrants
- APS: email blast to over 79,000 active email addresses in student households
 - APS: Refugee & Newcomer Supports Program (special outreach to Arabic, Dari & Swahili-speaking student families)



Radio, TV, and Social Media Promotion

Radio & TV

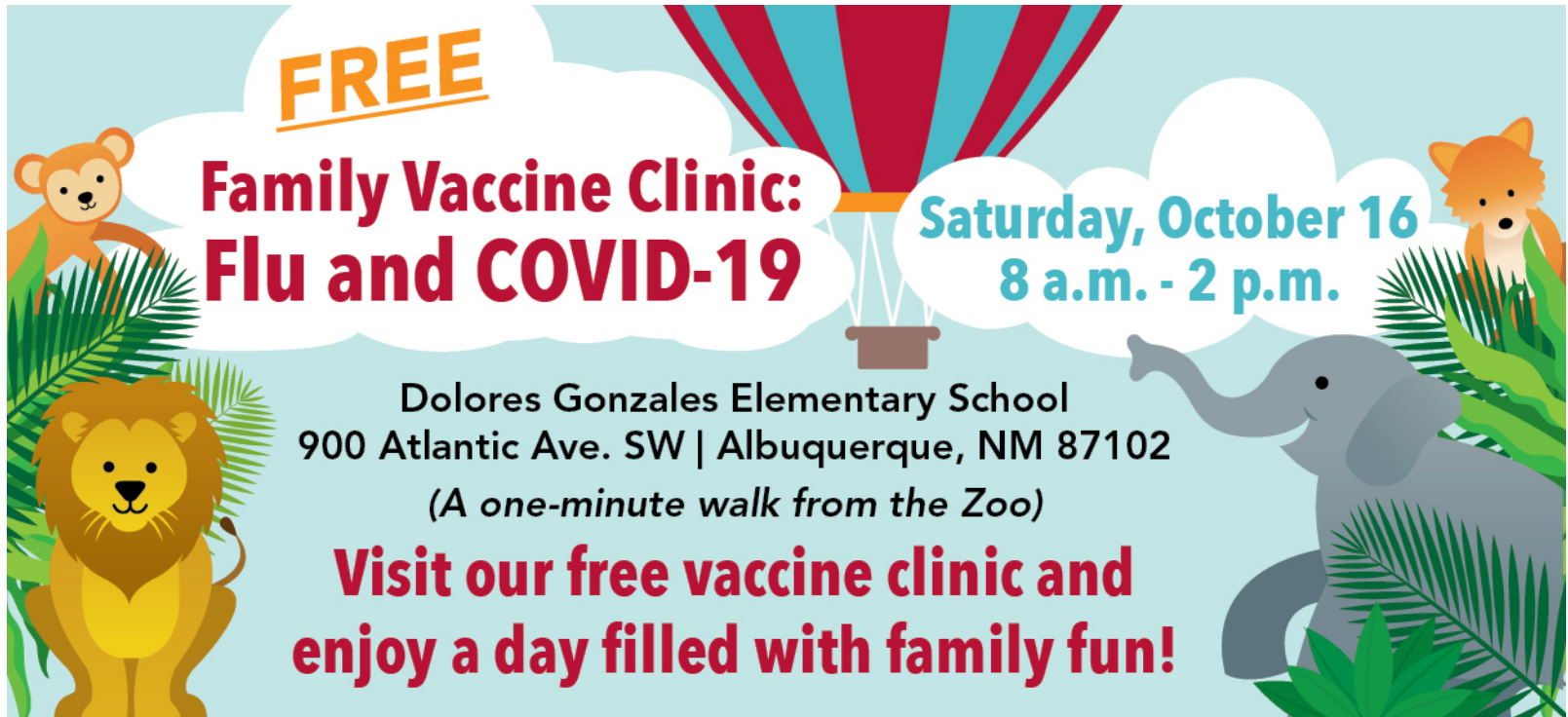
- Traditional Spanish FM radio
- TV spots

Communications / PR

- ABQ Journal article
- KOAT interview (TV)
- NM Living on KOAT (TV)
- Donnie Chase radio show, WKML 95.7 (Country music)



Facebook Campaign Post



FREE

**Family Vaccine Clinic:
Flu and COVID-19**

**Saturday, October 16
8 a.m. - 2 p.m.**

Dolores Gonzales Elementary School
900 Atlantic Ave. SW | Albuquerque, NM 87102
(A one-minute walk from the Zoo)

**Visit our free vaccine clinic and
enjoy a day filled with family fun!**

Funding for this event provided in part by REACH (Racial and Ethnic Approaches to Community Health), a national program administered by the Centers for Disease Control and Prevention (CDC) to reduce racial and ethnic health disparities.

 **PRESBYTERIAN**
Healthcare Services

 **PRESBYTERIAN**
Healthcare Foundation



Tim Keller,
Mayor



ABQ BIOPARK

**ONE
ALBUQUE
RQUE** arts & culture



ALBUQUERQUE
PUBLIC SCHOOLS

ABQ Zoo / BioPark

Albuquerque Dept. of Arts and Culture



Outreach



See how animals are trained to be active participants in their own healthcare. Then join us for Presbyterian Healthcare's Flu and COVID-19 Family Vaccination Clinic on Oct 16th.

APS - Dolores Gonzales Elementary School

Facilities (indoor & outdoor), Volunteers, Engagement



Albuquerque Public Schools (APS) Translation Services

Spanish, Arabic, Vietnamese, Chinese, Dari, Swahili

[illegible]

APS Interpreters

Spanish, Arabic, Vietnamese, Chinese, Dari, Swahili



A warm meal for community members

Centering equity and grass-roots economic development with every decision



Street Food Institute served single portions of warm quiche and posole



Mujeres en Accion served generous bean and cheese burritos

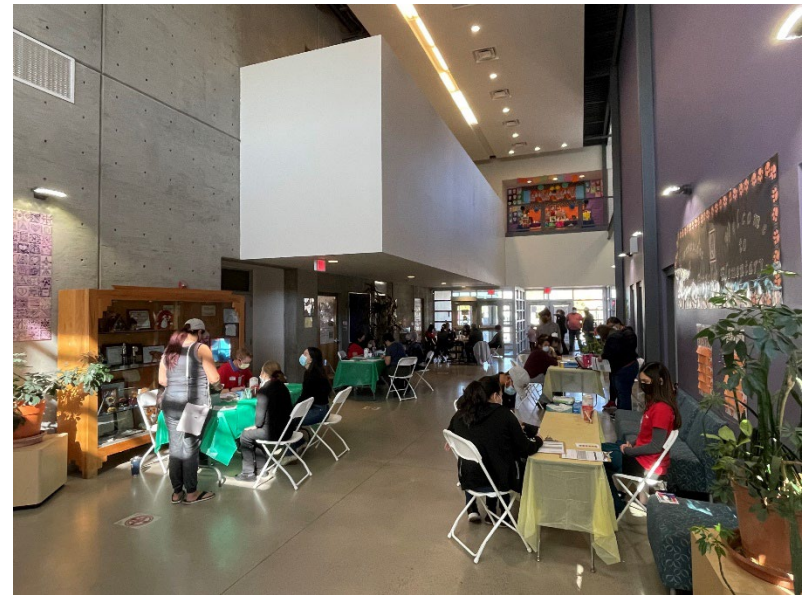
Funding for food was provided by PHS Community Health special projects budget.

Clinic Logistics

- Walk-in (no app't necessary)
- FREE, No ID, No Insurance
- Securing nurse vaccinators, registrar and pharmacy staff
- IT Support
- Consent Forms
- Reminder cards for follow-up COVID-19 vaccines
- Further info for other clinic options
- *What to Expect* COVID-19 fact sheets
- Flu info cards
- Adjustment for weather



Event #1 / October 16th



Event #2 / November 6th

Vaccine Procurement

- **For COVID-19 vaccines:**
 - Close communication with Pharmacist and Tech prior to event
 - Pfizer vaccine offered for ages 12+
 - Order placement one to two weeks in advance
 - Safe preparation space and storage for pharmacy staff
- **For Flu vaccines:**
 - Clarify what is available from medical partners
 - Vaccines for Children (VCF)
 - Other possible sources
 - Safe preparation space for RN to prep and distribute



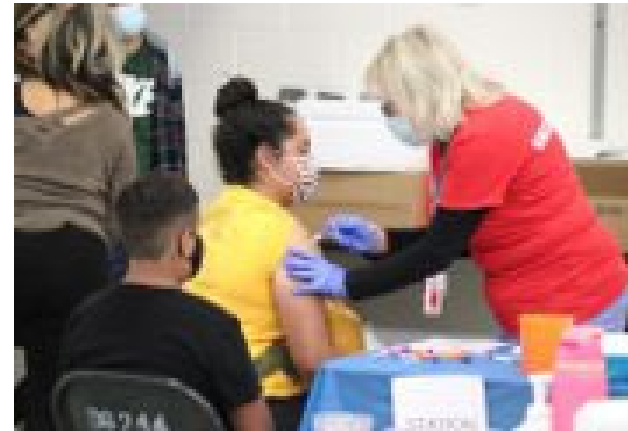
Clinic Flow

- Greeters, guides, volunteers placed at strategic spots
- Color Coded Dots at Registration
- Color Coded Table Coverings
- Separate Consent Forms
- Pharmacy in PE Office (dedicated vaccine runner)

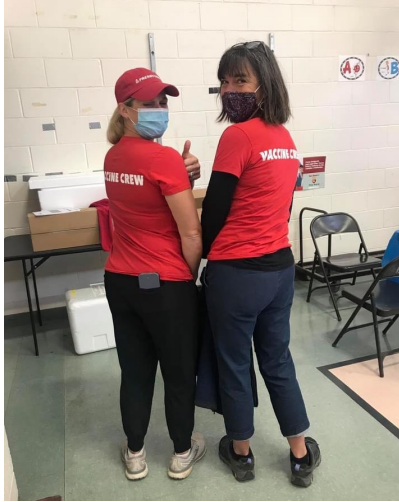


Clinic Operations

- Importance of segregating vaccines and stations
- How to handle patient who is receiving both COVID-19 and Flu vaccines (red sticker)
- Triage/observation area



Reflection & Lessons Learned



REFLECTIONS

- Positive feedback re: warmth of experience (name-tags, volunteers)
- Regular communication with partners
- Elementary school: great space for family event
- Unidirectional clinic flow to allow social distancing
- Pre-event huddle with all staff
- Post-event debrief with partners
- Creative leveraging of partner resources

LESSONS LEARNED

- Start flu vaccine procurement process earlier
- Emphasis on 1st event, more needed on 2nd
- Photograph artifacts



Unique Promotion

<https://www.youtube.com/watch?v=-XT3faEQguY>



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be active participants in their own
healthcare. Then join us for
Presbyterian Healthcare's Flu and
COVID-19 Family Vaccination Clinic
on Oct 16th (and Nov 6th).

Thank you!

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