

Primary Care Team Toolkit: *Vaccination Optimization*

QUICK REFERENCE DOCUMENT (TWO PAGES)

*Practical strategies to optimize vaccination
(Influenza, COVID-19, Pneumococcal, RSV) delivery within routine care.*

Adult respiratory vaccination rates remain below recommended targets across Ontario.

Primary care is uniquely positioned to improve uptake through structured workflows, consistent provider recommendation, and systematic recall processes.

About the Toolkit

Evidence-Informed Strategies to Improve Adult Respiratory Vaccination Uptake in Ontario

Background & Purpose

Developed through an AFHTO-led QI initiative with Primary Care Teams, this toolkit translates real-world strategies to improve adult respiratory vaccination into practical, evidence-informed actions.

What's Included

Key domains across vaccination delivery (education, hesitancy, workflows, EMR, team-based care, operations, and data), with considerations, proven strategies, resources, quick wins, and real-world examples.

How to Use This Toolkit

Use as a quick reference to identify gaps, implement small changes, and strengthen vaccination practices within your team's existing workflows.

Key Takeaway

Small, consistent improvements in workflows, communication, and systems can significantly increase vaccination uptake.

Patient Education & Decision Support

Enable patients to make informed vaccination decisions at the point of care.

Considerations

- Use plain-language, visual, comparable materials (Influenza, COVID-19, RSV, Pneumococcal)
- Embed education in **exam rooms, visits, and after-visit summaries**
- Add **QR codes** linking to trusted sources

What Works

- ✓ One-page handouts + comparison visuals
- ✓ Education during the visit (not passive only)
- ✓ Repetition and consistency

Resources

Patient

- 📌 [Public Health Agency of Canada – Vaccines for adults](https://www.canada.ca/en/public-health/services/vaccines-for-adults.html)
- 📌 [Ontario.ca – Vaccines for adults](https://ontario.ca/en/health-services/vaccines-for-adults)
- 📌 [Immunize Canada](https://immunizecanada.ca/)

Provider

- 📌 [Centre for Effective Practice – Immunization tools](https://www.cfepractice.ca/immunization-tools)
- 📌 [Ontario Health – Health literacy guidance](https://www.ontario.ca/en/health-services/health-literacy-guidance)

Quick Wins & Tips

- ☐ Add QR codes to materials
- ☐ Standardize education across providers
- ☐ Refresh annually before respiratory season

Addressing Vaccine Hesitancy & Safety Concerns

Increase vaccine confidence through consistent, evidence-based communication.

Considerations

- Use motivational interviewing and “myth vs fact” visuals
- Normalize vaccination as routine care
- Prepare responses to common concerns

What Works

- ✓ Presumptive language (“You’re due today...”)
- ✓ Strong provider recommendation
- ✓ Listening first, then responding

Resources

Patient

- 📌 [Immunize Canada – Vaccine safety](https://immunizecanada.ca/vaccine-safety)
- 📌 [Public Health Agency of Canada – Vaccine safety](https://www.canada.ca/en/public-health/services/vaccines-for-adults.html)

Provider

- 📌 [Motivational Interviewing Network of Trainers](https://www.cfepractice.ca/immunization-tools)
- 📌 [Centre for Effective Practice – Vaccine hesitancy tools](https://www.cfepractice.ca/immunization-tools)

Quick Wins & Tips

- ☐ Use consistent scripts
- ☐ 5-min vaccine refreshers at huddles
- ☐ Identify a vaccine champion

Proactive Identification & Reducing Missed Opportunities

Ensure every patient interaction includes vaccination assessment.

Considerations

- Embed into annual, chronic care, and intake workflows
- Add “Vaccine Review Completed?” prompts
- Use fall checklist (Flu, COVID, RSV, Pneumococcal)

What Works

- ✓ Routine vaccine checks
- ✓ Standing orders
- ✓ Pre-visit planning

Resources

Patient

- 📌 [CANImmunize app](https://canimmunize.ca/)

Provider

- 📌 [OntarioMD](https://www.ontario.ca/en/health-services/health-literacy-guidance)
- 📌 [Public Health Ontario](https://www.ontario.ca/en/health-services/health-literacy-guidance)

Quick Wins & Tips

- ☐ Add vaccine review to templates
- ☐ Train intake staff to flag gaps
- ☐ Align with chronic disease visits

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Workflow & EMR Optimization

Make vaccination eligibility visible, actionable, and efficient.


Considerations

- Run EMR reports (65+, RSV, overdue flu)
- Standardize documentation + fields
- Create eligibility cheat sheets


What Works

- ✓ EMR alerts/prev ention tabs
- ✓ Standard templates/macros
- ✓ Start small (50–100 patients)


Resources

Patient

- 📌 Indirect benefit via improved recall systems and proactive outreach

Provider

- 📌 [OntarioMD – EMR optimization](#)
- 📌 [Canada Health Infoway](#)

Quick Wins & Tips

- ☐ Standardize documentation location
- ☐ Monthly mini-audits
- ☐ Simple eligibility guides

Team Communication & Care Coordination

Ensure seamless communication across the care team.


Considerations

- Define roles (physician, nurse, admin)
- Use EMR tasking for follow-up
- Book vaccines if not given same-day


What Works

- ✓ Clear team roles
- ✓ Vaccine lead accountability
- ✓ Routine workflow reviews


Resources

Patient

- 📌 [Ontario Health – Patient partnering](#)

Provider

- 📌 [AFHTO Supports Public Health Ontario collaboration resources](#)

Quick Wins & Tips

- ☐ Assign vaccine lead
- ☐ Use EMR follow-up tasks
- ☐ Annual workflow review

Clinic Operations, Planning & Vaccine Supply

Optimize clinic setup, flow, and inventory management.


Considerations

- Pre-season planning (Sept–Nov focus)
- Assign inventory lead
- Use centralized clinic models


What Works

- ✓ Dedicated clinic times
- ✓ Reserved vaccine stock
- ✓ Streamlined flow


Resources

Patient

- 📌 [Ontario.ca – Vaccines](#)

Provider

- 📌 [Public Health Ontario NACI recommendations](#)

Quick Wins & Tips

- ☐ Pre-order supply
- ☐ Use clinic blocks
- ☐ Annual planning cycle

Data Quality, Monitoring & Continuous Improvement

Use data to drive improvement without overburdening teams.


Considerations

- Outcome: % vaccinated (by vaccine type)
- Process: % visits with vaccine review
- Balancing: workload, wastage


What Works

- ✓ Monthly tracking
- ✓ Small PDSA tests
- ✓ Clear accountability


Resources

Patient

- 📌 Indirect benefit through improved care quality and access

Provider

- 📌 [Ontario Health HQO QI resources](#)

Quick Wins & Tips

- ☐ Run 1 EMR report/month
- ☐ Start small cohorts
- ☐ Assign vaccine lead

Disclaimer

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Clinical Decision Support Disclaimer

This tool is intended to support, but not replace, the clinical judgment and professional responsibility of qualified healthcare providers. It is provided for general clinical decision-support and informational purposes only and should be considered alongside the patient's individual clinical circumstances, current clinical guidance, applicable legislation and regulations, and local policies and protocols.

Vaccination recommendations and clinical considerations may change as new evidence, vaccine products, public health guidance, and recommendations become available. Users are responsible for ensuring that information is current and for verifying recommendations through appropriate authoritative sources before making clinical decisions.

The information provided by this tool does not constitute medical advice, diagnosis, or treatment recommendations for any specific patient. The treating healthcare professional remains responsible for assessing the individual patient and determining the appropriate course of care.

The developers of this tool make reasonable efforts to ensure the information is accurate and current but do not warrant that it is complete, accurate, or applicable to every clinical circumstance. Use of this tool does not replace consultation of relevant clinical guidelines, product monographs, public health guidance, or other authoritative sources where appropriate.

General Disclaimer

This tool is intended for general informational and educational purposes only and is provided as guidance to support respiratory health and vaccination discussions. It is not intended to replace individualized advice, assessment, diagnosis, or treatment from a qualified healthcare professional.

Vaccination recommendations and eligibility may vary based on an individual's age, health status, medical history, pregnancy status, medications, previous vaccinations, current public health guidance, and other factors. Information in this tool may change as clinical evidence, vaccine products, recommendations, or public health guidance are updated. Users should consult a qualified healthcare professional or appropriate public health authority for advice specific to their circumstances and before making decisions about vaccination or other aspects of their health.

The developers of this tool do not assume responsibility for decisions made based solely on the information provided through this resource.