Caring for the Community: Drive-Thru Flu
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Introduction
As part of Penn State Hershey Medical Center’s community health needs implementation plan and population health management program we conducted this novel flu immunization program. The goal was to minimize barriers to vaccination access in at-risk populations. The program used a “drive through” structure to administer free flu vaccinations to recipients who did not need to leave their car. The initiative supports the Healthy People 2020 goal to “increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life.”

Objectives
1. Describe the planning process to provide drive-thru flu shots to community residents.
2. Identify strategies that enhanced interprofessional collaboration in this community partnership.

Implementation Process
Leadership included the Employee Health and Safety Nurse Manager and the Community Outreach Coordinator.
Targeted Population was uninsured, unemployed, and underserved adult and pediatric (greater than 3 years old) community members.
Volunteers were Medical Center Employees including adult and pediatric nurses, pharmacists, EMS personnel, students, and other staff.
Announcement of the event was sent via flyers, social media, TV, and radio.
Training for staff included program management, traffic control, weather back-up, safety/legal concerns, vaccine storage and handling, data management, and vaccine administration.

Outcomes – 2014
• 872 mailings were sent
• 837 community members used social media to pre-register
• 800 vaccines administered in 6 hours
• 192 volunteer hours
• Additionally, family visiting patients on the day of the event were encouraged to attend and receive their flu shot

Lessons Learned and Next Steps
Implementation of this Drive-thru Flu Event demonstrates that the approach is a safe and efficient way to reach community residents.
Reports from nurses and community participants support continuation of the event and suggest areas for improvement.
• Expand the event to include two days: October 17th and October 24th, 2015.
• Increase vaccination administration goal to 1500.
• Include Child Life Specialists in the “pit stop” to provide support and reassurance for young children.
• Create an additional area for walkers and bicyclists.

Three vehicle stop stations were created to guide participants. Stations covered registration, education, consent and vaccine administration. All stops included a review of allergies and safety precautions.

Registration and Consent

Education

Vaccine Administration