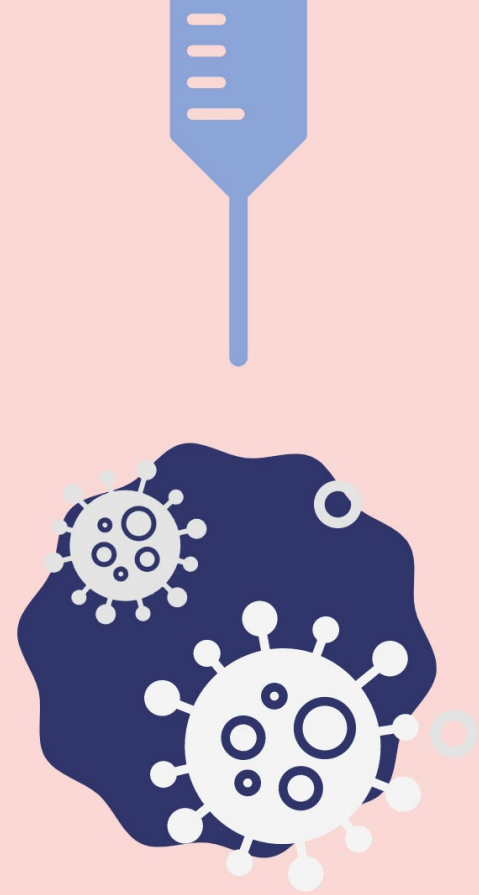


# FLU SHOTS @ CROSSROAD

Increasing vaccination rates at a FQHC

LC 11 - Trey Baird and Chinenye Bosah



# Crossroad Health Center

A Federally-Qualified Health Center

Mission: to give honor to Jesus Christ by providing accessible, comprehensive health care in partnership with our patients and community leading to healthy, changed lives

## 5 LOCATIONS



## COMPREHENSIVE HEALTHCARE AND EDUCATION FOR ALL AGES



## **CROSSROAD PROVIDES ACCESSIBLE AND AFFORDABLE HEALTHCARE TO THE OTR COMMUNITY**



- Community connection
- Routine health maintenance
- Promote health literacy



## **SLIDING FEE SCALE**

Ensures everyone can afford  
healthcare





Hamilton County is 6th in 88 Ohio counties for number of residents with Bachelor's degrees

## HOWEVER



Health literacy levels in OTR are in the bottom quartile based on national health literacy measures

**75% OF PATIENTS LIVE AT  
OR BELOW THE FEDERAL  
POVERTY LINE**



# Health Literacy and Education in Our Community

- Health literacy levels for OTR are in the bottom quartile of national health literacy measures
  - Impacts a patient's ability to understand information provided to them regarding their healthcare



# Impact of COVID-19 on Crossroad Health Center

- Crossroad Health Center was deeply impacted by the COVID-19 pandemic.
  - Effects on patient volume, staffing issues, and necessity to shift to virtual care
- The ability to provide patient care is challenged when volumes are made significantly higher by periods of illness
- More telehealth visits
  - Especially those related to mental health
- Significant staffing shortages and turnover

# Our Project

- **Goal: Increase the number of patients receiving flu vaccines through education**
  - Vaccines prevent morbidity and mortality
  - Vaccines reduce burden on healthcare system during peak flu and Covid months
- **Social Determinants of Health**
  - Health and Healthcare
  - Education Access and Quality
  - Social and Community Context

# Products

- Crafted text templates of flu shot reminders to send annually to patients
- Gathered input from Crossroad healthcare providers to create an informational video about the flu vaccine to be played in waiting rooms
  - English and Spanish with subtitles





# Importance of Vaccine Education

- Patients have the right to accurate information to make informed decisions
- Misinformation is rampant and influences vaccine choices (flu and COVID)
  - 78% of American adults believe at least one false statement about COVID
    - Rates higher among those of lower socioeconomic status
- Health literacy in areas served by Crossroad is low
  - Health illiterate are more likely to believe misinformation

# Call to Action as a Physician

- Help stop the spread of misinformation to increase vaccine compliance rates
  - Belief of misinformation stems from a variety of complex social determinants of health
- Increase vaccine access through educating patients and help advocate for vaccine funding
  - Higher vaccination rates benefit both the individual and healthcare system



# City council can help

Additional funding will allow Crossroad to:

- provide more vaccines
- provide transportation to help patients get to their appointments

