

- Make up and distribute coupons for free coffee, ice cream, etc., from cafeteria, if applicable.
- Sponsor a drawing or raffle for all participants only.
- Seek out discounts or coupons from local businesses.
- Develop recognition system for units or departments after achieving certain milestones or goals.
- Provide healthy snacks during vaccination events.
- Post flu vaccination campaign progress.
- Provide subsidized/free vaccination to spouses and family.
- Buddy drawing for anyone who brings someone for their first ever flu vaccine
- Divide staff into teams. Offer prizes/recognition to groups who meet a preset goal, such as 90 percent.

Last Days of Campaign

If an area or program has low rates, return to that area during a staff meeting and/or shift change.

Report flu activity within the community and/or facility to encourage immunization.

Keep a list of those employees who missed receiving vaccine or signing a declination. Ask managers to speak to them and/or make special appointment.

Declinations

Put into place requirements for employees who want to sign declinations:

- Must state reason for declination in writing. (*This information is helpful to use in future campaigns.*)
- Must sign declination in a designated office or conference room for one-on-one meeting with health educator or campaign coordinator. This allows time for re-education and gives staff an opportunity to discuss any issues.
- Must receive additional education to ensure they understand their declination may put patients at risk.

Discuss with administration and ensure employees understand any minor sanctions, such as:

- The loss of minor privileges
- Restriction from certain areas, i.e., neonatal, ICU, chemotherapy, hospice, etc.

Flu Campaign Ideas

Multi-disciplinary Advisory Boards

Coordinate the campaign with multi-disciplinary advisory boards. This works well to bring in the entire facility to support the campaign. Be sure to include: infectious disease, infection prevention, occupational health, pharmacy, ethics, employee health, marketing, human resources, epidemiology, clinical nursing, administration, etc.

Determine the board's:

- Goals. *If available use the previous season's statistics to determine the current year's goals, and try to increase it by at least 10 percent.*
- Theme/slogan. (*See ideas below.*)
- Campaign strategies. Start the campaign with an educational component, public administration and infectious disease push or pandemic exercise. (*See below.*)
- Incentives.
- Other issues. Address whether or not students and volunteers will be vaccinated, how to reach outlying clinics or satellite offices, etc.

Employee Campaign

Encourage/suggest that your facility adopts a written policy about employee vaccination. For example, other organizations have initiated understanding with employees that a declination may affect yearly evaluation.

Hang posters about the importance of flu shots in public and employee break areas.

If your organization has an employee newsletter, include:

- Articles about the campaign (date and location), any new policies about vaccination, updates on rates of acceptance and general information about the importance of vaccination.
- Information on flu surveillance and death statistics. (*See links.*)

Create and send "Health-E-Cards" (*see links*), e-mail alerts and other health-related correspondence to employees.

Make personal announcements during meetings and employee events.

Encourage administration to write a letter to employees stressing the importance of vaccination, as

well as outlining any new policy changes.

Ask human resources to distribute paycheck inserts announcing the campaign.

Assign and announce vaccination leaders

Look for local and/or facility vaccination role advocates and models.

Consider hosting the start of the flu campaign as a practice pandemic drill.

Marketing

Plan a campaign kickoff. Consider hosting a presentation for department heads. Coordinate and photograph the vaccination of key personnel and managers.

Announce campaign at staff meeting and employee health fairs.

Ensure employees know the dates, times and locations of vaccination availability.

Promote the campaign using posters, flyers, table tents, paycheck stuffers, employee newsletter, electronic display “ads” or announcements on the employee intranet, etc.

Encourage visible leadership from administration and physicians.

- Studies show higher vaccination rates when

physicians (especially infectious disease physicians) show support for the campaign.

- It’s been noted that staff with a higher education are more likely to receive a flu vaccine. With this in mind, start your push with administration, management and nursing to influence other departments and programs.

Possible Themes/ Slogans

“One Thing” Campaign

“If you could do one thing to... help prevent 36,000 deaths, help decrease 200,000 hospitalizations, etc., what would it be? Get a flu shot.” (*Sanford Medical Center in Sioux Falls, SD*)

“Red Dot” or “Ribbon” Campaign

Give employees a colored dot or ribbon to wear on their ID badges during flu season. (*SUNY Upstate Medical University in Syracuse, NY*). The dot may prompt conversations with staff, patients, family members and the general public:

- About the importance of vaccination
- About the employee’s commitment to assuring the health of his/her patients, clients, co-workers, the public and family.

Banner Campaign

Make large banner with agency logo and campaign theme. Have staff sign poster/banner after vaccination. (*St. Luke’s Hospital in Duluth, MN*)

Education

When developing and preparing an educational program:

- Emphasize requirements from the Joint Commission
- Prepare to educate and re-educate, as advised by the National Foundation for Infectious Diseases
- Use additional vaccination research and information from reliable and respected sources, such as the Centers for Disease Control and Prevention, the Association for Professionals in Infection Control, and the Society for Healthcare Epidemiology of America.

Include the following educational components for a comprehensive program:

- Targeted education
- Severity of illness
- Vaccine efficacy and safety
- Non-vaccine control and prevention measures
- Diagnosis

- Transmission
- Treatment
- Impact
- Patient safety
- Benefit of vaccine

Vaccines

If possible, use mobile carts and/or roving teams. Consider a mobile cart at:

- The place where employees pick up their paychecks
- In the supervisor’s office (for night and weekend shifts)

Plan employee flu shot clinics to take place at convenient locations and times. *Consider polling employees before starting the campaign.*

Include flu shots during mandatory employee activities, such as TB testing, fire safety training, continuing education workshops, etc.

Consider off-hour clinics for employees.

Announce vaccine rates in the employee newsletter, on posters and to unit managers, administration and Board of Trustees, if applicable.

Incentives

- Give out facility note pads, pens, T-shirts, “vaccinated against flu” stickers, etc.