

# Ideas for Implementing a Health Care Worker (HCW) Seasonal Influenza Vaccination Campaign

## Offer the Vaccine for Free

- Removing cost barriers will improve vaccination rates

## Use a Declination Form

- Require HCWs to either take the vaccine or formally decline in person by signing the form. Some clinics have begun offering an online declination option where the HCW can access a website to select either "vaccine received", vaccine contraindicated" or "vaccine declined"
- Have consequences for those who fail to do one or the other (Some clinics have tied this to performance reviews or made vaccinations/declinations a condition of employment. Others require that non-vaccinated employees wear masks when in contact with patients).



## Educate HCWs about the Benefits of Flu Vaccination to Themselves, Their Families and Patients

- Use flyers, posters, screen savers and newsletters to inform HCWs about vaccinations
- Discuss the benefits of vaccination during staff meetings
- Provide fact sheets with pay stubs
- Have a speaker give a power point presentation
- Leadership should remind staff whenever possible of the benefits of flu vaccination
- Management should send a letter/postcard/email to employees reminding them of the importance of the flu vaccine and letting them know when and where they can get vaccinated
- Identify employees not vaccinated and remind them by email or a phone call that the vaccine is available
- Have a poster in the staff area where you can update daily as to how many employees have been vaccinated

## Have Easy Access to Vaccinations

- Use roving flu vaccination carts to bring vaccine directly to the employee.
- Post schedules ahead of time so employees know when vaccinations are available
- Offer vaccinations during all shifts

## Offer Incentives

- Allow HCWs who get the flu shot to enter their name in a drawing for prizes such as restaurant gift cards, gas cards, movie tickets, etc.
- Give out stickers or buttons to those who are vaccinated to help remind others
- Offer small treats to those who get vaccinated such as chocolate candy bars
- Offer a pizza party, ice cream party, carmel apple sundae party, etc. to all participants

## Find Leaders to Endorse the Process

- Have a flu fair for employees with decorations, snacks and treats.
- Invite the CEO or other key leader to get their flu vaccine at the fair or have them get their vaccination before the campaign kick-off and use the photos for promotion.
- Enlist peer vaccination champions

Free flu resource materials are available on the CDC website at [www.cdc.gov/flu/freeresources/](http://www.cdc.gov/flu/freeresources/)