

# Influenza Vaccination Toolkit

## Strategies that Work

- **Plan early.** Start in the summer.
- **Involve staff** from ALL departments in the planning stages.
- **Publicize** your vaccination campaign in various ways.
- **Make vaccination accessible.**
- **Use incentives.**
- **Combine vaccination with other services** e.g. PPD.
- **Immunize residents and staff** at the same time.
- **Educate** year round at employee orientations, infection control week, etc.
- **Post** vaccination rates by floor or specialty

## Educate

- Jazz it Up - Make it fun!
- Invite guest lecturers (Invite Medical Directors or DOH staff)
- Assign Flu Busters/Captains for peer education
- Use videos and games
- One-to-One counseling
- Posters, brochures, all kinds of handouts

## Messages to Include

- What's in it for staff
- What's in it for those at the facility
- Dispel myths

## Make the Vaccine Easily Accessible

- Have a designated office for vaccine distribution
- Host a facility-wide vaccine day
- Use peer vaccination
- Give vaccine where /when checks are distributed
- Give vaccine at time clocks
- Have a mobile cart available at all shifts
- Show the CEO/CFO/Administrator getting vaccine- at a public venue, health fair or kick off event
- Have a catch-up drive in January/February for those staff not yet vaccinated
- Offer flu vaccination on floors, at workstations, and during staff appreciation events where you provide food and praise.

## Use Incentives

- **Raffles:** weekly, monthly, with a major winner for the season.
- **Family Participation:** Have family members participate by donating good & services. Remind them that their efforts will benefit their loved ones.
- **Recognition:** Host a recognition ceremony for those that have been vaccinated.
- **Acknowledge** participation with buttons, pins, or stickers.

## Announce It

- Posters
- Pay slip
- Memo or Email
- In-service
- Create a Flu Vaccine Campaign Character (i.e. Vampire Nurse with Giant Syringe)

## Resources For Providers:

An *Influenza Vaccination Toolkit Resource CD* that includes a PowerPoint presentation and additional information on Influenza is also available from the NYCDOHMH Bureau of Communicable Disease. Please contact Beth Nivin via email at [bnivin@health.nyc.gov](mailto:bnivin@health.nyc.gov) or by phone at (347) 396-2616 to obtain a copy of the CD or to schedule a free DOHMH presentation for staff on influenza vaccination.