



WorkWell NYC Free Flu Vaccination Campaign
2017 **Flu Fighters** Toolkit



Welcome to **WorkWell NYC's** 4th annual Free Flu Vaccination Campaign for NYC employees!

Thank you for helping us keep our workforce healthy and flu-free! We are counting on you to set up worksite clinics and spread the word to your colleagues about the many ways to get free flu shots.

This document contains critical information about our campaign, your role, and step-by-step instructions for setting up worksite flu clinics. There are also materials and resources to help you along the way. WorkWell NYC wants to help you make your worksite flu clinics successful. Please don't hesitate to contact us with any questions!

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PROGRAM OVERVIEW

Influenza - “the flu” - is a highly contagious virus that spreads easily, especially in the workplace. While anyone can get sick from the flu virus, it can be most dangerous for young children, people over 65 years of age, and those with chronic health conditions, such as heart disease, diabetes, asthma, or a weakened immune system.

However, there’s good news – the flu shot is the best means of protection against the flu and its complications. Health experts recommend that everyone aged 6 months or older get the flu vaccine each year.

To keep our workforce healthy, the City and its unions offer **free** flu shots to municipal employees and their families. All employees, dependents, and pre-Medicare retirees eligible for New York City health benefits are covered to receive an annual flu vaccination at no-cost.

There are four convenient ways to get vaccinated:

1. Worksite Clinics
2. Participating Pharmacies
3. In-Network Physicians
4. AdvantageCare Physicians (ACPNY) Medical Offices

USING THIS TOOLKIT

This document will guide you through the process of setting up and promoting successful worksite flu clinics. Getting the word out about the flu is an important job. This year, WorkWell NYC will refer to our coordinators as *Flu Fighters*! These individuals will work with WorkWell NYC and Affiliated Physicians to schedule and promote the clinic(s).



A successful *Flu Fighter* will be able to:

- ✓ Select dates for clinics and book room reservations
- ✓ Work with WorkWell NYC and Affiliated Physicians (AP) to schedule and confirm clinics
- ✓ Communicate with all staff through email or other means
- ✓ Champion the program and encourage staff to participate!

You will also find instructions for joining the *Flu Fighters* Challenge – a fun and friendly competition to reward you for your efforts. Let’s work together to provide employees and their families with a quick, convenient, and effective way to stay flu-free!

CREATING A WORKSITE CLINIC

Worksite clinics are organized through WorkWell NYC and Affiliated Physicians (AP), the City's flu shot vendor.

Here are 4 simple steps to set up your clinic:

STEP 1: Identify Dates and Locations for Each Clinic

Clinics can be held anywhere with a private space that can accommodate a table, a few chairs, and a trash can— such as a conference room or a large open area. (AP will bring a privacy screen and all other supplies!)

HELPFUL HINTS

- ✓ Room reservations can be hard to come by; book space ASAP!
- ✓ Try to pick an area that is easily accessible and highly trafficked
- ✓ Clinics held earlier in the fall tend to have better turnout
- ✓ Schedule flu shot clinics around other events, such as health fairs
- ✓ Select dates that can accommodate varying shifts and schedules

STEP 2: Complete the Event Logistics Form

Complete the Event Logistics Form (ELF) on page 9 for each location. Be sure to specify the number of full-time employees at each worksite, a preferred date as well as two alternative dates, and a backup contact in case you are unavailable. Incomplete ELFs will cause delays in processing your request.

Return completed ELFs to workwell@olr.nyc.gov. Once the ELF is verified, a representative from Affiliated Physicians will be in touch to confirm date/s and logistics. Once your clinic is finalized, you will receive an email with the details of your clinic(s) and your clinic/s will be posted to the [registration website](#). Employees will use this site to sign up for the clinic, so make sure to share the link widely. As the coordinator, you will be granted administrative access to monitor registrations.

HELPFUL HINTS

- ✓ Exact dates are not guaranteed. Book early to ensure you receive your requested dates!
- ✓ Log in regularly to see how many appointments are booked. AP can extend your clinic hours or add more nurses or shots if slots are booking quickly.

STEP 3: Get the Word Out!

Promoting your event is critical to a successful flu clinic. Use the template poster and emails on pages 10 - 16 to help. Use the most effective method of communicating at your worksite: emails, posters, Intranet, word of mouth, etc. Collaborate with labor-management committees and unions when possible. Get creative!

HELPFUL HINTS

- ✓ Consider the best ways to reach both office and field-based staff
- ✓ Hang flyers by elevator banks, bathrooms, and other places staff frequent
- ✓ Encourage pre-registration! Share the link to the [registration website](#). Employees that register in advance will receive a calendar invite and a reminder 36 hours before their appointment.
- ✓ Send reminder emails in the days and hours leading up to each clinic
- ✓ Extra shots will be available for walk-ins, but priority will be given to pre-registered employees

STEP 4: Showtime!

A few days before your clinic, you will receive a final confirmation with the name of the nurse/s who will be coming to your worksite. A *Flu Fighter* (or designee) should be available to greet the nurse/s 45 minutes - 1 hour before your clinic start time and bring them to the room where the clinic will be held.

HELPFUL HINTS

- You are not required to be present during the clinic, but you should be accessible if questions arise.

THE FLU FIGHTERS CHALLENGE

Get Rewarded for Your Hard Work!



WorkWell NYC understands that successful flu clinics takes a lot of coordinated energy and effort. This year, we want to engage our *Flu Fighters* in a little competition to keep the energy and excitement up over the fall.

The *Flu Fighters* Challenge will allow coordinators to earn points towards fun prizes and allow you to meet flu coordinators from across the city! Earn points for completing the following tasks:



Mirror, Mirror!

Can you top last year's numbers?

- Earn **300 points** for having more flu shots at your site/s than last year.



Go for the Gold!

Be the best at getting better!

- Earn **300 points** for beating your worksite vaccination target (set by AP).
- Earn an additional **100 points** for every time we need to increase capacity on your clinic to keep up with demand (add more hours, shots, or nurses)



The Lineup!

Let's get to know each other!

- Earn **200 points** for filling out your [Flu Fighter profile](#). We will feature different *Flu Fighters* on our website throughout the flu season!



Extra, Extra – Read All About It!

- Earn points for promoting your flu clinics in a fun or creative way! Show us what you did!
 - **100 points** for posting flyers/posters around your worksite.
 - **100 points** for launching a digital communication strategy (email, Intranet, etc).
 - **250 points** for videos or anything unique you do to engage employees!
- The more means you use to advertise, the more points you can earn! Email your communications to workwell@olr.nyc.gov for credit.

Flu Fighters Challenge Awards

In December, WorkWell NYC will bring all of our *Flu Fighters* together to celebrate our successes, share best practices, and discuss our experiences during the flu season. Most importantly, we will share the winners of the *Flu Fighters* Challenge!

Awards will be distributed to *Flu Fighters* that reach the following points thresholds:



- **Gold Medal Flu Fighters: 1000 points or higher**
-



- **Silver Medal Flu Fighters: 700 points or higher**
-



- **Bronze Medal Flu Fighters: 400 points or higher**

Challenge details and standings will be shared regularly on nyc.gov/workwellnyc. Check back often for updates on flu shot efforts across the city!

FREQUENTLY ASKED QUESTIONS

1. Who is eligible to get a flu shot at work?

All employees eligible for health benefits through the City can receive their flu shot at work for no cost. City employees from other worksites will be able to make an appointment at any worksite clinic. If it is not feasible to allow nearby City employees to attend your clinic due to security limitations or other barriers, indicate “closed clinic” on your ELF paperwork.

2. How far in advance should I set up my flu clinic?

The sooner, the better, especially if you have a certain day in mind! Clinics can be scheduled between **September 11th, 2017 and November 22nd, 2017.**

3. My worksite has special circumstances (ie unusual work schedules, employees in the field, security restrictions, etc). Can I still host a worksite clinic?

WorkWell NYC and AP will try our best to accommodate your needs! Email us at workwell@olr.nyc.gov and we can work together on a plan that best serves your worksite.

4. How do I determine how many clinics to hold at my agency?

Generally, you can expect approximately 30% of full-time employees will attend an at-work clinic. AP’s nurses can give about 20 shots per hour. Working with these numbers, you can determine the number of hours needed to vaccinate your workforce and decide whether you’d like to spread them out over several hours or days. Remember, these numbers are estimates and may vary based on a number of factors. AP can work with you to come up with the best plan for your agency/worksite.

5. I have an employee who needs a thimerosal-free flu shot. What should I do?

Each clinic will have a few thimerosal-free shots set aside. If possible, let AP know in advance so they can make sure to reserve one for that employee.

6. Can pregnant employees receive flu shots at the worksite?

This year, worksite flu clinics will offer flu shots to all pregnant women, regardless of trimester.

7. What’s a Flu Fighter?

If you help plan or coordinate WorkWell NYC flu shot clinics, YOU are a *Flu Fighter*! Thank you for collaborating with us to keep our workforce healthy.

8. How do I participate in the Flu Fighters Challenge? What do I have to do to earn points?

All *Flu Fighters* will be enrolled in the challenge! WorkWell NYC will track all points earned in the “Mirror, Mirror” and “Go for the Gold” categories. To receive points for “The Lineup”, visit <https://www.surveymonkey.com/r/flufighterprofile>. To receive points in the “Extra, Extra” category, email your promotional communications to workwell@olr.nyc.gov.

Event Logistics Form

Please provide as much information as possible when filling in this document and return to workwell@olr.nyc.gov.

1	Location/Site Information	Response
A	Parent Agency (i.e. ACS, DSNY, DEP, etc...)	
B	Location Name	
C	Location Address	
D	Event Room Floor* (important, please provide)	
E	Event Room Name(s)* (important, please provide)	
F	City, State Zip Code	
G	Cross Streets	
H	Building Entrance/Access	
I	Security present? (If yes, is clearance required? What ID will be required of Affiliated Physicians staff?)	
J	Parking Instructions - i.e. designated visitor area	
K	Number of Employees on-site (Full time day shift)	
L	Do team members at the location have restricted times away from their desks? Is it a call center? Do employees have access to email? (important)	
M	Estimated Head Count (# of full-time employees at this site)	
N	Estimated # of Participants (typically 30% of <u>on-site</u> employee count)	
O	Can other City of New York employees receive flu shots at this location?	
2	Contact Information	
A	Site Contact Name	
B	Site Contact Email	
C	Site Contact Office Phone	
D	Site Contact Cell Phone	
E	Alternate Contact Name	
F	Alternate Contact E-mail	
G	Alternate Contact Phone	
H	Alternate Contact Cell	
3	Event Information	Please provide up to 3 optional dates that best fit your needs:
A	Date: please provide a preferred date plus 2 alternatives, between Sept. 11 through Nov. 23 (if clinic is at a health fair, provide one date and note "health fair")	Preferred: 2 nd choice: 3 rd choice:
B	Start Time** (room must be available 1 hour prior to event start time)	
C	End Time** (<i>Affiliated Physicians will determine the end time based on the estimated # of participants which you indicated in 1N above</i>). <i>If health fair, provide event end time</i>	Affiliated Physicians will determine the end time based on the estimated # of participants which you indicated in 1N above
4	Do you want more than 1 event day? (Yes /No - If yes, please provide additional date(s) here)	
	<p>*The name of the room and floor will be used on the registration site and posters, so use the name that staff will recognize. ** Rooms should be booked 1 hour prior and 30 minutes post event times. Affiliated Physicians is generally available from 7:00 a.m. to 7:00 p.m. Consider whether you have second shift employees or call centers that need certain time considerations.</p>	



DON'T LET **THE FLU** CATCH YOU!

Free Vaccinations for all City employees

Date:

Time:

Location:

For more information, contact:





DON'T LET **THE FLU** CATCH YOU!

Free Vaccinations for all City employees

There are four easy ways to get your flu shot:

- ✓ At the workplace
- ✓ At the pharmacy
- ✓ At your doctor's office
- ✓ At AdvantageCare Physicians medical offices

Visit nyc.gov/workwellnyc to learn more!



TEMPLATE EMAILS

Here are 5 email templates to help you get the word out to employees. Just fill in the highlighted sections, copy the subject line, and send!

Email Template #1: Initial Announcement of Worksite Flu Clinic
Subject line: Don't let the flu catch you! Get your free flu shot at work



Dear [agency/worksite name] Employees:

Flu season is just around the corner! Getting your flu shot is the best way to protect yourself and your family from the flu and its complications.

[WorkWell NYC](#) offers free flu shots for all City employees, dependents and retirees. Worksite flu clinics provide employees with a quick, convenient and effective way to protect themselves from this highly contagious disease.

The WorkWell NYC Free Flu Vaccination Program will be onsite:

[Agency Name(s)]
[Date, Time]
[Location – room/address]

Making an appointment for your worksite flu shot is as easy as 1-2-3:

1. Visit the online scheduling tool [here](#). Enter the username **nyc** and the password **flushot** to view clinics available to NYC employees.
2. Schedule your flu shot at a time convenient for you.
3. Download the consent form and complete it in advance of your appointment to save time.

To schedule your worksite appointment over the phone, call 866-481-4391.

Can't make it to the clinic?

 There are three other ways to get your free flu vaccine:

- Walk-in to a participating pharmacy
- Schedule an appointment with an in-network physician. Visit zocdoc.com/nyc to find a provider.
- Visit an [AdvantageCare Physicians \(ACPNY\) medical office](#)

Questions? Visit nyc.gov/workwellnyc or contact your [agency/worksite name] Flu Fighter:

[Coordinator Name(s)]
[Phone]
[Email]

Don't let the flu catch you! Schedule your flu shot today!

Email template #2: Worksite Flu Clinic - Reminder Email

Subject line: 3 reasons to get your free flu shot at work

Reminder: Free flu shots are available at your worksite for all [agency/worksite name] employees!



The **WorkWell NYC** Free Flu Vaccination Program will be onsite:

[Date, Time] [Location – room/address]

Why get your flu shot at work?

1. It's free!

All City of New York employees are covered to receive their annual flu shot at \$0 co-pay.

2. It's convenient!

Just come to [location] on [date] between [start time – end time]. To save time, make an appointment for a 10-minute time slot [here](#) (username **nyc**, password **flushot**) and print out your consent form in advance.

3. It's effective!

The flu vaccine is the best way to protect yourself, your family and your co-workers from this highly contagious disease. Even healthy people can become so ill that they miss work or school for a significant amount of time or even be hospitalized. Vaccination reduces your risk of catching the flu and can make your illness milder if you do get sick.

Questions? Visit nyc.gov/workwellnyc or contact your [agency/worksite name] Flu Fighter:

[Coordinator Name(s)] [Phone] [Email]

Don't let the flu catch you! Schedule your flu shot today!

Email template #3: Worksite Flu Clinic – Week of Event
Subject line: Don't forget to get your free flu shot on [date]!

Flu season is near, but have no fear ... WorkWell NYC is here!



A flu shot is the best way to guard you, your family, and your colleagues against the flu and its complications. A flu shot takes seconds - but can prevent days or weeks of sickness and misery. The WorkWell NYC Free Flu Vaccine Program will be onsite on [date] to offer [agency/worksite name] employees quick, convenient access to flu shots:

[Agency Name(s)]
[Date, Time]
[Location – room/address]

Sign me up: make an appointment [here](#) (username **nyc** and the password **flushot**).

Not sure of your schedule? Walk-ins are also welcome!

Priority will be given to pre-registered employees, but walk-ins are also welcome!

- Bring your employee ID to your appointment
- Try to arrive a few minutes before your appointment time, if possible.
- To save time, you can fill out your consent form in advance and bring it with you.

Can't make it to the clinic on [date]? You can still get your free flu shot:

- Walk-in to a participating pharmacy
- Schedule an appointment with an in-network physician. Visit zocdoc.com/nyc to find a provider.
- Visit an [AdvantageCare Physicians \(ACPNY\) medical office](#)

Questions? Visit nyc.gov/workwellnyc or contact your [agency/worksite name] Flu Fighter:

[Coordinator Name(s)]
[Phone]
[Email]

Don't let the flu catch you! Schedule your flu shot today!

Email template #4: Worksite Flu Clinic – Day of Event

Subject line: TODAY: Get your free flu shot at [agency/worksite name]!

Today's the day to get your **free flu shot** right here at **[agency/worksite name]**



A flu shot is the best way to guard you, your family and your colleagues against this highly contagious disease and its complications. A flu shot takes just seconds - but can prevent days or weeks of sickness and misery.

WorkWell NYC's Free Flu Vaccine Program is here **today** to provide quick, convenient access to flu shots:

[Agency Name(s)] [Date, Time] [Location – room/address]
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Priority will be given to pre-registered employees, but walk-ins are also welcome!

- Bring your employee ID to your appointment
- Try to arrive a few minutes before your appointment time, if possible.
- To save time, you can fill out your consent form in advance and bring it with you.

Questions? Visit nyc.gov/workwellnyc or contact your **[agency/worksite name]** Flu Fighter:

[Coordinator Name(s)] [Phone] [Email]
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Don't let the flu catch you! Get your flu shot today!

Email template #5: Worksite Flu Clinic – During Event
Subject line: Happening RIGHT NOW: free flu shots!

LAST CALL to get your **free flu shot** right here at **[agency/worksite name]**!

Flu shots will be available until **[end time]** at **[location – room/address]**



Stuck in a meeting? You can still protect yourself and your family against the flu!

There are three other ways to get your free flu vaccine:

- Walk in to a participating pharmacy
- Schedule an appointment with an in-network physician. Visit zocdoc.com/nyc to find a provider.
- Visit an [AdvantageCare Physicians \(ACPNY\) medical office](#)

Questions? Visit nyc.gov/workwellnyc or contact your **[agency/worksite name]** Flu Fighter:

[Coordinator Name(s)] [Phone] [Email]
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Don't let the flu catch you ... Schedule your flu shot today!