

Strategies & Tips to Implement a Successful Influenza Vaccination Campaign in Your Facility

Strategy: Select a Leader to Administer the Influenza Immunization Program

Some worksites have an influenza program chairperson responsible for planning and implementing the influenza vaccination program for workers. Most often, it is a department or a multidisciplinary team that heads up the vaccination efforts. Regardless of the size of the health care facility, someone or some group must be in charge of the program to ensure its success and longevity.

Strategy: Get a Commitment from Top Management

Top management commitment in the form of a budget allocation is, of course, essential. More than that, though, management must demonstrate a belief in the effectiveness and necessity of vaccination. Often times, it's beneficial to have the leadership get the first shot. It sets a highly visible example. With the support of senior staff, facilities are more likely to work together to achieve higher immunization rates.

Strategy: Create a Policy Statement Affirming Your Facilities Commitment to Increasing Health Care Worker Influenza Vaccination Rates

Health care facilities should put their commitment in writing if they believe everyone who comes in contact with patients should receive influenza vaccine annually. The written policy should be communicated to all employees to ensure each has read it and realizes his or her role in achieving it.

Strategy: Use Every Possible Means to Deliver Messages

Information needs to be communicated to health care workers to reinforce the importance of being vaccinated. Whether it's education information about why the vaccine works or logistical information about where and when to get vaccinated, all means possible should be used to deliver the message. Use the resources provided in this toolkit to help spread the message!

Strategy: Make Influenza Vaccine Easily Accessible

It is essential to make vaccine easily available to health care workers and other employees. Some methods to do this include:

- Rolling cart that brings the vaccine to the employees
- "Flu Champions" – who can be named in each patient care area to assume responsibility for educating and vaccinating health care workers assigned to the area
- Vaccination clinics should be held at a variety of times and, if possible, various locations

No matter which accessibility strategy you use, the ideal is to employ various approaches in multiple waves.

Strategy: Remove Cost Barriers to Immunization

Influenza vaccination of health care workers protects patients. As such, vaccination is an infection control and patient safety measure that is the ultimate fiscal responsibility of your facility. When a facility makes the decision to pay for influenza vaccination for all employees, it underscores its commitment to, and the importance of, patient safety.