



IMMUNIZATION

Annually THOUSANDS of Americans are hospitalized and even DIE due to VACCINE-PREVENTABLE DISEASES

Each year flu causes an average of

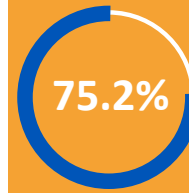


226,000
hospitalizations
and up to
49,000
deaths¹

In 2012 pneumococcal disease
caused approximately



32,000
cases of illness
and approximately
3,300
deaths¹



of healthcare
personnel received
the flu vaccination
in the 2013-14 flu
season²

- Flu vaccination was highest among pharmacists (95.3%) and nurses (89.0%), followed by physicians (88.9%), nurse practitioners/physician assistants (87.0%), and other clinical personnel (81.3%)
- Vaccination rates were lowest for assistants/aides (64.4%) and non-clinical personnel (75.2%)

Healthcare workers care for people at high risk for influenza-related complications; it is especially important for them to get vaccinated annually

STRATEGIES THAT WORK TO INCREASE STAFF IMMUNIZATION

Leadership Support^{3,6}

Administration/leadership attend immunization planning meetings and are first to be vaccinated to set a highly visible example

Mandatory Workplace Immunization Policies³

- Employees requesting exemption due to religious or medical needs are required to wear surgical masks for duration of flu season, any staff not vaccinated by deadline are subject to termination
- Employees are required to visit their institution's intranet influenza home page for required educational materials: more information about the disease, Q & A, immunization clinic locations and hours, the institution policy, and to complete an online immunization form

Staff Immunization Strategies^{4,7,8}

- Provide free vaccinations onsite
- Offer at varied times and days across shifts to all staff and volunteers
- Provide staff education
- Identify and address staff concerns about immunization

Mobile Vaccination Cart^{3,6,8}

- Immunization 'clinic' taken to departments for staff to be immunized
- Use peer vaccinators
- Workers not immunized referred to supervisors for follow-up reminders

Key Messages⁶

- Protect yourself!
- Protect your family!
- Protect your patients!
- Even healthy people can get the flu!

Immunization Communication Modes^{3,6,7}

- Immunization kiosks
- Information available on internal website
- Links to external websites for more immunization information
- Q & A sessions
- Internal newsletters
- Emails
- Information available at departmental meetings
- Hand washing clinics

Immunization Campaign Ideas³

- Sponsor a slogan contest with prizes, print the winning slogan on rubber bracelets and distribute to staff
- Throw a tailgate kickoff party that includes food and prizes while providing vaccinations

Staff "Flu Champions"⁵

Staff volunteers from various units speak with co-workers one-on-one about benefits of immunization

