

## Promote the Campaign: Educate Staff and Visitors

*Think of the campaign as a series of waves.  
Change the message to keep the attention of HCP.*

	Action Items	Resources in this Kit
①	Place campaign posters in high-traffic areas. Use posters in multiple languages when appropriate	Small Campaign Posters (Available in multiple languages. See Order Form located behind Step 5.)
②	Inform employees when vaccine will be available to their unit or department. Use flyers in multiple languages when appropriate.	Campaign Flyers in Multiple Languages
③	Post weekly clinic schedule on posters and flyers.	Small Campaign Posters and Flyers
④	Publicize the campaign. Review the various ways to announce the campaign (e.g., via an organization-wide e-mail or within paychecks). Review how to publicize the campaign material in multiple languages when appropriate.	<ul style="list-style-type: none"> <li>• Sample Publicity Messages to Employees</li> <li>• Tips on Translating Campaign Material</li> <li>• Why People Don't Get Vaccinated</li> <li>• Flu Fact Sheet for Health Care Employees</li> <li>• Flu Fact Sheet for Clinicians</li> </ul>
⑤	Organize an immunization kick-off.	Tips for Planning a Kick-Off Event
⑥	Provide incentives for staff who get a flu vaccination.	<ul style="list-style-type: none"> <li>• Tips for Making Your Campaign Fun</li> <li>• Buttons and Stickers (See Order Form located behind Step 5.)</li> </ul>
⑦	In December, add a reminder message onto the flu campaign poster.	Reminder Tag (See Order Form located behind Step 5.)
⑧	Post flyers asking visitors to help keep the institution a flu-free zone.	Sample Visitor Flyer

Sponsored by

The Massachusetts  
Medical Society

Masspro

and

The Massachusetts  
Department of Public  
Health

More than 36,000 people die from the flu every year. Many of them are old or sick, so they do not fight illnesses well.

Many of our patients are old or sick, too. But you can protect them by getting a flu vaccination. Because if you can't get the flu, you can't give it to other people.

**Get a flu  
vaccination!  
Protect our patients.**

A flu vaccination will be available to you:

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Place: \_\_\_\_\_

For more information about flu vaccination, call:

\_\_\_\_\_

Más de 36,000 personas mueren cada año a causa de la gripe. Muchas de éstas son personas mayores o enfermas que no pueden combatir bien la enfermedad.

Muchos de nuestros pacientes son también personas mayores o enfermas. Pero usted puede protegerlas si se vacuna contra la gripe. Si usted no coge la gripe, tampoco puede pasársela a otros.

**¡Vacúnese contra la gripe!  
Proteja a nuestros  
pacientes.**

Ud. tiene una cita para recibir la vacuna en:

Fecha: \_\_\_\_\_

Hora: \_\_\_\_\_

Lugar: \_\_\_\_\_

Para mayor información sobre la gripe, llamar al:

\_\_\_\_\_

Mais de 36.000 pessoas morrem de gripe todo ano. Muitas estão velhas ou doentes, e não têm como lutar contra a doença.

Muitos de nossos pacientes também estão velhos e doentes. Mas você pode protegê-los ao tomar uma vacina contra a gripe. Se você não contrair a gripe, não poderá transmiti-la para outros.

**Tome a  
vacina contra gripe!  
Proteja nossos pacientes.**

Sua vacina contra gripe está agendada para:

Data: \_\_\_\_\_

Hora: \_\_\_\_\_

Local: \_\_\_\_\_

Para obter mais informações sobre a gripe, ligue para:

\_\_\_\_\_

Gen plis pase 36 000 moun ki mouri chak ane poutèt yo gen lagrip. Swa se paske moun sa yo granmoun oswa yo malad, kifè li difisil pou yo geri. E remake ke, anpil nan pasyan nou yo granmoun oubyen malad. Ki fè, si oumenm ou pran yon vaksen kont lagrip, wap ka pwoteje yo. Piske ou pa ka pase lagrip la ba lòt moun si oumenm ou pa gen lagrip.

**Al pran yon vaksen kont lagrip!  
Pwoteje pasyan nou yo.**

Dat vaksen kont lagrip ou a se:

Dat: \_\_\_\_\_

A ki lè: \_\_\_\_\_

Ki kote: \_\_\_\_\_

Pou pi plis enfòmasyon sou lagrip, rele:

\_\_\_\_\_

# Sample Publicity Messages to Employees

The following are messages that can be included in an employee newsletter, sent as an organization-wide e-mail, enclosed with paychecks, placed on bulletin boards, or used as meeting announcements before and during the campaign.

## Before the Campaign

[Facility name] cares!

To protect the health of our patients, as well as yourself and your family, it's recommended that all employees obtain an annual flu immunization.

[Facility name] will have vaccines available to immunize employees this year! Look for details on the date, time, and location of this year's immunization campaign in the coming weeks.

## Campaign Announcement

Our patients thank you for helping to keep the flu out of [facility name]!

Protect yourself, your patients, and your family from the flu.

[Facility name/department name] will hold an employee flu vaccination clinic on:

[date]

[time]

[location]

[cost of vaccine]

[registration/contact information]

Don't miss the opportunity to keep [facility name] healthy this flu season!

## During the Campaign

[Facility name] immunization efforts are underway!

Congratulations go out to the [number/percentage] of employees who have received their flu vaccinations. So far, the following departments are leading the way:

1. [department], [number/percent of staff vaccinated]
2. [department], [number/percent of staff vaccinated]
3. [department], [number/percent of staff vaccinated]

[If facility is providing prizes to the highest scoring departments, remind employees here.]

Your next chance to get vaccinated will be:

[date]

[time]

[location]

[cost of vaccine]

[registration/contact information]

## Tips on Translating Campaign Material

You may want to translate some of the educational materials or employee messages found in this kit into other languages.

A common approach is to use staff to do this task. This approach is not recommended because it can lead to misinterpretations or incorrect translations.

If you would like to translate any of these materials or other materials you use, you should use a translation service. One service available in Massachusetts operates out of the Central Massachusetts Area Health Education Center in Worcester. For more information, please visit [www.umassmed.edu/ahec/centers/Central\\_MA.cfm](http://www.umassmed.edu/ahec/centers/Central_MA.cfm).

# Why People Don't Get Vaccinated

*(and ways to persuade them to!)*

## 1. I don't need the flu vaccine. If I do get the flu, I'll just take the new flu medication.

The new antiviral medications prescribed for flu do not eliminate flu symptoms. According to the medical literature, they have the ability to reduce the severity of the flu somewhat, and may shorten the duration by only about three days. They will not stop the flu dead in its tracks, like a cough suppressant relieves a cough. Moreover, patients who have taken these medications inappropriately have been known to suffer severe side effects.

## 2. I'm not in a high-risk group.

You may not be in a high-risk group, but your patients are, and members of your family may be. If you get the flu, you put people around you at high risk for serious illness. You can help ensure that they stay healthy this winter.

## 3. If my patients get the flu vaccine, then I don't need to.

Can you be sure that they did get the flu vaccine? What if they didn't? Remember, even if they did, the vaccine is 70-90% effective. In frail elderly, effectiveness may be as low as 30%. Getting the flu shot will add an extra level of certainty that you will not get the flu, and will not pass it on to your patients and family.

## 4. The flu vaccine causes Guillain-Barré Syndrome.

Guillain-Barré Syndrome (GBS) was associated with the swine flu in 1976 but has not been clearly linked to flu vaccines. The CDC states, however, that "if there is a risk of GBS from current influenza vaccines it is estimated at one or two cases per million persons vaccinated." So the benefits of getting vaccinated greatly outweigh the risks involved.

## 5. I'm healthy and never get the flu.

Absolutely anyone can get the flu. Why chance it?

## 6. I got vaccinated last year.

Strains of the flu virus change every year, and new vaccines are produced to counter them as soon as they are identified. In addition, the vaccine loses its potency after a year. So, the vaccination you had last year will not be effective against this year's virus.

## 7. I will get sick from the flu vaccine.

There's no live virus in the injectable vaccine, so you can't get the flu from the shot. You might get a low-grade fever and muscle aches that last about a day or two. Remember, the vaccine can take up to two weeks to become completely effective, so you could still get the flu during these two weeks. If you get the flu after this period, you may experience milder symptoms than if you had not had the immunization.

## 8. The flu can't be all that bad. After all, it's just a really bad cold.

The flu can be very serious. Approximately 36,000 people die from the flu and flu-related complications in the U.S. each year. Ninety-five percent of these deaths occur in individuals age 65 and older. The flu shot protects you, and it will help keep you from spreading it to individuals in this vulnerable age category.

## 9. My doctor didn't recommend it.

All major health organizations and the CDC recommend that all individuals working in the health care environment get vaccinated annually.

## 10. I already had the flu!

Are you sure you didn't have a bad cold? The flu will keep you in bed with a sudden onset of high fever, severe body aches, backaches and headaches for days or even weeks. It will keep you from working and carrying out daily activities.

# Flu Fact Sheet for Health Care Employees

## Who should get a flu vaccination?

All health care employees should be vaccinated. *See Step 1 for detailed information on FluMist™ and health care workers.*

## What is the flu or influenza?

Flu is a very contagious disease of the respiratory system. Symptoms include sudden fever, cough, muscle aches, headache, and general weakness. Don't confuse the flu with a cold (see table below). When you get the flu, you will be in bed, unable to conduct daily activities for about a week.

## When can I get the flu?

Flu occurs most often during the winter months and peaks during December and January.

## How could I get the flu?

The viruses that cause flu live in the nose and throat and are sprayed into the air when an infected person sneezes, coughs or talks. People nearby can then inhale the virus. Flu symptoms usually start one to three days after a person inhales the virus.

## Why do I need a flu vaccination?

Getting the flu vaccination will decrease the likelihood that you will catch the flu. As a result, you lower the chances that you will pass it on to your patients or take it home to your family and friends.

Symptoms	Cold	Flu
Fever	Rare in adults and older children, but can be as high as 102°F in infants and small children	Usually 102°F, but can go up to 104°F and usually lasts 3 to 4 days
Headache	Rare	Sudden onset and can be severe
Muscle aches	Mild	Usual, and often severe
Tiredness and weakness	Mild	Can last two or more weeks
Extreme exhaustion	Never	Sudden onset and can be severe
Runny nose	Often	Sometimes
Sneezing	Often	Sometimes
Sore throat	Often	Sometimes
Cough	Mild cough	Usual; intense, dry cough

## References

1. [www.cdc.gov/flu/about/QA/coldflu.htm](http://www.cdc.gov/flu/about/QA/coldflu.htm)

*This publication is intended to serve as an informational resource only. It is not meant to constitute medical advice, as medical care and treatment decisions must be determined on the basis of all the facts and circumstances in each individual case. A physician should be consulted about specific medical questions concerning influenza immunizations.*

# Flu Fact Sheet for Clinicians

## The Numbers

- 36,000 deaths in the U.S. each year are caused by the flu or flu-related complications.
- On average, 10 to 20% of all healthy adults contract the flu each season.
- Individuals who receive flu shots take approximately 50% fewer sick days.<sup>1,2</sup>
- Amount of medical costs saved per person: \$46.85<sup>1</sup>

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Sneezing	Often	Sometimes
Sore throat	Often	Sometimes
Cough	Mild cough	Usual; intense, dry cough

## References:

1. Nichol KL, Lind A, Margolis KL, et al. The effectiveness of vaccination against influenza in healthy, working adults. *N Engl J Med.* 1995; 333 (14): 889-893.
2. Wilde JA, McMillan JA, Serwint J, et al. Effectiveness of influenza vaccine in health care professionals. *JAMA.* 1999; 281: 908-913.
3. [www.cdc.gov/flu/about/QA/coldflu.htm](http://www.cdc.gov/flu/about/QA/coldflu.htm)

# Tips for Planning a Kick-Off Event

A kick-off event can be used to launch the immunization campaign. Below are some suggestions:

- Think about a theme for the event/campaign.
- Hold the event as soon as the flu vaccine is available.
- For maximum exposure, hold the event in a high-traffic area.
- Arrange to have the CEO/administrator/medical director provide opening comments.
- Request in advance that any speakers demonstrate their commitment by getting a flu vaccination at the kick-off.
- After presenters have been immunized, continue to offer immunizations to HCP.
- Publicize upcoming campaign activities and incentives at the kick-off event.

## Ready, set, promote!

- Use posters, flyers, stickers, e-mail blasts, paycheck stuffers, etc., to publicize the event.
- Make sure the campaign is mentioned at management and staff meetings.
- Send electronic posters to off-site locations.
- Include a brief write-up in print and online newsletters.

## Press

- If you are interested in having local press cover the event, coordinate with the marketing/public relations department, or if permitted, contact them directly.

# Tips for Making Your Campaign Fun

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Health care is serious business, but making the flu vaccination campaign fun can be an effective way to motivate employees without losing the seriousness of the mission.

Below are some tips for adding fun to the employee flu vaccination campaign.

Create friendly competition among departments or units:

- Incorporate games into the campaign.
- Send out trivia questions via e-mail, newsletters, and paychecks, and display the questions on bulletin boards.

## Feed them!

- Offer each person who is vaccinated a coupon for the cafeteria or a local business.
- Provide food and beverages at the clinics.

## Use prizes as incentives:

- Offer the department that vaccinates the greatest percentage of its staff official recognition in the facility newsletter and/or on the facility's website.
- Create a flu vaccination trophy that can be passed along each year to the department that immunizes the greatest percentage of its staff.
- Hold a drawing for all staff receiving a vaccination. Offer prizes that would be appealing to staff (e.g., a weekend trip, dinner gift certificate, movie passes, special parking space, etc.).

## Use freebies:

- Hand out free items such as buttons or stickers to everyone who gets a vaccination. (See Order Form.)

## Demonstrate progress, and celebrate milestones and successes:

- Place an immunization "meter" (e.g., a large printed thermometer or syringe) in a common area and display progress for everyone to see.
- Send periodic summary e-mails. (See sample under "Sample Publicity Messages to Employees.")
- Recognize milestones by awarding all employees when campaign goals are achieved (e.g., hand out certificates for free coffee).

It's flu season...

# Help us protect your loved ones by keeping the flu out!

If you think you may have  
a cold or flu, consider  
postponing your visit.



MASSPRO