

Promote The Campaign

STEP 4: PROMOTE THE CAMPAIGN

ACTION

Gather promotional materials

Communicate program information to staff members

Send organization-wide e-mails & reminders

Communicate clinic times and offerings via organization newsletter

Hold a kick-off event

RESOURCE

Posters, information sheets, & related materials

Template Letter from Management

Sample E-mails 1 & 2

-Announcing Clinic Dates & Times

-CEO Urging Influenza Immunization

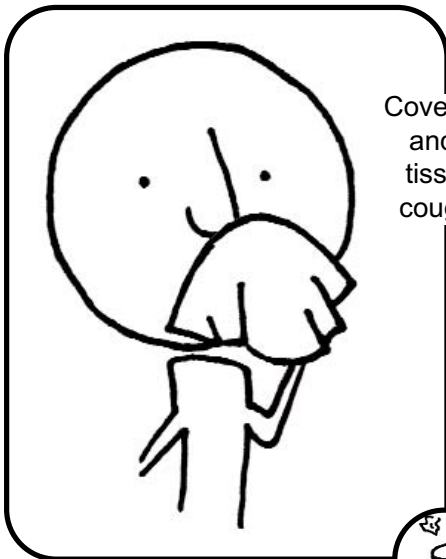
Sample Newsletters 1, 2, & 3

See Step 3: Strategies to Improve Health Care Personnel (HCP) Vaccination



Stop the spread of germs that make you and others sick!

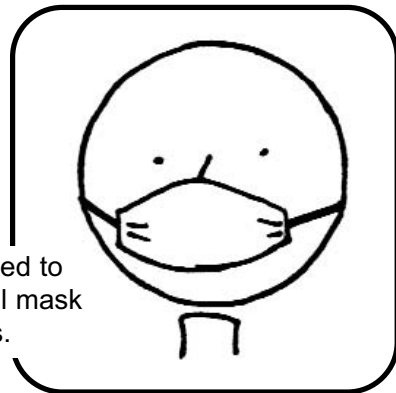
Cover your Cough



Cover your mouth and nose with a tissue when you cough or sneeze or cough or sneeze into your upper sleeve, not your hands.



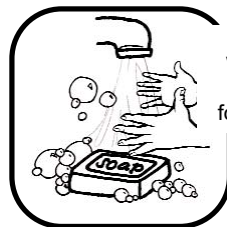
Put your used tissue in the waste basket.



You may be asked to put on a surgical mask to protect others.

Clean your Hands

after coughing or sneezing.



Wash hands with soap and warm water for 20 seconds or

clean with alcohol-based hand cleaner.



Minnesota Department of Health
717 SE Delaware Street
Minneapolis, MN 55414
612-676-5414 or 1-877-676-5414
www.health.state.mn.us



Minnesota
Antibiotic
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Healthcare Workers!

Are your vaccinations up-to-date?

You should be immune to:

**PROTECT
YOUR
PATIENTS.**

**PROTECT
YOUR FAMILY.**

**PROTECT
YOURSELF.**

**GET
VACCINATED!**

▶ **INFLUENZA**

You need a flu vaccination **every year**. Unvaccinated healthcare workers can spread influenza to patients and are a key cause of influenza outbreaks among patients and long-term care residents. You cannot get the flu from the vaccine.

▶ **HEPATITIS B**

5%–10% of acute infections lead to chronic infection, and these lead to liver damage (cirrhosis), liver cancer, or death. Hepatitis B vaccine protects nearly all who are **in contact with blood, body fluids, or used needles**.

▶ **MEASLES/MUMPS/RUBELLA**

If you are not already immune, you should be vaccinated. Even **mild or undetectable rubella disease** can cause fetal anomalies.

▶ **TETANUS/DIPHTHERIA/PERTUSSIS**

You need a booster **every 10 years**. You may need a dose sooner if you are injured or during a pertussis outbreak.

▶ **VARICELLA (CHICKENPOX)**

Varicella can be transmitted **in hospitals** by patients, staff, and visitors. If you are not already immune, you should be vaccinated.



Give these people influenza vaccine!

WHY? This year, influenza is again expected to kill more than 36,000 people in the United States.

The Centers for Disease Control and Prevention (CDC) recommends that persons in the following groups receive influenza vaccine. Check the list below and make sure you offer influenza vaccine to all who need or want it.

ALL persons, including all school-aged children, who wish to reduce their likelihood of becoming ill with influenza or of transmitting influenza to others

ALL persons age 50 years and older

ALL children age 6–59 months

Household contacts and caregivers of children younger than age 5 years, particularly contacts of infants younger than age 6 months

Household contacts and caregivers of adults age 50 years and older

Healthcare personnel

Healthcare personnel and others in close contact with persons in high-risk groups should be vaccinated to decrease the risk of transmitting infection to persons for whom influenza could be a serious, life-threatening disease. Those who should be vaccinated include the following:

- ✓ physicians, nurses, receptionists, and other personnel who have contact with patients in hospital or outpatient settings, including medical emergency response workers
- ✓ employees of nursing homes and chronic-care facilities who have contact with patients or residents
- ✓ employees of assisted living and other residences for persons in high-risk groups
- ✓ persons who provide home care to people in high-risk groups

Other groups to consider

- ✓ travelers at high risk for influenza complications who were not vaccinated in the previous fall or winter and who plan to travel to the Southern Hemisphere between April and September, to the tropics, or with a large tourist group at any time of year
- ✓ persons who provide essential community services (e.g., firefighters, police)
- ✓ students or other persons in institutional settings (e.g., those who reside in dormitories)

Persons with certain high-risk medical conditions

Any person (age 6 months or older) who is at increased risk for complications from influenza because of underlying medical conditions, including

- ✓ residents of nursing homes and other chronic-care facilities that house persons of any age who have chronic medical conditions
- ✓ children and adults who have chronic disorders of the pulmonary or cardiovascular systems, including asthma
- ✓ children and adults who have chronic metabolic diseases (including diabetes), renal dysfunction, hemoglobinopathies, or immunosuppression (including HIV)
- ✓ children and adults who have conditions that compromise respiratory function or the handling of respiratory secretions or that can increase the risk of aspiration
- ✓ children and adolescents (age 6 months through 18 years) who are receiving long-term aspirin therapy and therefore might be at risk for developing Reye's syndrome after influenza illness
- ✓ all women who will be pregnant during the influenza season

Household contacts of all high-risk persons listed above

Persons who should not be vaccinated

Consult the current recommendations from CDC (see source information below) for guidance on contraindications and precautions for use of trivalent inactivated influenza vaccine and live attenuated intranasal influenza vaccine.

Source: "Prevention and Control of Influenza—Recommendations of ACIP" at www.cdc.gov/flu/professionals/vaccination

If you work in a health care setting...

Get Your Flu Shot!

Or FluMist®

Protect Yourself

You are likely to be exposed to the flu at work. If you don't get a flu vaccine, you can catch the flu and end up very sick. Flu shots are very effective and cannot give you the flu. If you are under 50, ask your doctor about the nasal spray flu vaccine (FluMist®).

Protect Your Patients

You can spread the flu even before you feel sick. For some patients, the flu can be a life-threatening disease. In the United States, about 36,000 people die from the flu and its complications every year.

Avoid Missing Work

If you catch the flu, you may miss weeks of work and lose pay or sick days. Others may need to step in to cover your duties. **Your coworkers and patients depend on you.**

Protect against the flu!

If you work in an acute care hospital, ask for your free flu vaccine.* For the nearest clinic, go to www.flucliniclocator.org or check with your employer, local health department, or doctor.

*(Health and Safety Code 1288.7. Effective July 2007)

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Template – Letter from Management

Dear Staff Members and Volunteers,

At [ORGANIZATION NAME], we want to protect ourselves, our [PATIENTS/RESIDENTS], our families, and each other by being immunized against influenza.

Why be immunized?

To stop the spread of influenza, the Centers for Disease Control and Prevention (CDC) recommends immunization for health care personnel – including non-clinical employees and volunteers who have contact with [PATIENTS/RESIDENTS]. Influenza can be very serious for small children, older adults and anyone in poor health. Every year in the United States, more than 200,000 people are hospitalized from flu complications and about 36,000 people die from flu.^{1, 15, 25} However, only 42% of HCP are immunized against influenza (CDC, unpublished data, 2006).¹

In the early stages of influenza, many people don't realize they are infected. They may not feel sick. Without knowing it, they can expose all of us, our [PATIENTS/RESIDENTS], and their families to the illness. Studies show that most healthy adults can infect others with the flu up to 1 day **before** they start having symptoms, and they can infect others for up to 5 days after becoming sick.^{1, 15, 25}

How can you protect your co-workers, your [PATIENTS/RESIDENTS], your family and yourself? Be immunized against influenza this year and every year. Due to the influenza virus changing every year, the vaccine changes too. To be protected, you always need the current season's vaccine.

How can I be immunized?

[IF OFFERING ONSITE VACCINATION]

We suggest getting vaccinated during [ORGANIZATION'S] workplace vaccination program. Contact [OFFICE/PERSON/PHONE#] about where and when to get vaccinated [AND/OR INSERT SCHEDULE].

[IF NOT OFFERING ONSITE VACCINATION]

You can receive the influenza vaccine from your doctor. If you don't have a physician, visit the American Lung Association website or contact your local health department.

Please take this recommendation seriously and consider being vaccinated. Contrary to popular myth, influenza vaccine will not give you the flu. For more information about influenza and immunization, visit CDC's website (www.cdc.gov/flu) or call CDC toll-free at 1 (800) 232-4636.

Sincerely,
[LEADERSHIP SIGNATURE]

Sample E-mail – Announcing Clinic Dates & Times
SUBJECT: Influenza Immunizations Available Now

Dear Employees:

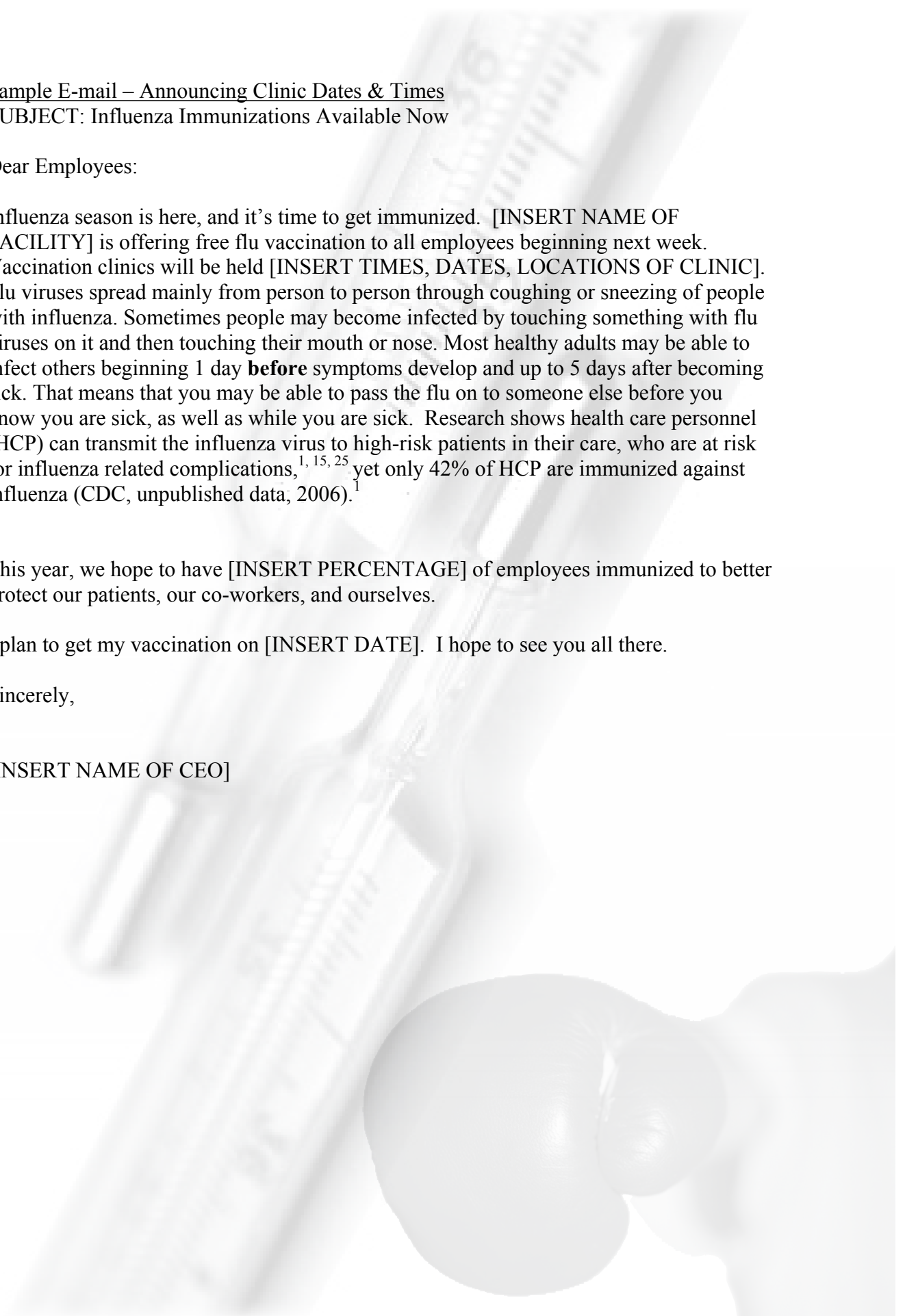
Influenza season is here, and it's time to get immunized. [INSERT NAME OF FACILITY] is offering free flu vaccination to all employees beginning next week. Vaccination clinics will be held [INSERT TIMES, DATES, LOCATIONS OF CLINIC]. Flu viruses spread mainly from person to person through coughing or sneezing of people with influenza. Sometimes people may become infected by touching something with flu viruses on it and then touching their mouth or nose. Most healthy adults may be able to infect others beginning 1 day **before** symptoms develop and up to 5 days after becoming sick. That means that you may be able to pass the flu on to someone else before you know you are sick, as well as while you are sick. Research shows health care personnel (HCP) can transmit the influenza virus to high-risk patients in their care, who are at risk for influenza related complications,^{1, 15, 25} yet only 42% of HCP are immunized against influenza (CDC, unpublished data, 2006).¹

This year, we hope to have [INSERT PERCENTAGE] of employees immunized to better protect our patients, our co-workers, and ourselves.

I plan to get my vaccination on [INSERT DATE]. I hope to see you all there.

Sincerely,

[INSERT NAME OF CEO]



Sample E-mail – CEO Urging Influenza Immunization

SUBJECT: [CEO/President] Urges Influenza Immunization

Dear Employees:

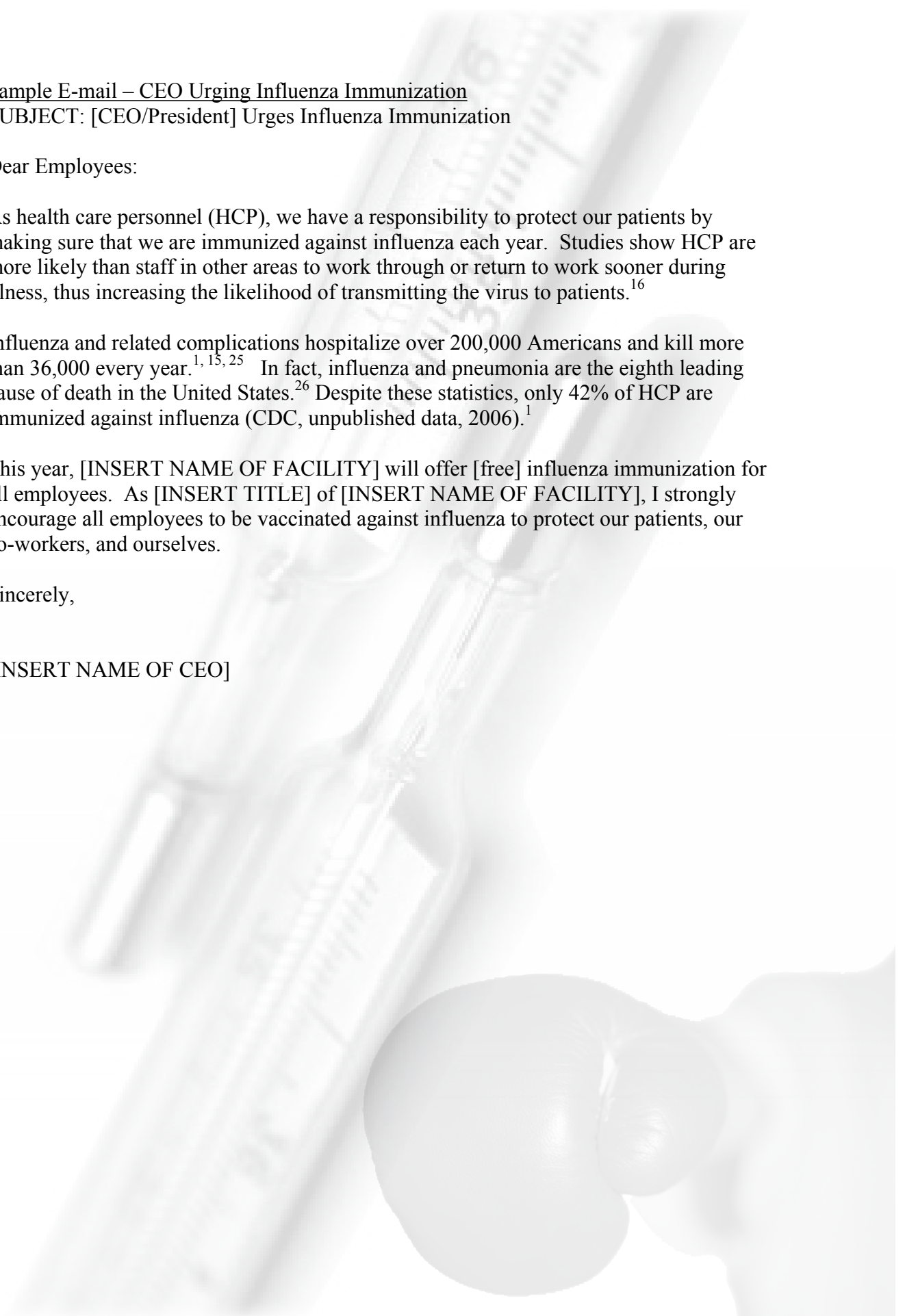
As health care personnel (HCP), we have a responsibility to protect our patients by making sure that we are immunized against influenza each year. Studies show HCP are more likely than staff in other areas to work through or return to work sooner during illness, thus increasing the likelihood of transmitting the virus to patients.¹⁶

Influenza and related complications hospitalize over 200,000 Americans and kill more than 36,000 every year.^{1,15,25} In fact, influenza and pneumonia are the eighth leading cause of death in the United States.²⁶ Despite these statistics, only 42% of HCP are immunized against influenza (CDC, unpublished data, 2006).¹

This year, [INSERT NAME OF FACILITY] will offer [free] influenza immunization for all employees. As [INSERT TITLE] of [INSERT NAME OF FACILITY], I strongly encourage all employees to be vaccinated against influenza to protect our patients, our co-workers, and ourselves.

Sincerely,

[INSERT NAME OF CEO]



Sample Newsletter 1

Influenza Is Serious and Preventable

Every year in the United States, approximately 200,000 people are hospitalized and more than 36,000 people die from influenza.^{1, 15, 25} In fact, influenza and pneumonia - vaccine-preventable diseases - are the eighth leading cause of death in the United States.²⁶

Health Care Personnel (HCP) Have a Special Obligation

As HCP, we have a responsibility to protect our patients by making sure we are immunized against influenza each year. Many of us come in contact with patients who are at high risk for influenza-related complications, including some children, adults over the age of 65, and patients with chronic illnesses. For this reason, the Centers for Disease Control and Prevention (CDC) recommend annual influenza immunization for all HCP.

HCP can be a key cause of influenza outbreaks in institutional settings. Unfortunately, only 42 percent of HCP with direct patient contact choose to be immunized against influenza each year, putting their patients at risk (CDC, unpublished data, 2006).¹

Free Influenza Vaccinations Will Be Available Here Soon

This year [ORGANIZATION'S] goal is to immunize [INSERT GOAL, I.E., 90 PERCENT] of employees against influenza. Vaccination will be offered free of charge to all employees starting in October. To encourage participation, we will [INSERT DETAILS ABOUT INCENTIVES, DEPARTMENT COMPETITION, ETC. HERE].

Influenza Immunization Has a Decades-Long Record of Safety

Influenza immunization is safe and effective and has been available for many decades. Contrary to popular myth, influenza vaccine will not give you the flu. The flu shot, an inactivated vaccine containing killed virus (also known as TIV for trivalent, inactivated flu vaccine) is made from dead viruses and cannot give you the flu.^{1, 15, 25} The nasal-spray flu vaccine, a vaccine made with live, weakened flu viruses (sometimes called LAIV for live, attenuated influenza vaccine) does not cause the flu either. Attenuated means the viruses are weakened and will not cause severe symptoms often associated with influenza illness. LAIV is cold-adapted and temperature-sensitive, meaning the viruses can grow in the nose and throat, but not in the lower respiratory tract where the temperature is higher.^{1, 15, 25} Some people experience a little soreness or redness where they get the shot. This soreness goes away in a day or two. Serious problems from the flu shot are very rare.^{1, 15, 25} To learn more about influenza and the safety of vaccination, visit [CONTACT NAME] in the [DEPARTMENT NAME, I.E., OCCUPATIONAL HEALTH OR INFECTION CONTROL].

Protect your patients and protect yourself against influenza this year. Get immunized!

[Sidebar]

Influenza Facts:

- ☆ Influenza and pneumonia are the eighth leading cause of death among U.S. adults. Each year in the United States, 5% to 20% of the population gets the flu; more than 200,000 people are hospitalized from flu complications; and approximately 36,000 people die from influenza.^{1, 15, 25}
- ☆ Influenza is a highly contagious disease that is spread by coughing, sneezing, direct physical contact with people infected with the flu, and contact with objects that carry the virus (e.g., doorknobs, phones, etc.).^{1, 15, 25}
- ☆ Symptoms of influenza include fever, extreme fatigue, headache and body aches.
- ☆ Approximately 50 percent of infected people have no symptoms but are still contagious.¹⁵

Influenza Vaccine:

- ☆ The flu shot is 70–90% effective in preventing influenza in healthy people under the age of 65.^{1, 15, 25}
- ☆ The flu vaccine cannot give you the flu. The flu shot, an inactivated vaccine containing killed virus (also known as TIV for trivalent, inactivated flu vaccine) is made from dead viruses and cannot give you the flu. The nasal-spray flu vaccine, a vaccine made with live, weakened flu viruses (sometimes called LAIV for live, attenuated influenza vaccine) does not cause the flu either. Some people experience a little soreness or redness where they get the shot. This soreness goes away in a day or two. Serious problems from the flu shot are very rare.^{1, 15, 25}

Sample Newsletter 2

With influenza season just around the corner, now is the time to start thinking about getting immunized. Each year, 5% to 20% of Americans get ill, approximately 200,000 are hospitalized, and more than 36,000 die from influenza and related complications.^{1, 15, 25}

This year [INSERT NAME OF FACILITY] has launched a new employee influenza immunization program called “Flu Fighters” with the goal of vaccinating [INSERT PERCENTAGE] of employees.

Health Officials Recommend Yearly Immunization for Health Care Personnel (HCP)

The Centers for Disease Control and Prevention (CDC) has recommended annual influenza immunization for all HCP who have direct contact with patients since 1981, however only 42% of HCP are immunized against the flu (CDC, unpublished data, 2006).^{1, 30} Furthermore, [INSERT NAME OF FACILITY] encourages ALL employees to protect themselves against the flu with annual immunization.

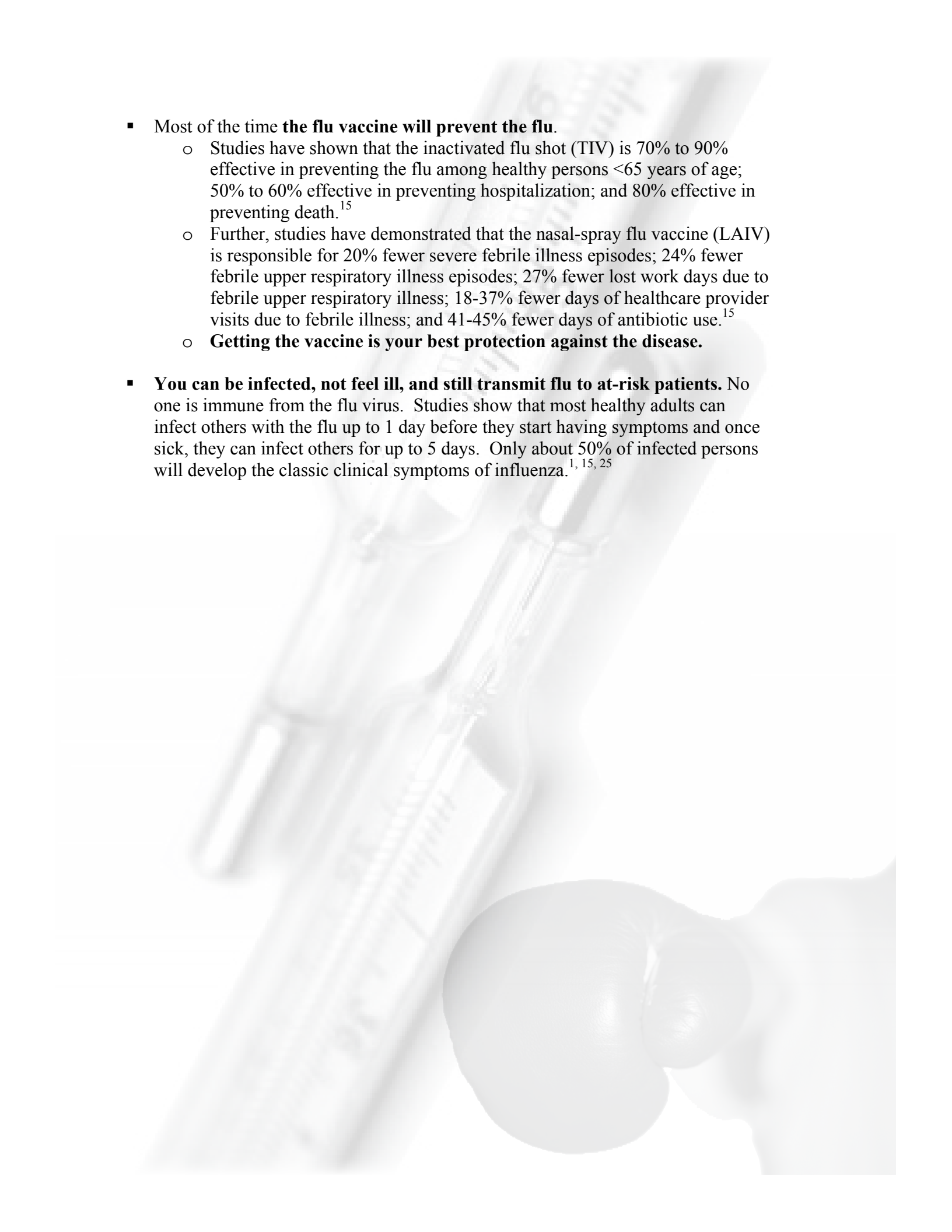
These recommendations are in place to help us protect our patients who are at high risk for influenza-related complications and to help us protect ourselves and our families from influenza.

Influenza Vaccine Will Be Available to Employees Beginning in October

Free vaccination clinics will be held next month for all employees—stay tuned for details about the dates and locations. [INSERT DETAILS ABOUT OTHER PROMOTIONAL ACTIVITIES ASSOCIATED WITH THE FLU VACCINATION PROGRAM, SUCH AS INCENTIVES, PRIZES, ETC.]

Influenza Facts

- **The flu vaccine cannot give you the flu.**
 - The flu shot, an inactivated vaccine containing killed virus (also known as TIV for trivalent, inactivated flu vaccine) is made from dead viruses and cannot give you the flu.^{1, 15, 25}
 - The nasal-spray flu vaccine, a vaccine made with live, weakened flu viruses (sometimes called LAIV for live, attenuated influenza vaccine) does not cause the flu either. Attenuated means the viruses are weakened and will not cause severe symptoms often associated with influenza illness. LAIV is cold-adapted and temperature-sensitive, meaning the viruses can grow in the nose and throat, but not in the lower respiratory tract where the temperature is higher.^{1, 15, 25}
 - Some people experience a little soreness or redness where they get the shot. This soreness goes away in a day or two. Serious problems from the flu shot are very rare.^{1, 15, 25}

- 
- Most of the time **the flu vaccine will prevent the flu.**
 - Studies have shown that the inactivated flu shot (TIV) is 70% to 90% effective in preventing the flu among healthy persons <65 years of age; 50% to 60% effective in preventing hospitalization; and 80% effective in preventing death.¹⁵
 - Further, studies have demonstrated that the nasal-spray flu vaccine (LAIV) is responsible for 20% fewer severe febrile illness episodes; 24% fewer febrile upper respiratory illness episodes; 27% fewer lost work days due to febrile upper respiratory illness; 18-37% fewer days of healthcare provider visits due to febrile illness; and 41-45% fewer days of antibiotic use.¹⁵
 - **Getting the vaccine is your best protection against the disease.**

 - **You can be infected, not feel ill, and still transmit flu to at-risk patients.** No one is immune from the flu virus. Studies show that most healthy adults can infect others with the flu up to 1 day before they start having symptoms and once sick, they can infect others for up to 5 days. Only about 50% of infected persons will develop the classic clinical symptoms of influenza.^{1, 15, 25}

Sample Newsletter 3

Influenza season is here and it's time to get immunized. [INSERT NAME OF FACILITY] is offering free vaccination to all employees beginning next week. Vaccination clinics will be held [INSERT TIMES, DATES, LOCATIONS OF CLINIC].

[INSERT INFORMATION ABOUT INCENTIVES, DEPARTMENTAL COMPETITION, OR OTHER PROMOTIONS TO ENCOURAGE IMMUNIZATION].

In accordance with the Centers for Disease Control and Prevention (CDC), [INSERT FACILITY NAME] strongly recommends all employees be immunized against the influenza.

Protect Your Patients. Protect Yourself.

Many of our patients are considered high-risk for influenza-related complications, which can result in death. In addition, health care personnel (HCP) are at increased risk for getting influenza due to their exposure from patients and in the community. Vaccination of HCP has been linked with reduced work absenteeism, and fewer deaths among nursing home and elderly hospitalized patients, yet only 42% of HCP are immunized against influenza (CDC, unpublished data, 2006).¹

Immunization is the best way to prevent influenza and avoid spreading it to others, including patients, co-workers, and loved ones, who may be at high risk for influenza-related complications.

About Influenza

Every year in the United States, approximately 200,000 people are hospitalized and more than 36,000 people die from influenza.^{1, 15, 25} In fact, influenza and pneumonia - vaccine-preventable diseases - are the eighth leading cause of death in the United States.²⁶

For More Information

Contact [INSERT NAME OF DEPARTMENT AND INDIVIDUAL WHO IS IN-CHARGE OF THE INFLUENZA CLINIC; INSERT PHONE NUMBER OR E-MAIL ADDRESS] with questions about the influenza, immunization, or the vaccination clinic.

