

Promoting your clinic is very important

Promotion improves attendance and enables your provider to cover costs. Increased attendance at your clinic increases vaccine coverage in your area and may reduce the number of flu cases experienced by your community, thereby decreasing the impact of the flu on your community's residents.

Promotion ideas

- Advertise to all local civic groups
- Advertise to all local employers
- Posters, emails, newsletters, websites, marquees.
- Library, town hall, local businesses and stores

<http://www.cdc.gov/flu/freesources/print.htm>

Facts

- While there are many different flu viruses, the flu vaccine protects against the three viruses that research suggests will be most common each year.
- Everyone 6 months of age and older should get vaccinated against the flu as soon as vaccine is available each year.
- Most insurance will pay for this vaccine.
- Each year, the flu impacts 5-20% of the U.S. adult population. Complications from the flu are responsible for more than 200,000 hospitalizations and an average of 36,000 deaths annually.
(Molinari et al, The annual impact of seasonal influenza in the U.S. Vaccine. 2007; 25 (27): 5086-96).

WHO TO CONTACT TO PARTNER ON A LOCAL FLU CLINIC

HomeHealth Visiting Nurses	800-660-4867 fluclinic@homehealth.org
VNA Home Health & Hospice	400-8799 vnafluclinic@vnahomehealth.org
CHANS/ MidCoast Health	721-6982 729-6782

Things to consider before you call:

1. Do you have a location to hold a clinic?
2. What is the number of potential participants?
3. How will you help advertise the clinic?

Community Partner Guide: How to support a local flu clinic



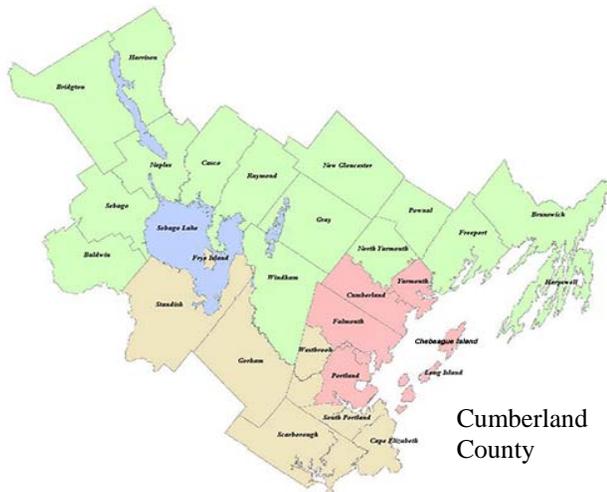
Offering flu clinics to the public is a gesture of goodwill in a community and can help your organization better accomplish your mission.



Cumberland District Public Health Council
July 2011

Not everyone has access to a flu shot through an employer clinic or a health care provider – for some people, a public clinic is the most convenient and least expensive way to get a flu shot. The non-profit Visiting Nurse Agencies (VNAs) and other providers like Portland Public Health, who provide community-based public (walk-in) flu clinics offer a critical service to our communities. The costs of these public flu clinics are not supported by grant funds, and must be covered through insurance payments and cash fees.

The Cumberland District Public Health Council, a partnership of public health organizations, has identified a priority of ensuring a sustainable system of public flu clinics so that flu vaccinations are accessible to all people across the county. We need community organizations to step up as partners to help ensure a successful clinic in your neighborhood.



The Cumberland District Public Health Council is looking for community partners to support local public flu clinics.

Key roles for community organizations:

1. Host site

- Provide a space (including parking) for the clinic, work with the VNA to identify a date/time
- Publicize the clinic
- Reach out to other local organizations who might join as a business partner or community sponsor.

2. Business partner

- Work with a community clinic to serve your employees – you can talk with the VNA about arranging insurance billing or direct payment.
- Many small businesses see the value of helping to protect their employees against the flu, but may be too small to hold their own employer-based clinic. Partnering with a community-based clinic can be a win-win!

3. Community Sponsor

- Work with a community host site to help with promotion of the clinic, both through general publicity and special outreach to groups you know might be interested.
- You may also have relationships with potential business partners you could encourage to sign on.

What makes a successful clinic?

- Scheduled at a convenient time, good location, set-up for efficient flow
- Well publicized – both generally promoted and specifically pitched to nearby organizations and businesses
- Strong attendance, reflecting both insured and uninsured community members
- Commitment from community partners to work together to make the clinic a success, not just once but something people can come to count on every year!

***Interested in getting involved?
Call one of the VNAs listed
on the back of this
Pamphlet and let them
know you want to help with
a clinic in your community!***

Produced by:
Cumberland District Public Health
Council
Flu & Pneumococcal Workgroup

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