



Vaccinate Throughout the Season

Planning and Implementing an Employee Immunization Campaign Checklist

July/August

- Create an employee immunization campaign committee
 - Appoint an in-house “champion” to manage the program. Prepare this person to educate leadership about the importance of immunizing health care personnel (HCP) against influenza during management meetings, departmental in-service training, and orientation sessions for new employees
- Schedule and hold a committee kickoff meeting (monthly meetings thereafter)
- Determine campaign dates, theme, and preliminary promotion plan
- Order promotional balloons, buttons, posters and stickers
- Gather educational materials on influenza
- Work with your pharmacy to schedule vaccine deliveries with the vaccine supplier
- Begin regular monitoring of influenza updates from the Centers for Disease Control and Prevention (CDC) and the Michigan Department of Community Health (MDCH)
 - FluView: www.cdc.gov/flu
 - Morbidity & Mortality Weekly Report: www.cdc.gov/mmwr
 - MI FluFocus Report: www.michigan.gov/flu

September

- Obtain the most recent Vaccine Information Statements (VIS) from the MDCH website www.michigan.gov/immunize or your local health department
- Finalize logistics and staffing plans for campaign week
- Arrange “per diem” nursing and administrative staff for campaign week, if needed
- Provide training for nursing and administrative staff
- Distribute campaign communication materials (posters, flyers, etc.)
- Continue campaign communication, flu monitoring, and pharmacy receipt of influenza vaccine
- Plan an event during [National Influenza Vaccination Week \(NIVW\)](#)

October

- Administer vaccinations to employees, monitor daily operations, and pinpoint ways to improve efficiency
- Administer vaccinations at other on- or off-site locations as required
- Continue campaign communication and flu monitoring

November

- Maintain campaign communication and emphasize the need to [continue vaccinating throughout the entire flu season](#)
- Monitor vaccination rates, troubleshoot problems, and brainstorm ways to reach the employees who have not been immunized
- Continue administering influenza immunizations on- and off-site as needed
- Hold an event during [National Influenza Vaccination Week \(NIVW\)](#).

December

- Maintain campaign communication and educate staff that it's [not too late to receive the influenza vaccine](#)
- Hold an event during [National Influenza Vaccination Week \(NIVW\)](#).
- Continue administering influenza immunizations on- and off-site as needed
- Track and analyze immunization rates
- Identify ways to improve participation

January/February/March

- Continue campaign communication and educate staff that it's [not too late to receive the influenza vaccine](#)
- Develop preliminary estimates of vaccine order quantities for the next flu season
- Order vaccine

April/May/June

- Schedule a meeting of the employee immunization campaign committee
- Evaluate this season's efforts (see *Post-Campaign Assessment Worksheet* in this kit):
 - How many employees were immunized?
 - How does that compare with previous years?
 - Was the vaccine supply appropriate for the demand?
 - Try to learn why some employees chose not to be immunized. If their concerns are based on misinformation, address those myths utilizing the materials in this kit. See *Flu Facts & Responses to Common Concerns*.
- Develop a campaign budget for the upcoming flu season
- Present budget to upper level management and secure funding
- Coordinate and oversee communication between pharmacies and vaccine suppliers

Adapted from "Improving Influenza Vaccination Rates in Health Care Workers" by the National Foundation for Infectious Diseases (NFID). Original document adapted from Brigham and Women's Hospital of Boston, Massachusetts.