

Promoting Seasonal Flu Vaccination

A Checklist for Businesses and Employers

Be a partner in good health. Consider offering onsite flu vaccination (flu shot, nasal spray, or both) at your business locations(s) and encourage employees to seek flu vaccination in the community. Review flu vaccination prevention and rationale with senior managers, employees, and labor representatives.

IF YOU CHOOSE TO HOST A FLU VACCINATION CLINIC

Planning

- Get senior management buy-in to support a flu vaccination clinic at the workplace.
- Frame getting employees vaccinated against flu as a business priority and create a goal aligned with this effort.
- Identify a flu vaccination coordinator and/or team with defined roles and responsibilities. Occupational health personnel or workplace safety staff may lead these efforts for employers. Determine if you will need to contract with an experienced outside provider of flu vaccination services (such as a pharmacy or community immunizer). The planning process should also include input from employees, and labor representatives, if needed.
- Schedule the flu vaccination clinic to maximize employee participation. Flu season usually begins in the Fall each year.
- Gauge need and demand among employees for flu vaccination. Provide sufficient and accessible flu vaccination in as many business locations as possible.
- Ask managers and supervisors to allow employees to attend onsite flu vaccination clinic as part of their work day and without having to “go off of the clock.”
- Consider offering flu vaccination to employees’ families.
- Set a goal and help show employees how their participation matters. Each year, try to improve upon the percentage of employees vaccinated.

Hosting and Promotion

- Use incentives for flu vaccination to increase participation, such as offering vaccine at no or low cost, providing refreshments at the clinic, or holding a contest for the department with the highest percentage of vaccinated employees.
- Promote the flu vaccination clinic with the following:
 - Posters about the importance of flu vaccination can be posted in break rooms, cafeterias, and other high traffic areas.
 - An article in company communications (i.e., newsletters, intranet, emails, portals, etc.) about the clinic and flu prevention.
 - Promotional posters/flyers to advertise the date and time of the clinic should be posted in high traffic areas.
 - Communication from business leadership directly to employees promoting vaccination.
 - Use Social Media channels for promotion!

Logistics

- Provide a comfortable and convenient location for flu vaccination clinics. Consider the demands of space and need for privacy.
- Set an example by encouraging managers and business leaders to get vaccinated first.

IF YOU CHOOSE TO PROMOTE FLU VACCINATION IN THE COMMUNITY

- Be flexible in your HR policies. Establish policies that allow for employees to take an hour or two to seek flu vaccinations in the community.
- Partner with nearby pharmacies or clinics to arrange for employees to get vaccinated. If the business shares a building, shopping center, or office park with other employers, see if the property manager will host a flu vaccination clinic for all of the tenants’ employees.
- Use promotional posters/flyers to advertise locations in the community that offer seasonal flu vaccinations. Display posters about the flu vaccination in break rooms, cafeterias, and other high traffic areas.
- Post articles in company communications (i.e., newsletters, intranet, emails, portals, etc.) about the importance of flu vaccination and where to get the vaccine in the community.
- Encourage flu vaccination for employees’ families by distributing information for employees to take home.

