

Healthcare Personnel (HCP) Influenza Vaccination Campaign Timeline

Substantial improvement of healthcare personnel (HCP) vaccination rates beyond 90% can be achieved through mandatory vaccination policies, vigorous education about vaccine safety and efficacy, and access to vaccination, with no cost to HCP, at the workplace during convenient times and locations. Strategy development requires administration approval and budget allocation, and should involve input from occupational health, patient safety, infection control, and other partners.

The HCP Influenza Vaccination Campaign Timeline below includes examples of best practices from several successful campaigns. The timeline begins in January and continues throughout the year.

January/February: Identify and organize a multi-disciplinary team.

- Convene a planning meeting to establish goals and objectives, vaccination data tracking processes, and identify in-house “champions.”
- Develop a schedule for HCP influenza vaccine campaign team meetings, in-service trainings, and orientation sessions for all personnel.
- Evaluate the current HCP influenza vaccination campaign:
 - How does current HCP vaccination compare with previous years?
 - What are the reasons, beliefs, and attitudes affecting influenza vaccine declination?
 - Was enough vaccine purchased to meet the demand?
 - What additional policies, strategies and resources are needed?
- Estimate current HCP influenza rates and continue vaccinating staff.
- Collaborate with the pharmacy regarding vaccine ordering to insure adequate supply for the next season.
- Evaluate existing vaccination data tracking systems and enhance if needed.
- Develop an action plan, final budget/justification and campaign date for the next influenza season and present proposal to the administration.

March/April/May: Refine plans for upcoming campaign and identify resources needed.

- Communicate with vaccine vendors to ensure sufficient vaccine order and delivery schedule.
- Develop next season’s educational and promotional program to include:
 - Campaign theme;
 - Educational/promotional materials (newsletters, fact sheets, posters, flyers, stickers, press releases, PSA’s, video media);
 - Use of social media;
 - Incentives (paid vacation days, drawings, gift certificates, free parking, pizza parties).

- Ask department managers to track vaccination rates to promote competition between units.
- Update facility website to support campaign. Link to and utilize resources available at:
 - <http://www.cdc.gov/flu/>
 - <http://www.health.ny.gov/diseases/communicable/influenza/seasonal/>
- Develop campaign logistical plan:
 - Use rolling vaccine carts in each department including the cafeteria, building entrance, etc.
 - Appoint staff to serve as vaccinators available at every unit/department and shift.
 - Plan for a staff in-service training for vaccine administration.
 - Consider paid staff time to receive vaccinations off-site as needed.

June/July/August: Begin implementation of the HCP influenza vaccination campaign.

- Monitor seasonal and any pandemic influenza outbreaks.
- Order educational/promotional materials and supplies and prepare vaccination kits/carts.
- Publicize incentives/prizes offered for highest vaccination rates across departments.
- Complete staff training in vaccine administration, storage and safety.

September: Initiate influenza vaccination activities and continue throughout the campaign.

- Schedule campaign kick-off events to generate support, awareness, and enthusiasm.
- Print and distribute all campaign instruments, forms, and tools.
- Distribute vaccination supplies to departments or units.
- Maintain documentation of vaccine status, declinations, and medical exemptions.
- Report unit-specific influenza vaccination rates regularly throughout the campaign.

October/November/December: Continue access to vaccination throughout campaign.

- Plan events for National Influenza Vaccination Week (<http://www.cdc.gov/flu/NIVW/>) and recognition of teams with rewards for highest vaccination rates.
- Solicit HCP influenza vaccination testimonials regarding lack of adverse effects, HCP immunized for first time, and lack of absenteeism or reporting to work when sick.

At close of HCP influenza vaccination campaign:

- Evaluate campaign success and identify opportunities for improvement.