Make It Your Business To Fight The Flu

Promoting the Seasonal Flu Vaccine

A Toolkit for Businesses and Employers

DEPARTMENT OF HEALTH & HUMAN SERVICES • USA
CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

Seasonal Flu Vaccine

CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses

Every year influenza, or "flu," affects employers and businesses. Flu costs businesses approximately **$10.4 billion**[1] in direct costs for hospitalizations and outpatient visits for adults.

- While there are many different flu viruses, the flu vaccine protects against the three viruses that research suggests will be most common each year.

- The 2012-2013 flu vaccine will protect against an influenza A H3N2 virus, an influenza B virus, and the influenza A H1N1.

- Everyone 6 months of age and older should get vaccinated against the flu as soon as seasonal vaccine is available.

[1] Molinari NA, Ortega-Sanchez IR, Messonnier ML, et al. The annual impact of seasonal influenza in the US: measuring disease burden and costs. Vaccine. 2007; 25(27):5086-96.

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Promoting the Seasonal Influenza Vaccine

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1. **Recommended Strategies for Businesses and Employers.** Learn what two strategies are recommended to businesses and employers this flu season.
2. **Promoting Seasonal Flu Vaccination: A Checklist for Businesses and Employers.** Use this checklist to get started!
3. **Flu Vaccine Clinic Here!** Host a flu vaccine clinic in the workplace and use this flyer. Complete with fillable text boxes so you can add the location, date, and time of your flu vaccine clinic.
4. **You Need a Flu Vaccine.** Encourage employees to get vaccinated at locations in the community. Navigate to the HealthMap Vaccine Finder website to find locations offering flu vaccine, then update the flyer and post.
5. **Note to Self.** Share this flyer with employees to encourage flu vaccination. Consider posting this in the workplace, or copy and place in mailboxes or include in pay statements or newsletters.
6. **Note to Small Businesses.** Share this flyer with other workplace managers and supervisors to kickoff discussions about flu vaccination planning.
7. **Key Facts about Influenza (Flu) & Flu Vaccine.** Use this information to promote flu vaccination.
8. **Links.** Be aware of helpful links for businesses and employers.
9. **Web Tools.** Promote flu vaccination using web technology.
10. **Print Materials.** Take advantage of helpful materials to learn about seasonal flu, plus additional flyers and brochures.
11. **E-Cards for Businesses and Employers** – NEW!

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Recommended Strategies for Businesses and Employers

The purpose of this Toolkit is to help businesses and employers fight the flu and to offer tips and suggestions to consider when planning and responding to the seasonal flu. Additional information can be found at the CDC website, http://www.cdc.gov/flu/business

CDC recommends two strategies this season for businesses and employers to help fight the flu.

Strategy 1: Host a flu vaccination clinic in the workplace.

To minimize absenteeism, employers frequently offer onsite seasonal flu vaccination to employees at no or low cost to their employees. This option can work well if the employer has an on-site occupational health clinic. If you don't have a clinic, pharmacies and community vaccinators can be contracted to provide seasonal flu vaccination services on-site.

Strategy 2: Promote flu vaccination in the community.

Make sure your employees know where they and their family can get seasonal flu vaccination in the community. Find out about health providers, pharmacies or clinics that offer seasonal flu vaccinations in your community. Partner with a pharmacy or provider to get your employees vaccinated.

Even healthy people can get the flu, and it can be serious.

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.

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.

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Flu Vaccine Clinic Here!

CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses

Location:

Date:

Time:

Even healthy people can get the flu, and it can be serious.

You Need a Flu Vaccine

CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses

HealthMap Vaccine Finder

http://flushot.healthmap.org

Even healthy people can get the flu, and it can be serious.

Note to Self

CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses

Note to Self:
Get a flu vaccine
to protect me,
my family, and
my co-workers!

Even healthy people can get the flu, and it can be serious.

Note To Small Businesses

Host a Flu Vaccination Clinic!

Promote Flu Vaccination in the Community!

CDC recommends that all people ages 6 months and older get vaccinated.

Seasonal flu vaccinations begin every fall.

Find out about health providers, pharmacies or clinics that offer seasonal flu vaccinations in your community.

Consider hosting a seasonal flu vaccine clinic at work.

Promote flu vaccination!

For a Small Business, Flu is a Big Disruption

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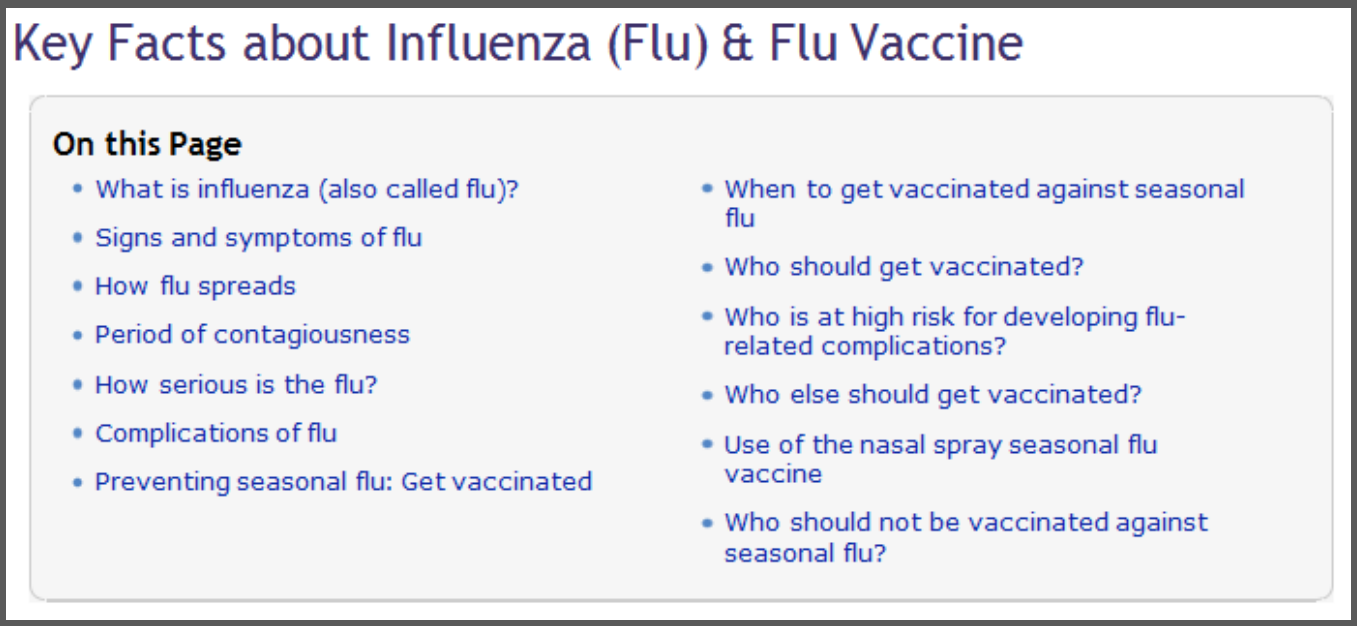
For the Latest Flu Facts…

Please Visit: http://www.cdc.gov/flu/keyfacts.htm



Key Facts about Influenza (Flu) & Flu Vaccine

On this Page

- What is influenza (also called flu)?
- Signs and symptoms of flu
- How flu spreads
- Period of contagiousness
- How serious is the flu?
- Complications of flu
- Preventing seasonal flu: Get vaccinated
- When to get vaccinated against seasonal flu
- Who should get vaccinated?
- Who is at high risk for developing flu-related complications?
- Who else should get vaccinated?
- Use of the nasal spray seasonal flu vaccine
- Who should not be vaccinated against seasonal flu?

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Links

CDC Seasonal Flu Website
http://www.cdc.gov/flu

Seasonal Flu Information for Workplaces and Employers
http://www.cdc.gov/flu/business

What's New on Seasonal Flu *(check back regularly!)*
http://www.cdc.gov/flu/whatsnew.htm

Seasonal Flu Video and Audio Tools *(great to use in meetings!)*
http://www.cdc.gov/flu/freeresources/media.htm

Questions and Answers about Seasonal Flu
http://www.cdc.gov/flu/about/qa/disease.htm

More Information about Flu Vaccination
http://www.cdc.gov/flu/protect/vaccine/index.htm

What You Should Know about Flu Antiviral Drugs Fact Sheet
http://www.cdc.gov/flu/pdf/freeresources/updated/antiviral_factsheet1112.pdf

More Information from CDC and HHS on Seasonal and Pandemic Flu
http://flu.gov

National Foundation for Infectious Diseases, Help Reduce Flu at Work
http://www.nfid.org/idinfo/influenza/flu-at-work.pdf

National Business Group on Health, Vaccinating Against the Flu: A Business Case
http://www.businessgrouphealth.org/pdfs/Final%20Proof%20-%20Seasonal%20Influenza.pdf

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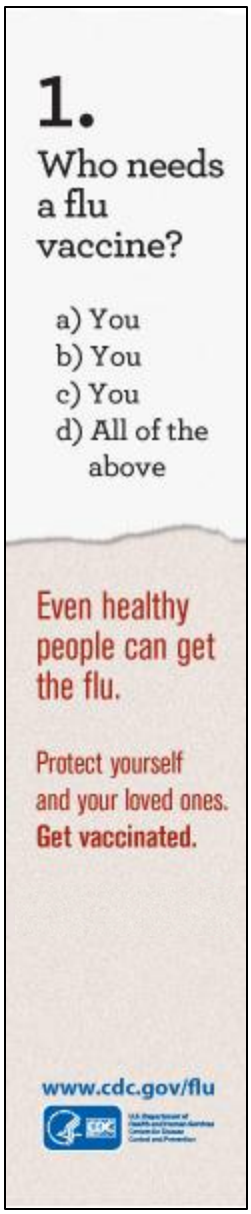
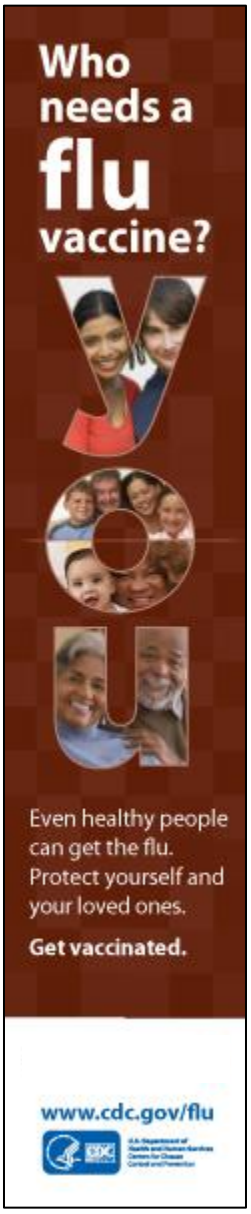
Web Tools

Click on the icon or go to the link for more tools, buttons, and widgets to use on your website or in your email signature line at work.

http://www.cdc.gov/flu/freeresources/buttons_badges.htm
http://www.cdc.gov/flu/freeresources/web_tools.htm





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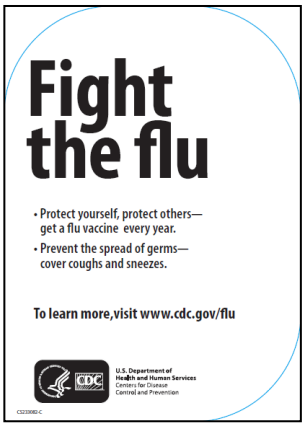
Print Materials

I Can't Miss Work Because of the Flu (Flyer)
(http://www.cdc.gov/flu/pdf/freeresources/updated/cannot-miss-work-flu-flyer.pdf)

No More Excuses, There Are Many Places To Get Your Flu Vaccine (Flyer)
(http://www.cdc.gov/flu/pdf/freeresources/updated/vaccine-locations-flyer.pdf)



Fight the flu, Post on business windows and restroom mirrors (Flyer)
(http://www.cdc.gov/flu/pdf/freeresources/general/flu-cling-sticker.pdf)

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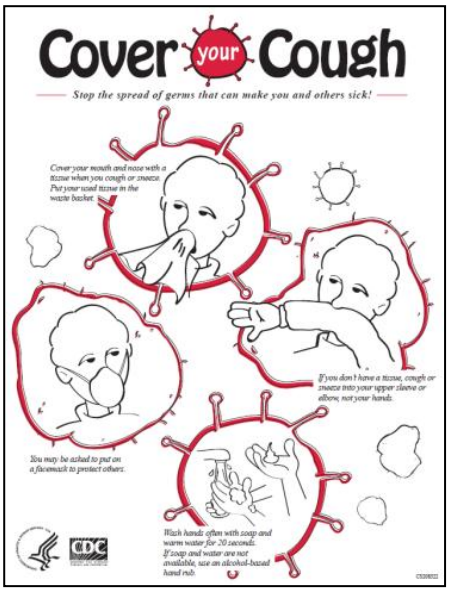
More Print Materials

Flu & You

http://www.cdc.gov/flu/pdf/freeresources/family/FluandYou_press.pdf

Brochure



Cover Your Cough

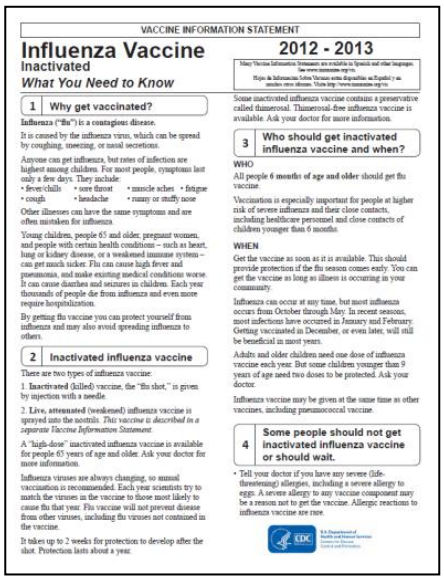
http://www.cdc.gov/flu/protect/pdf/cdc_cough.pdf

Poster

Inactivated Influenza Vaccine

http://www.cdc.gov/vaccines/pubs/vis/downloads/vis-flu.pdf

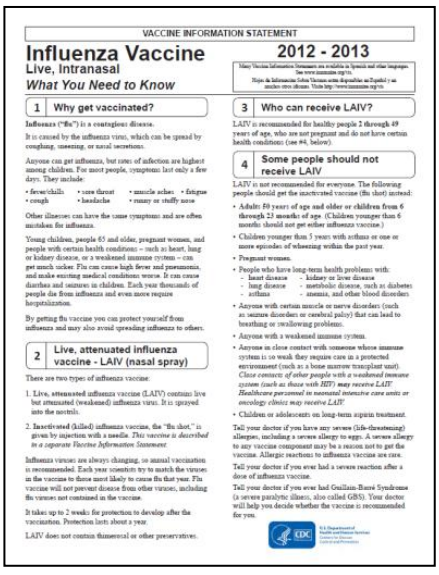
Fact Sheet



Live, Intranasal Influenza Vaccine

http://www.cdc.gov/vaccines/pubs/vis/downloads/vis-flulive.pdf

Fact Sheet



More Print Materials: http://www.cdc.gov/flu/freeresources/print-businesses.htm

Centers for Disease Control and Prevention

CDC 24/7: Saving Lives. Protecting People. Saving Money Through Prevention.

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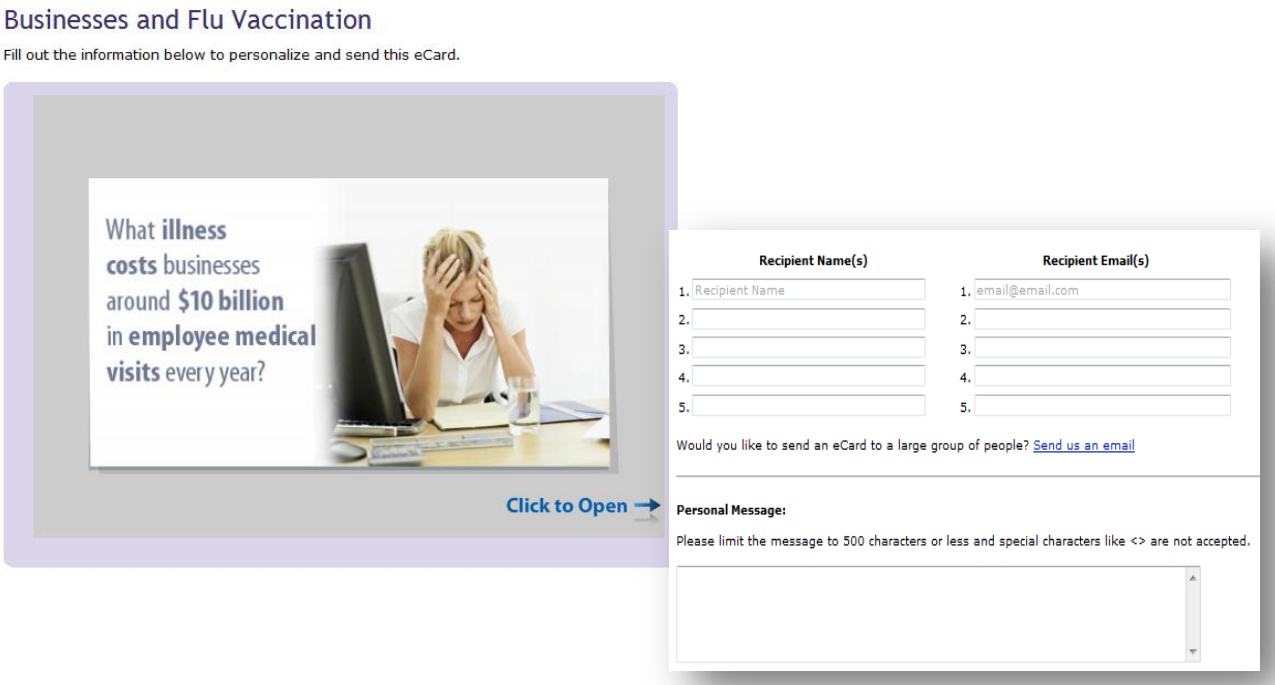
E-Cards For Businesses and Employers

What illness costs businesses around $10 billion in employee medical visits every year?
(http://t.cdc.gov/ecards/message.aspx?cardid=599&category=175)



There are a lot of things you can't predict in life.
(http://t.cdc.gov/ecards/message.aspx?cardid=600&category=175)

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