

Make It Your Business To Fight The Flu

Promoting the Seasonal Flu Vaccine



A Toolkit for Businesses and Employers



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*** in direct costs for hospitalizations and outpatient visits for adults.

- While there are many different flu viruses, the flu vaccine protects against the viruses that research suggests will circulate the most this season.
- There are several flu vaccine options available for the 2013-2014 flu season: Traditional flu vaccines made to protect against three different flu viruses (called “trivalent” vaccines) will be available this season. In addition, this season, flu vaccines made to protect against four different flu viruses (called “quadrivalent” vaccines) also will be available.



Everyone 6 months of age and older should get a yearly flu vaccine.

*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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- 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](http://vaccine.healthmap.org/) at <http://vaccine.healthmap.org/> 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 the Flu Vaccine.** Use this information at <http://www.cdc.gov/flu/protect/keyfacts.htm> 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**



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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 families can get seasonal flu vaccines in their community. Additionally, find out what health care providers, pharmacies and clinics provide seasonal flu vaccines. Partner with a pharmacy or provider to get your employees vaccinated.

Host a Flu
Vaccination Clinic!

Promote Flu
Vaccination in
the Community!



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.



Flu Vaccine Clinic Here!



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

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 influenza



HealthMap Vaccine Finder

<http://vaccine.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 influenza

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 everyone 6 months and older get vaccinated.

Flu vaccines are offered in many locations, including: doctor's offices, clinics, health departments, retail stores, pharmacies, health centers, as well as by many employers and schools.

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 information about this flu season visit:

<http://www.cdc.gov/flu/about/season/flu-season-2013-2014.htm>

What You Should Know for the 2013-2014 Influenza Season

On this Page

- What sort of flu season is expected this year?
- Will new strains of flu circulate this season?
- When will flu activity begin and when will it peak?
- What should I do to prepare for this flu season?
- Where can I get a flu vaccine?
- How much vaccine will be available during 2013-2014?
- How do we know if there is a good match between the vaccine viruses and those causing illness?
- Can the vaccine provide protection even if the vaccine is not a good match?
- What will CDC do to monitor vaccine effectiveness for the 2013-2014 season?
- Where can I find information about vaccine supply?
- Is there treatment for the flu?
- What is antiviral resistance?



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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 Free Resources *(great to use in meetings!)*

<http://www.cdc.gov/flu/freeresources/index.htm>

- Video/Audio Tools at <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_9-24.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

1.

Who needs
a flu
vaccine?

- a) You
- b) You
- c) You
- d) All of the
above

Even healthy
people can get
the flu.

Protect yourself
and your loved ones.
Get vaccinated.

www.cdc.gov/flu



1. Who needs a flu vaccine?

- a) You
- b) You
- c) You
- d) All of the above

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Who needs a flu vaccine?



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Print Materials

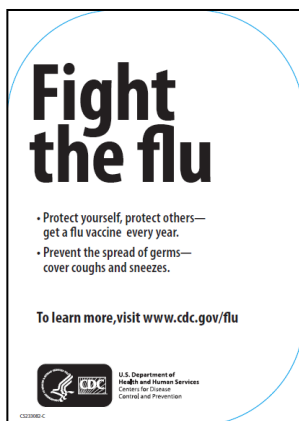
I Can't Miss Work Because of the Flu (Flyer)

(<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>)



Make It Your Business To Fight The Flu

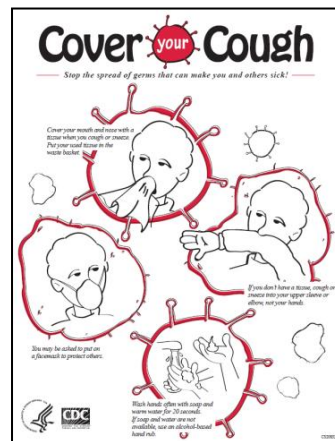
Promoting the Seasonal Influenza Vaccine

Print Materials

Flu & You

(http://www.cdc.gov/flu/pdf/freeresources/updated/fluandyou_press.pdf)

(Brochure)



Cover Your Cough

(<http://www.health.state.mn.us/divs/idepc/dtopics/infectioncontrol/cover/hcp/cycphceng.pdf>)

(Poster)

Inactivated Influenza Vaccine

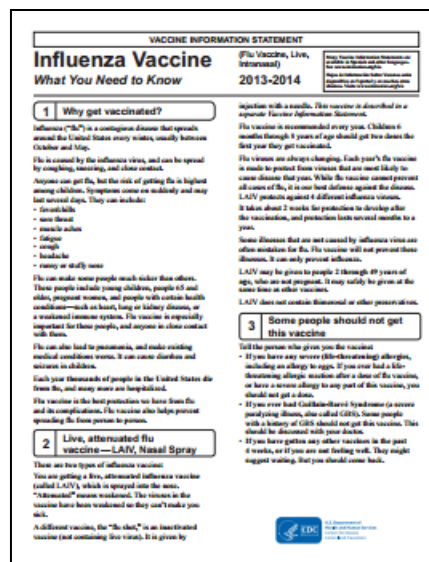
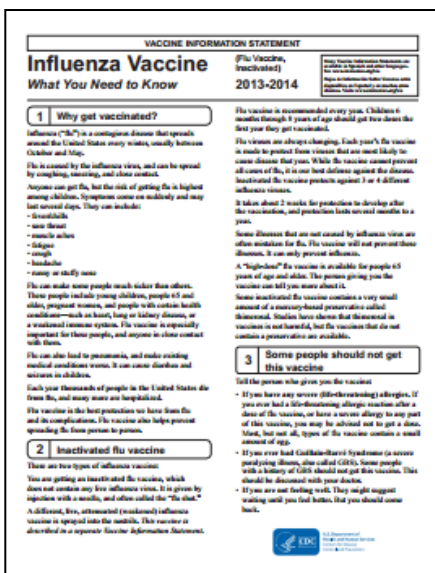
(<http://www.cdc.gov/vaccines/hcp/vis/vis-statements/flu.html>)

(Fact Sheet)

Live, Intranasal Influenza Vaccine

(<http://www.cdc.gov/vaccines/hcp/vis/vis-statements/flulive.html>)

(Fact Sheet)



More Print Materials:

<http://www.cdc.gov/flu/freeresources/print-businesses.htm>



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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>)

Businesses and Flu Vaccination

Fill out the information below to personalize and send this eCard.



Recipient Name(s)	Recipient Email(s)
1. <input type="text"/>	1. <input type="text" value="email@email.com"/>
2. <input type="text"/>	2. <input type="text"/>
3. <input type="text"/>	3. <input type="text"/>
4. <input type="text"/>	4. <input type="text"/>
5. <input type="text"/>	5. <input type="text"/>

Would you like to send an eCard to a large group of people? [Send us an email](#)

Personal Message:
Please limit the message to 500 characters or less and special characters like <> are not accepted.

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

Employees and Flu Vaccination

Fill out the information below to personalize and send this eCard.

