**Healthcare Personnel Influenza Vaccination Campaign Timeline**

**For Skilled Nursing Facilities**

Improvement of healthcare personnel (HCP) vaccination rates beyond 90% can be achieved through mandatory policies. Education about vaccine safety and efficacy, as well as access to vaccination with no cost to healthcare personnel at the workplace is needed. Development of a strategy requires administration approval and budget allocation with input from occupational health, patient safety, infection control, and other partners. The Healthcare Personnel Influenza Vaccination Campaign Timeline below includes examples of best practices from successful campaigns. This timeline begins in January and continues throughout the year.

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

 Plan a meeting to establish goals and objectives, vaccination data tracking processes, and identify

in-house “champions.”

Develop a schedule for healthcare personnel influenza vaccine campaign team meetings, in-service trainings, and orientation sessions for all personnel.

Evaluate the current healthcare personnel influenza vaccination campaign.

* How does the current healthcare personnel 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 the current healthcare personnel 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:

* Educational/promotional materials (newsletters, fact sheets, posters, flyers, stickers, press releases, PSA’s, video media).
* Determine the 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 the facility website to support the campaign.

Develop a logistical campaign plan:

* Use rolling vaccine carts in each department including the cafeteria, building entrance, etc.
* Appoint staff members 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 the close of the healthcare personnel influenza vaccination campaign:**

Evaluate the campaign success and identify opportunities for improvement.