



PROMOTING THE CLINIC

Step 2 – Promoting the Clinic (Start 1–2 months prior to the clinic)

Examples of the promotional materials mentioned in this step can be found at: www.ct.gov/dph/immunizations click on <seasonal influenza> then <workplace vaccination clinics>

1. Identify a Champion

- Choose a key administrative person (e.g. CEO) to announce the clinic. Make this person a champion, encouraging employees to get vaccinated. One to two months prior to the vaccination clinic date is a good time to begin promoting the vaccination clinic. Identify a contact person, for any questions employees may have. Form a committee other employees that could assist with the workplace clinic promotions and tasks needed to hold a clinic.

2. Marketing the clinic

- Find posters/ pamphlets explaining why people should be vaccinated. Post them around your building. The Centers for Disease Control and Prevention at: <http://www.cdc.gov/flu/workplace/index.htm> is a great resource for business promotional information. Posters can also be found at www.ct.gov/dph/immunizations and click on <seasonal influenza> box. Communications to staff can take the form of newsletter articles, posters, brochures, flyers, pamphlets, payroll inserts, e-mails and social media. If the community vaccinator is able and willing, they can help with the promotional communications.
- If there is a company newspaper, publish an article on flu vaccination (1-2 months in advance)
- If there is a company e-mail, send the announcement out, (1-2 months in advance)
- Include a clinic announcement in the employee paychecks
- In any communication, announce the date and what employees will have to do get vaccinated. Keep any graphics the same
- Most “advertising/marketing” should be weekly from one month prior to clinic

PROMOTING THE CLINIC (CONT.)

- Post the flu clinic date around the building (entrances and exits, bathrooms, cafeteria) An example of a poster is below.



Just click on link for your copy of the poster.

http://www.cdc.gov/flu/pdf/business/flu_vaccine_here.pdf

3. Employee Incentives

- Incentives to be vaccinated will encourage people to get vaccinated. Examples of incentives are: raffles that give away things such as free lunches, gifts, etc; certificates of appreciation or a day off work for one grand prizewinner. You know what motivates your employees. A focus group could help you identify the incentives. (1-2 months in advance)

4. Evaluating the efforts

- How will you evaluate the success of the clinic? Set a goal for a number of employees you want to vaccinate. Develop an evaluation form to give to employees, on the day of the clinic. They can fill it out and return it to you, before leaving the vaccination clinic site.
- Some other examples of evaluation efforts might include: monitoring employee absenteeism, was the site you chose adequate, were you pleased with your choice of vaccinators and what was the average amount of time people needed to complete the whole vaccination process from registration to vaccination.