

Vaccination Promotional Strategies Used by Oregon Healthcare Facilities

Influenza Seasons 2012–2013 and 2013–2014

Summary

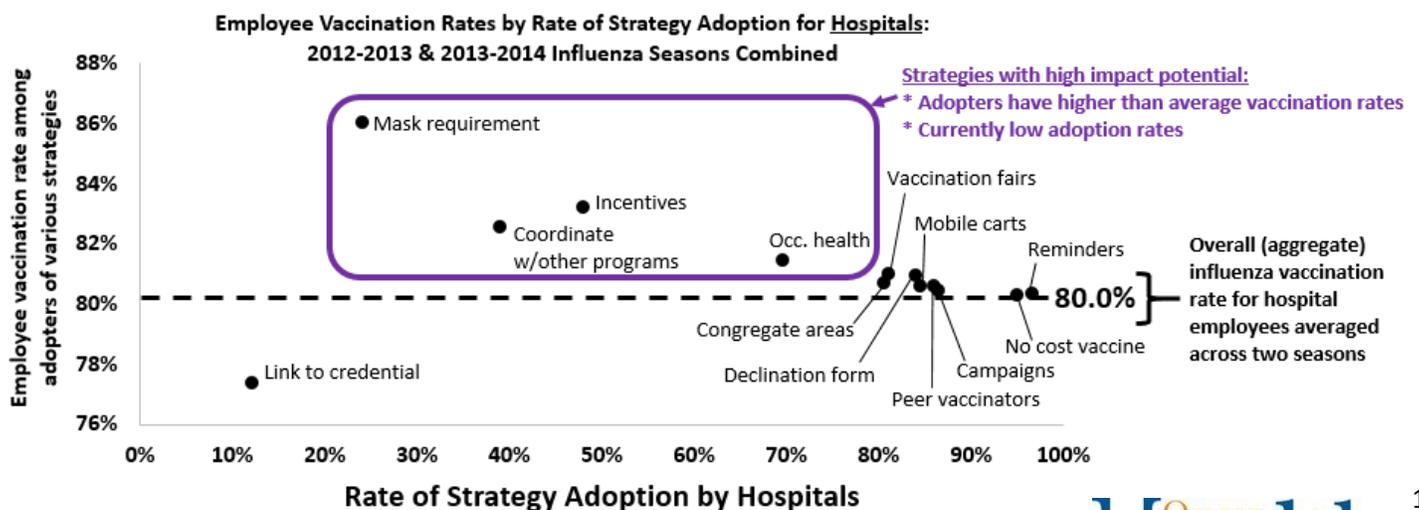
Best practices to optimize influenza vaccination among healthcare workers varies by healthcare facility, according to data from two influenza seasons in Oregon. Top 3 strategies for hospitals are masking requirements for non-vaccinators, incentives, and coordination with other programs to deliver vaccinations. Successful skilled nursing facilities (SNFs) use mobile carts to reach personnel, declination forms, and occupational health. Ambulatory surgical center staff appear to respond to masking requirements, mobile carts, and coordination with other programs.

Strategies

No cost vaccine	Vaccine is offered free to facility employees
Mobile carts	Vaccine is brought directly to the employee at their work station
Centralized fairs	Vaccine is offered in a centrally located area convenient to employees, along with education
Peer vaccinators	Vaccine is offered by employee co-workers at any time
Provided in congregate areas	Vaccination is available in an area where employees tend to gather such as a break room
Provided in Occupational Health Clinic	Vaccine is available in the Occupational Health Clinic
Incentives	Employees are given incentives, such as coupons for free coffee or food, if they receive the vaccine
Reminders	Employees are reminded of the availability of the vaccine via email messages or posters
Coordinates with other programs	Vaccine is offered to employees during other events such as mandatory training or conferences
Required for credentialing	Vaccine is required in order to receive credentialing to work
Campaigns	Events usually lasting several days when employees are reminded of the vaccine availability through posters, emails, buttons and meetings
Mask required if not vaccinated	Employee must wear a mask while on duty if he/she does not receive the vaccine
Declination form required	Employee must complete a declination form which provides a reason why he/she refused the vaccine

Identifying Strategies with High Impact Potential, by facility type

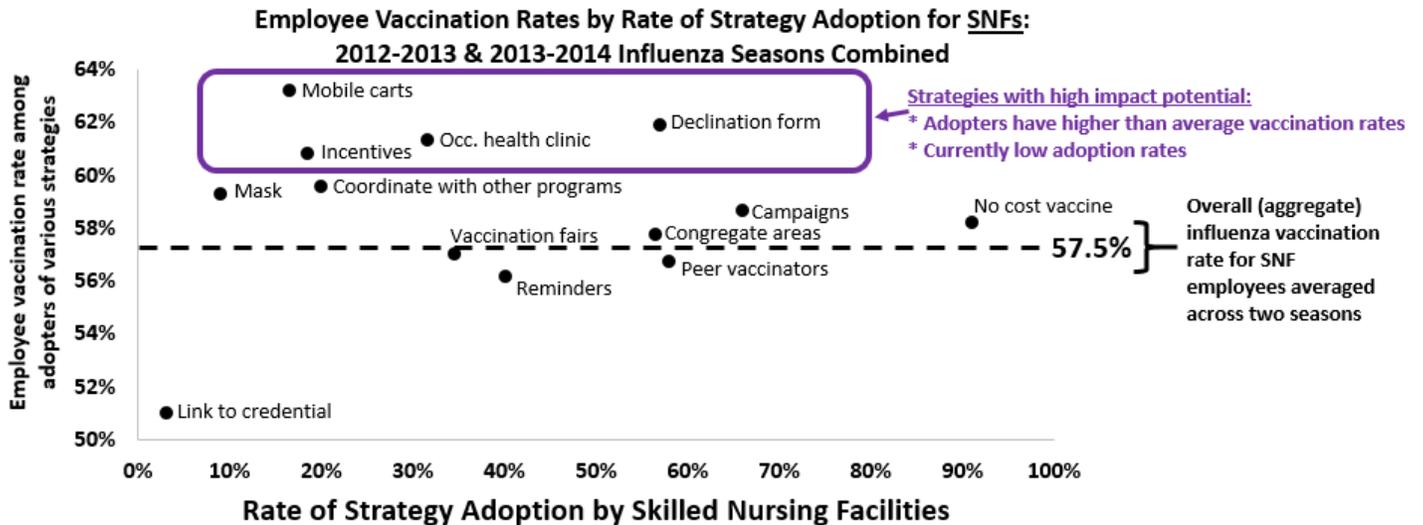
HOSPITALS



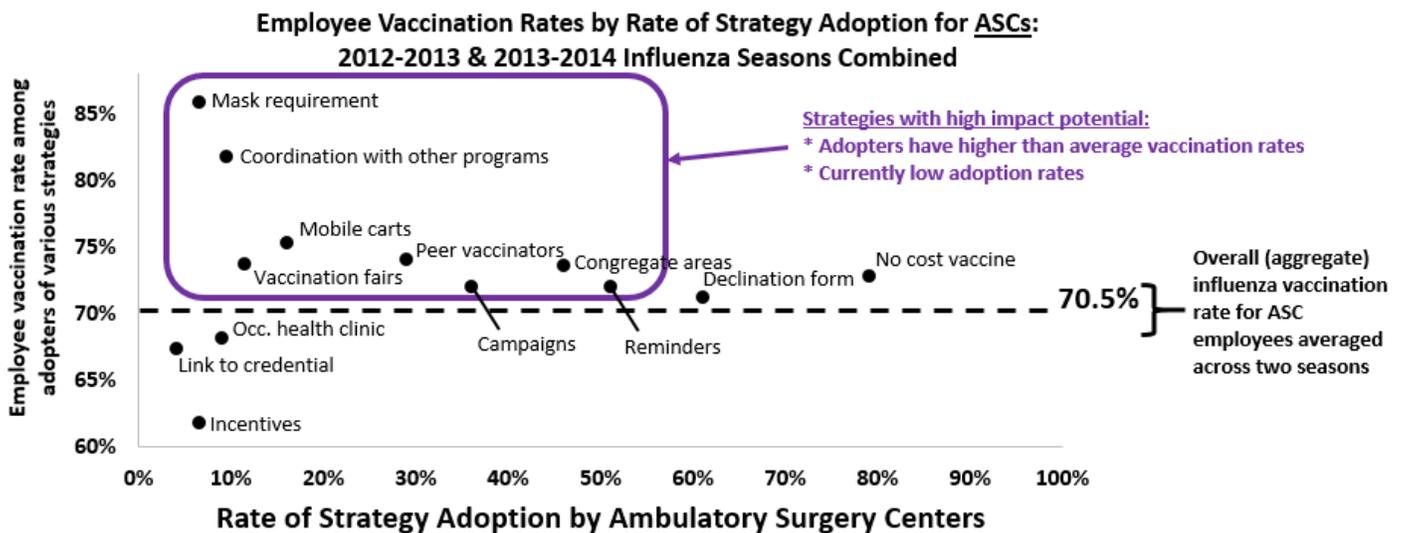
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SKILLED NURSING FACILITIES



AMBULATORY SURGICAL CENTERS



Resources

Oregon Health Authority Healthcare Worker Influenza Vaccination Report—2014:

<https://public.health.oregon.gov/DiseasesConditions/CommunicableDisease/HAI/Pages/Reports-and-Data.aspx>

Oregon Health Authority FluBites: <http://bit.ly/flubites>