

## Campaign Model: Workforce Influenza Vaccination

### Facility:

Kaiser Permanente Health Plan  
Oakland, California

### Type of Facility:

Various hospitals, medical offices, etc.

### Methods:

- California has a new law requiring that acute care hospital workers either receive an annual influenza immunization or sign a statement indicating that they have declined to be immunized
- Set-up expanded hours in its flu clinics for employees to get vaccinated
- Set-up informational tables outside department meetings regarding influenza and the importance of getting vaccinated
- Use nurse supervisors to help deliver vaccinations
- Hold lunchtime events and/or other social events that include opportunities for immunizations
- Have support of Kaiser top officials by them sending out an e-mail to the entire staff stressing the importance of being immunized against influenza

### Result:

- Vaccination rates have ranged from 36% to 53% of all employees between 2001-02 and 2006-07

### Website:

<https://www.kaiserpermanente.org/>

### Source:

<http://www.nfid.org/HCWtoolkit/BestPracticesToolkitDocument.pdf>