

Campaign Model: Workforce Influenza Vaccination

Facility:

Meadow View Terrace
184 Buffalo Road
Clarksville, VA 23927

Type of Facility:

Nursing Home

Methods:

- Staff education provided on influenza disease and vaccine
- Vaccination provided at designated clinic times
- Employee health nurse followed up with employees who missed clinics
- Employees attending clinics were entered into a drawing for incentives
- Part-time and on-call nursing staff are contacted to schedule vaccination
- Voluntary program participation; no declination form required
- Employer covered costs of program

Results:

- Vaccination rate in 2006-07 season: 66% (90 employees)
- Vaccination rate in 2007-08 season: 94% (128 employees + some volunteers)

Website:

<http://www.meadowviewterrace.org/>

Source:

http://www.preventinfluenza.org/bestpractices/BP_MeadowView.pdf