

Campaign Model: Workforce Influenza Vaccination

Facility:

Munroe Regional Medical Center
1500 S.W. First Avenue
Ocala, FL 34471

Type of Facility:

Hospital

Methods:

- Program began in 2004
- Staff provided vaccinations via employee health services and mobile carts
- Vaccination services were available during all shifts and in all departments; some off-site clinics
- Information published in the employee newsletter, *The Munroe Echo*, on benefits and myths of vaccination along with dates and times of clinics
- Implemented an on-line query of all employees regarding receipt of vaccination in 2008-09; if no vaccination, employee must answer why not
- Employer covered costs of program

Results:

- Vaccination rate in 2005-06 season: 30% (717 employees)
- Vaccination rate in 2006-07 season: 48% (1,217 employees)
- Vaccination rate in 2007-08 season: 45% (1,120 employees)

Website:

<http://www.munroeregional.com/>

Source:

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