

## Campaign Model: Workforce Influenza Vaccination

### Facility:

North End Rehabilitation and Nursing Center  
70 Fulton Street  
Boston, MA 02109

### Type of Facility:

Nursing Home

### Methods:

- Placed information about the program on posters throughout facility
- Emphasized that vaccinated employees would protect the health of the residents
- Provided vaccinations onsite in private conference room
- Employees received incentives (limited budget)
- Participation in program is voluntary; declination form is required
- Employer covered costs of program

### Result:

- Vaccination rate in 2007-08 season: 80%

### Website:

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

### Source:

[http://www.preventinfluenza.org/bestpractices/BP\\_NorthEnd.pdf](http://www.preventinfluenza.org/bestpractices/BP_NorthEnd.pdf)