

Campaign Model: Workforce Influenza Vaccination

Facility:

St. Jude Children's Research Hospital
262 Danny Thomas Place
Memphis, TN 38105-3678

Type of Facility:

Pediatric Research and Treatment Hospital

Methods:

- Hospital officials researched staff concerns about influenza immunization by reviewing the published literature and interviewing employees
- Used a comprehensive approach, centered on education, availability, and “feedback & follow-up”
- Utilized educational messages that were delivered in a variety of ways (e.g., at staff meetings, through e-mail, company newsletters, and on informational posters) to show the efficacy of the vaccine and how it could be instrumental
- Vaccines made available to all health care personnel including those who worked outside of normal business hours and outside of the main location (used intermediaries to help deliver flu shots)
- Made special accommodations for populations that could be difficult to reach, including physicians
- Utilized a process called “feedback & follow-up,” a three-pronged approach involving the workers, infectious control staff, and administration to document who was vaccinated and to follow-up with those people on an individual basis

Results:

- Employee interviews revealed the decision not to get immunized was often a personal one, which was based on incorrect information or personal beliefs
- Vaccination rate in 2004: 80%
- Vaccination rate in 2005: 80%
- Vaccination rate in 2006: 96%
- Increased rates are directly related to the amount of energy put into the program
- Acceptance and endorsement from hospital administration was crucial
- Culture of acceptance helps improve immunization rates from year to year
- Used different delivery methods, such as the flu nasal spray, to increase rates of immunization
- Through education and information, patients were some of the biggest advocates for healthcare personnel immunization

Website:

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

Source:

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