

Campaign Model: Workforce Influenza Vaccination

Facility:

Virginia Mason Medical Center (VMMC)
1100 Ninth Avenue
Seattle, WA 98101

Type of Facility:

Hospital, Medical Center

Methods:

- Began program planning with literature reviews and workshops to look at ways to improve delivery of influenza vaccine to patients and staff
- Developed and received approval of “fitness for duty” vaccination policy in August 2004 that:
 - Covered all employed staff, physicians, community providers, contingent labor, vendors, volunteers and students
 - Allowed for written requests for accommodations, including for religious or medical reasons, to be evaluated on a case-by-case basis in consultation with the medical director of Employee Health, the VMMC Infectious Disease Department, an asthma and allergy physician, and staff from Employee Health and Human Resources
 - Required that all staff who have been granted accommodations wear a mask during the entire influenza season
- Designed and built wall-mounted and stand-alone respiratory kiosks that were placed at all entrances and on hospital units to promote and support respiratory etiquette and hand hygiene
- Created a multi-disciplinary team that met weekly to provide support and drive the campaign
- Created community partnerships to extend the reach of the VMMC vaccination and education program: local schools, Faces of Influenza campaign, NFL Seattle Seahawks, corporate partners, homeless communities that had set up “tent cities” in community locations (e.g., church parking lots)

Result:

- Vaccination rates for HCWs at VMMC have reached 98% or higher in the three years since the mandatory policy was implemented

Website:

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

Source:

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