

# Vaccination Promotional Strategies Used by Oregon Healthcare Facilities

Influenza Seasons 2012–2013 and 2013–2014

## Summary

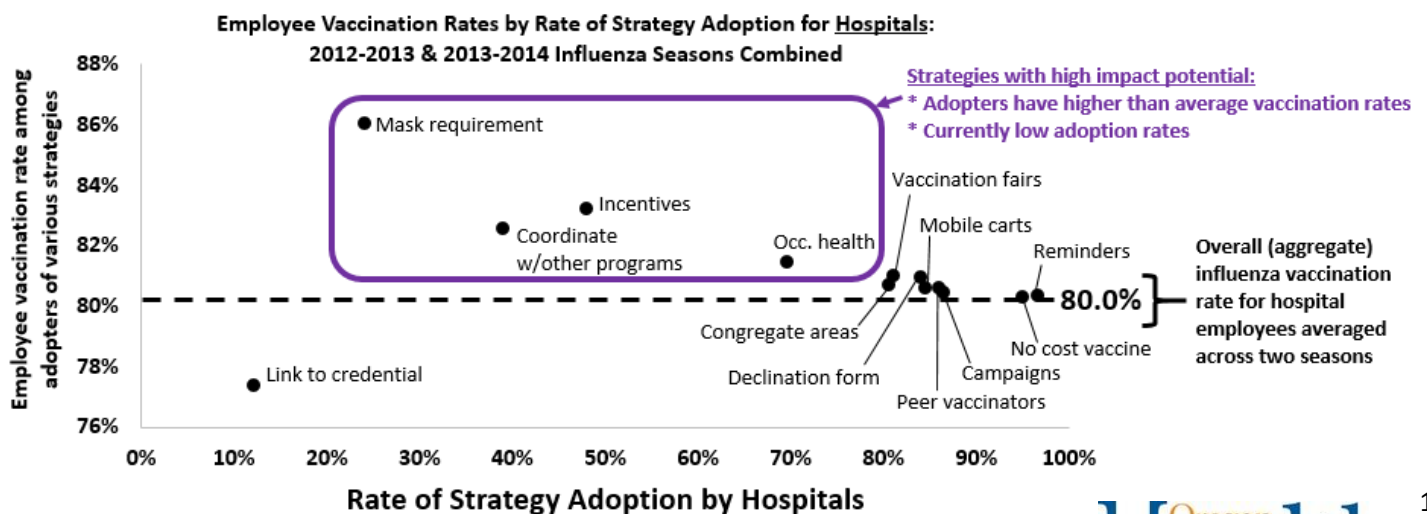
Best practices to optimize influenza vaccination among healthcare workers varies by healthcare facility, according to data from two influenza seasons in Oregon. Top 3 strategies for hospitals are masking requirements for non-vaccinators, incentives, and coordination with other programs to deliver vaccinations. Successful skilled nursing facilities (SNFs) use mobile carts to reach personnel, declination forms, and occupational health. Ambulatory surgical center staff appear to respond to masking requirements, mobile carts, and coordination with other programs.

## Strategies

<b>No cost vaccine</b>	Vaccine is offered free to facility employees
<b>Mobile carts</b>	Vaccine is brought directly to the employee at their work station
<b>Centralized fairs</b>	Vaccine is offered in a centrally located area convenient to employees, along with education
<b>Peer vaccinators</b>	Vaccine is offered by employee co-workers at any time
<b>Provided in congregate areas</b>	Vaccination is available in an area where employees tend to gather such as a break room
<b>Provided in Occupational Health Clinic</b>	Vaccine is available in the Occupational Health Clinic
<b>Incentives</b>	Employees are given incentives, such as coupons for free coffee or food, if they receive the vaccine
<b>Reminders</b>	Employees are reminded of the availability of the vaccine via email messages or posters
<b>Coordinates with other programs</b>	Vaccine is offered to employees during other events such as mandatory training or conferences
<b>Required for credentialing</b>	Vaccine is required in order to receive credentialing to work
<b>Campaigns</b>	Events usually lasting several days when employees are reminded of the vaccine availability through posters, emails, buttons and meetings
<b>Mask required if not vaccinated</b>	Employee must wear a mask while on duty if he/she does not receive the vaccine
<b>Declination form required</b>	Employee must complete a declination form which provides a reason why he/she refused the vaccine

## Identifying Strategies with High Impact Potential, by facility type

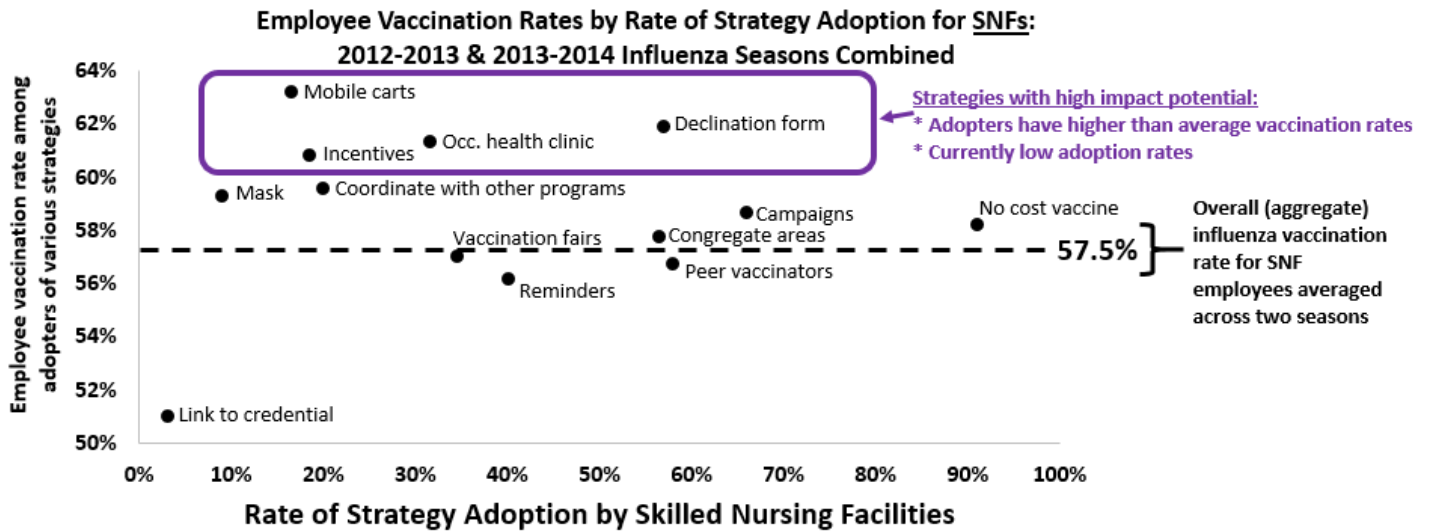
### HOSPITALS



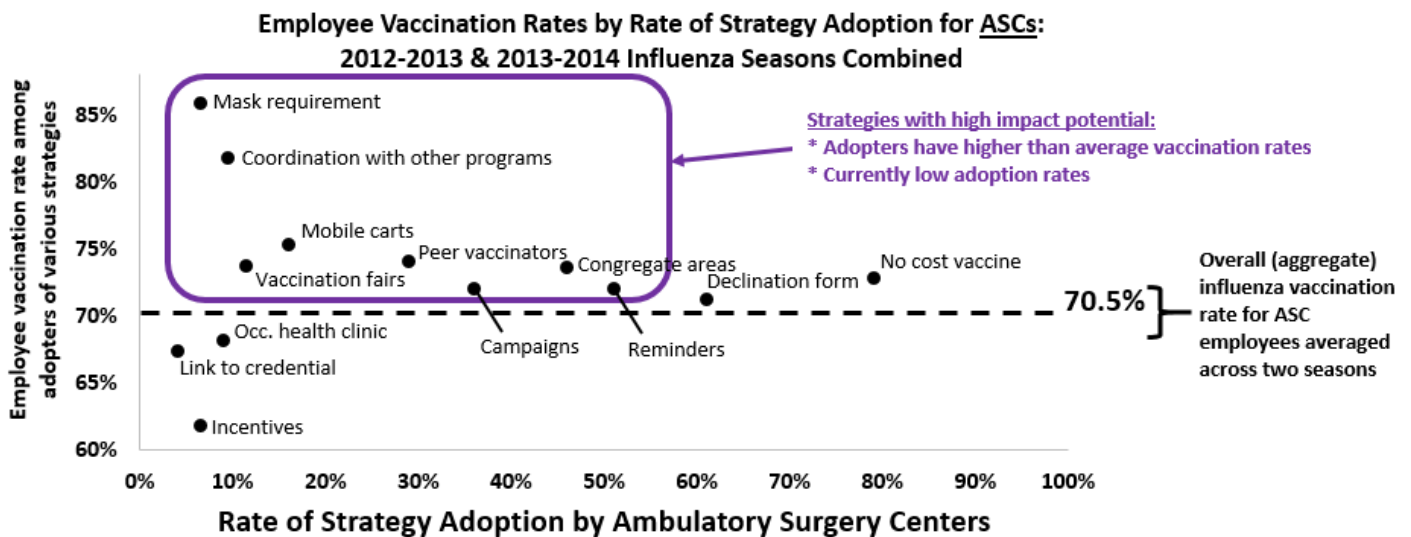
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## SKILLED NURSING FACILITIES



## AMBULATORY SURGICAL CENTERS



## Resources

Oregon Health Authority Healthcare Worker Influenza Vaccination Report—2014:

<https://public.health.oregon.gov/DiseasesConditions/CommunicableDisease/HAI/Pages/Reports-and-Data.aspx>

Oregon Health Authority FluBites: <http://bit.ly/flubites>