

Make It Your Business To Fight The Flu

Promoting the 2011 – 2012 Seasonal Flu Vaccine



A Toolkit for Businesses and Employers



Seasonal Flu Vaccine



CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses



Every year influenza, or “flu,” affects employers and businesses. Flu costs businesses approximately **\$10.4 billion**¹ in direct costs for hospitalizations and outpatient visits for adults.

- While there are many different flu viruses, the flu vaccine protects against the three viruses that research suggests will be most common each year.
- The 2011-2012 flu vaccine will protect against an influenza A H3N2 virus, an influenza B virus, and the influenza A H1N1.
- Everyone 6 months of age and older should get vaccinated against the flu as soon as seasonal vaccine is available.

¹Molinari NA, Ortega-Sanchez IR, Messonnier ML, et al. The annual impact of seasonal influenza in the US: measuring disease burden and costs. *Vaccine*. 2007; 25(27):5086-96.

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Promoting the 2011 – 2012 Seasonal Influenza Vaccine

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2. **Promoting Seasonal Flu Vaccination: A Checklist for Businesses and Employers.** Use this checklist to get started!
3. **Flu Vaccine Clinic Here!** Host a flu vaccine clinic in the workplace and use this flyer. Complete with fillable text boxes so you can add the location, date, and time of your flu vaccine clinic.
4. **You Need a Flu Vaccine.** Encourage employees to get vaccinated at locations in the community. Navigate to the Flu Vaccine Finder website to find locations offering flu vaccine, then update the flyer and post.
5. **Note to Self.** Share this flyer with employees to encourage flu vaccination. Consider posting this in the workplace, or copy and place in mailboxes or include in pay statements or newsletters.
6. **Note to Small Businesses.** Share this flyer with other workplace managers and supervisors to kickoff discussions about flu vaccination planning.
7. **CDC Says “Take 3 Actions” To Fight The Flu.** Use this brochure to promote flu vaccination.
8. **Helpful Links.** Be aware of helpful links for businesses and employers.
9. **Web Tools.** Promote flu vaccination using web technology.
10. **Print Materials.** Take advantage of helpful materials to learn about seasonal flu, plus additional posters and brochures.

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Recommended Strategies for Businesses and Employers

The purpose of this Toolkit is to help businesses and employers fight the flu and to offer tips and suggestions to consider when planning and responding to the seasonal flu. Additional information can be found at the CDC website, <http://www.cdc.gov/flu/business>

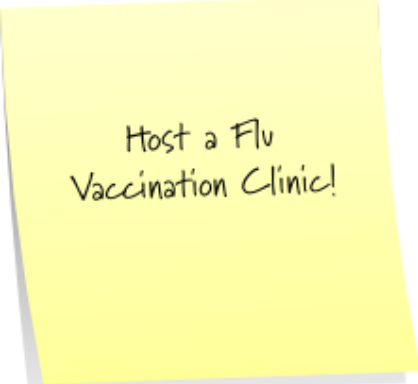
**CDC recommends two strategies this season
for businesses and employers to help fight the flu.**

Strategy 1: Host a flu vaccination clinic in the workplace.

To minimize absenteeism, employers frequently offer onsite seasonal flu vaccination to employees at no or low cost to their employees. This option can work well if the employer has an on-site occupational health clinic. If you don't have a clinic, pharmacies and community vaccinators can be contracted to provide seasonal flu vaccination services on-site. By providing the vaccination at the workplace, employers reduce the many barriers that can prevent a worker from getting vaccinated.

Strategy 2: Promote flu vaccination in the community.

Make sure your employees know where they and their family can get seasonal flu vaccination in the community. Find out about health providers, pharmacies or clinics that offer seasonal flu vaccinations in your community. Partner with a pharmacy or provider to get your employees vaccinated.



Host a Flu
Vaccination Clinic!



Promote Flu
Vaccination in
the Community!

Even healthy people can get the flu, and it can be serious.

Promoting Seasonal Flu Vaccination

A Checklist for Businesses and Employers

Be a partner in good health. Consider offering onsite flu vaccination (flu shot, nasal spray, or both) at your business locations(s) and encourage employees to seek flu vaccination in the community. Review flu vaccination prevention and rationale with senior managers, employees, and labor representatives.

IF YOU CHOOSE TO HOST A FLU VACCINATION CLINIC

Planning

- ☐ Get senior management buy in to support a flu vaccination clinic at the workplace.
- ☐ Frame getting employees vaccinated against flu as a business priority and create a goal aligned with this effort.
- ☐ Identify a flu vaccination coordinator and/or team with defined roles and responsibilities. Occupational health personnel or workplace safety staff may lead these efforts for employers. Determine if you will need to contract with an experienced outside provider of flu vaccination services (such as a pharmacy or community immunizer). The planning process should also include input from employees, and labor representatives, if needed.
- ☐ Schedule the flu vaccination clinic to maximize employee participation. Flu season usually begins in the Fall each year.
- ☐ Gauge need and demand among employees for flu vaccination. Provide sufficient and accessible flu vaccination in as many business locations as possible.
- ☐ Ask managers and supervisors to allow employees to attend onsite flu vaccination clinic as part of their work day and without having to “go off of the clock.”
- ☐ Consider offering flu vaccination to employees’ families.
- ☐ Set a goal and help show employees how their participation matters. Each year, try to improve upon the percentage of employees vaccinated.

Hosting and Promotion

- ☐ Use incentives for flu vaccination to increase participation, such as offering vaccine at no or low cost, providing refreshments at the clinic, or holding a contest for the department with the highest percentage of vaccinated employees.

- ☐ Promote the flu vaccination clinic with the following:

- ☐ Posters about the importance of flu vaccination can be posted in break rooms, cafeterias, and other high traffic areas.

- ☐ An article in company communications (i.e., newsletters, intranet, emails, portals, etc.) about the clinic and flu prevention.

- ☐ Promotional posters/flyers to advertise the date and time of the clinic should be posted in high traffic areas.

- ☐ Communication from business leadership directly to employees promoting vaccination.

Logistics

- ☐ Provide a comfortable and convenient location for flu vaccination clinics. Consider the demands of space and need for privacy.

- ☐ Set an example by encouraging managers and business leaders to get vaccinated first.

IF YOU CHOOSE TO PROMOTE FLU VACCINATION IN THE COMMUNITY

- ☐ Be flexible in your HR policies. Establish policies that allow for employees to take an hour or two to seek flu vaccinations in the community.

- ☐ Partner with nearby pharmacies or clinics to arrange for employees to get vaccinated. If the business shares a building, shopping center, or office park with other employers, see if the property manager will host a flu vaccination clinic for all of the tenants’ employees.

- ☐ Use promotional posters/flyers to advertise locations in the community that offer seasonal flu vaccinations. Display posters about the flu vaccination in break rooms, cafeterias, and other high traffic areas.

- ☐ Post articles in company communications (i.e., newsletters, intranet, emails, portals, etc.) about the importance of flu vaccination and where to get the vaccine in the community.

- ☐ Encourage flu vaccination for employees’ families by distributing information for employees to take home.



Flu Vaccine Clinic Here!



**CDC recommends a yearly
flu vaccine as the first
and most important step
in protecting against
flu viruses**



Location:

Date:

Time:



Even healthy people can get the flu, and it can be serious.

You Need a Flu Vaccine



**CDC recommends a yearly
flu vaccine as the first
and most important step
in protecting against
flu viruses**



[Visit www.flu.gov](http://www.flu.gov)



Even healthy people can get the flu, and it can be serious.

Note to Self



CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses



Note to Self:
Get a flu vaccine
to protect me,
my family, and
my co-workers!



Even healthy people can get the flu, and it can be serious.

Note To Small Businesses

Host a Flu
Vaccination Clinic!

Promote Flu
Vaccination in
the Community!



CDC recommends that all people ages 6 months and older get vaccinated.

Find out about health providers, pharmacies or clinics that offer seasonal flu vaccinations in your community.

Consider hosting a seasonal flu vaccine clinic at work.

Promote flu vaccination!



For a Small Business, Flu is a Big Disruption

Flu is a **serious contagious** disease that can lead to **hospitalization** and even **death**.

Flu-like symptoms include:

- fever
- cough
- sore throat
- runny or stuffy nose
- body aches
- headache
- chills
- fatigue

Some people also may have vomiting and diarrhea. People may be infected with the flu, and have respiratory symptoms without a fever.

For more information, visit
www.cdc.gov/flu
or **www.flu.gov**
or call **800-CDC-INFO**.

Department of Health and
Human Services
Centers for Disease
Control and Prevention

July 2011
CS225334-A

CDC Says “Take 3” Actions To Fight The Flu



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

CDC urges you to take the following actions to protect yourself and others from influenza (the flu):

#1 Take time to get a flu vaccine.

- CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses.
- While there are many different flu viruses, the flu vaccine protects against the three viruses that research suggests will be most common.
- The 2011–2012 flu vaccine will protect against an influenza A H3N2 virus, an influenza B virus and the H1N1 virus that emerged in 2009 to cause a pandemic.
- Everyone 6 months of age and older should get a flu vaccine as soon as the 2011–2012 vaccines are available.
- Vaccination of high risk persons is especially important to decrease their risk of severe flu illness.
- People at high risk of serious flu complications include young children, pregnant women, people with chronic health conditions like asthma, diabetes or heart and lung disease and people 65 years and older.
- Vaccination also is important for health care workers, and other people who live with or care for high risk people to keep from spreading flu to high risk people.
- Children younger than 6 months are at high risk of serious flu illness, but are too young to be vaccinated. People who care for them should be vaccinated instead.



#2 Take everyday preventive actions to stop the spread of germs.

- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water. If soap and water are not available, use an alcohol-based hand rub.
- Avoid touching your eyes, nose or mouth. Germs spread this way.
- Try to avoid close contact with sick people.
- If you are sick with flu-like illness, CDC recommends that you stay home for at least 24 hours after your fever is gone except to get medical care or for other necessities. (Your fever should be gone without the use of a fever-reducing medicine.)
- While sick, limit contact with others as much as possible to keep from infecting them.



#3 Take flu antiviral drugs if your doctor prescribes them.

- If you get the flu, antiviral drugs can treat your illness.
- Antiviral drugs are different from antibiotics. They are prescription medicines (pills, liquid or an inhaled powder) and are not available over-the-counter.
- Antiviral drugs can make illness milder and shorten the time you are sick. They may also prevent serious flu complications.
- It's very important that antiviral drugs be used early (within the first 2 days of symptoms) to treat people who are very sick (such as those who are hospitalized) or people who are sick with flu symptoms and who are at increased risk of severe flu illness, such as pregnant women, young children, people 65 and older and people with certain chronic health conditions.
- Flu-like symptoms include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills and fatigue. Some people also may have vomiting and diarrhea. People may be infected with the flu, and have respiratory symptoms without a fever.



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Helpful Links

The 2011-2012 Flu Season

<http://www.cdc.gov/flu/about/season/>

Seasonal Flu Information for Workplaces and Employers

<http://www.cdc.gov/flu/business>

What's New on Seasonal Flu (*check back regularly!*)

<http://www.cdc.gov/flu/whatsnew.htm>

Seasonal Flu Video and Audio Tools (*great to use in meetings!*)

<http://www.cdc.gov/flu/freeresources/media.htm>

National Influenza Vaccination Week, the National Influenza Vaccination Week (NIVW) is a national observance that was established to highlight the importance of continuing influenza vaccination, as well as fostering greater use of flu vaccine after the holiday season into January and beyond. NIVW 2011–2012 is scheduled for December 4–10, 2011. <http://www.cdc.gov/flu/NIVW/>

Key Facts About Seasonal Flu Vaccine

<http://www.cdc.gov/flu/protect/keyfacts.htm>

Questions and Answers: 2011-2012 Influenza Season

<http://www.cdc.gov/flu/about/season/flu-season-2011-2012.htm>

Questions and Answers: Seasonal Flu Shot

<http://www.cdc.gov/flu/about/qa/flushot.htm>



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More Helpful Links

Preventing Seasonal Flu with Vaccination

<http://www.cdc.gov/flu/protect/vaccine/index.htm>

What You Should Know about Flu Antiviral Drugs Fact Sheet

http://www.cdc.gov/flu/pdf/antiviral_factsheet1011.pdf

CDC Morbidity and Mortality Weekly Report (MMWR):

Place of Influenza Vaccination Among Adults The workplace is the second most common place of vaccination for those aged 18–49 years and 50–64 years (25.7% and 21.1%, respectively).

http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6023a3.htm?s_cid=mm6023a3_w

FluVaxView – Influenza Vaccination Coverage Provides vaccination coverage estimates from multiple sources. Reports, interactive maps, trend lines, bar charts and data tables are provided.

<http://www.cdc.gov/flu/professionals/vaccination/vaccinecoverage.htm>



More Information from CDC and HHS on Seasonal and Pandemic Flu

<http://flu.gov> (In English)

http://espanol.pandemicflu.gov/pandemicflu/enes/24/flu_gov/ (En Español)



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More Helpful Links

Interventions to Promote Seasonal Influenza Vaccinations Among Non-Healthcare Workers, the Task Force on Community Preventive Services recommends interventions with on-site, reduced cost, and actively promoted influenza vaccinations, when implemented alone or as part of a multi-component intervention, based on sufficient evidence of their effectiveness in increasing influenza vaccination coverage among workers in worksites.

<http://www.thecommunityguide.org/worksites/flunon-hcw.html>

National Business Group on Health, Vaccinating Against the Flu: A Business Case, includes statistics about flu vaccination given at the workplace.

<http://www.businessgrouphealth.org/pdfs/Final%20Proof%20-%20Seasonal%20Influenza.pdf>



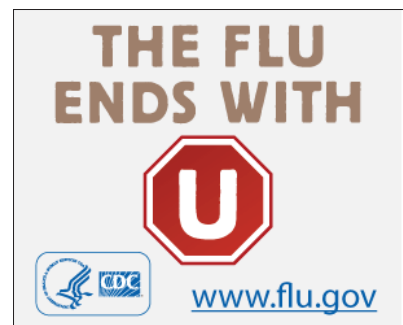
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Web Tools

Click on the icon or go to the link for more tools, buttons, and widgets to use on your website or in your email signature line at work.

http://www.cdc.gov/flu/freeresources/buttons_badges.htm

http://www.cdc.gov/flu/freeresources/web_tools.htm



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Print Materials

Everyday Preventive Actions That Can Help Fight Germs, Like Flu

http://www.cdc.gov/flu/pdf/freeresources/family/everyday_preventive.pdf

Brochure



Who Needs a Flu Vaccine

http://www.cdc.gov/flu/pdf/freeresources/general/f_universal_you_print.pdf

Poster



Who Needs a Flu Vaccine

http://www.cdc.gov/flu/pdf/freeresources/general/p_universal_question_officeprint.pdf

Poster



CDC Says "Take 3 Actions" To Fight The Flu

<http://www.cdc.gov/flu/pdf/freeresources/general/take3-poster.pdf>

Poster



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People. Saving Money Through Prevention.

Make It Your Business To Fight The Flu

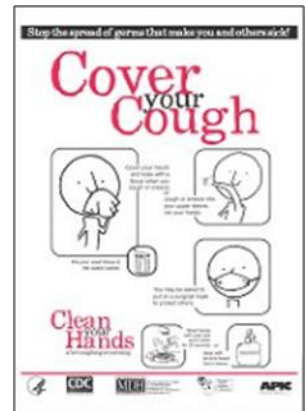
Promoting the 2011 – 2012 Seasonal Influenza Vaccine

More Print Materials

Flu & You

http://www.cdc.gov/flu/pdf/freeresources/family/FluandYou_press.pdf

Brochure



Cover Your Cough

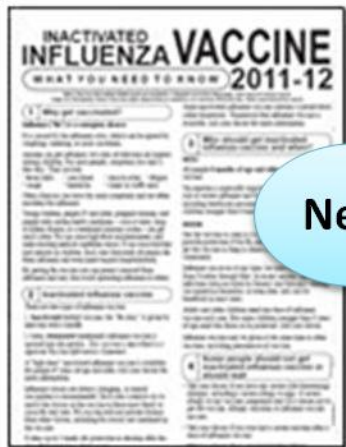
http://www.cdc.gov/flu/protect/pdf/cdc_cough.pdf

Poster

Inactivated Influenza Vaccine

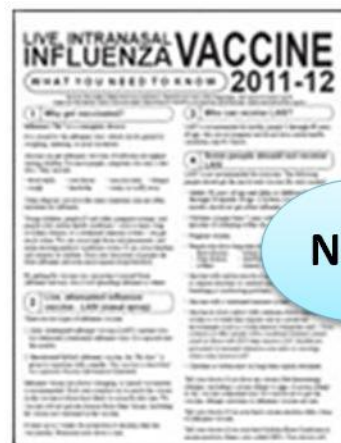
<http://www.cdc.gov/vaccines/pubs/vis/downloads/vis-flu.pdf>

Fact Sheet



Live, Intranasal Influenza Vaccine

<http://www.cdc.gov/vaccines/pubs/vis/downloads/vis-flulive.pdf>



Fact Sheet



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People. Saving Money Through Prevention.

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More Print Materials

New For The
2011–2012 Flu
Season!

No More Excuses, You Need a Flu Vaccine

<http://www.cdc.gov/flu/pdf/freeresources/general/no-excuses-flu-vaccine.pdf>

2-Page Poster or Brochure

Great To Use As
A Company
Newsletter
Insert!



More Print Materials: <http://www.cdc.gov/flu/freeresources/print.htm>



Centers for Disease Control and Prevention

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