

Make It Your Business To Fight The Flu

Promoting the 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 2012-2013 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.

¹ Molinari 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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Table of Contents

- 1. Recommended Strategies for Businesses and Employers.** Learn what two strategies are recommended to businesses and employers this flu season.
- 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 HealthMap 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. Key Facts about Influenza (Flu) & Flu Vaccine.** Use this information to promote flu vaccination.
- 8. 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 flyers and brochures.
- 11. E-Cards for Businesses and Employers – NEW!**



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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>

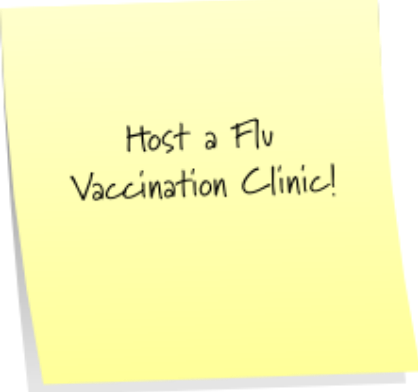
CDC recommends two strategies this season for businesses and employers to help fight the flu.

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.

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



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HealthMap Vaccine Finder

<http://flushot.healthmap.org>



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.

Seasonal flu vaccinations begin every fall.

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

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For the Latest Flu Facts...

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

Key Facts about Influenza (Flu) & Flu Vaccine

On this Page

- What is influenza (also called flu)?
- Signs and symptoms of flu
- How flu spreads
- Period of contagiousness
- How serious is the flu?
- Complications of flu
- Preventing seasonal flu: Get vaccinated
- When to get vaccinated against seasonal flu
- Who should get vaccinated?
- Who is at high risk for developing flu-related complications?
- Who else should get vaccinated?
- Use of the nasal spray seasonal flu vaccine
- Who should not be vaccinated against seasonal flu?



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Links

CDC Seasonal Flu Website

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

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>

Questions and Answers about Seasonal Flu

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

More Information about Flu 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/freeresources/updated/antiviral_factsheet1112.pdf

More Information from CDC and HHS on Seasonal and Pandemic Flu

<http://flu.gov>

National Foundation for Infectious Diseases, Help Reduce Flu at Work

<http://www.nfid.org/idinfo/influenza/flu-at-work.pdf>

National Business Group on Health, Vaccinating Against the Flu: A Business Case

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



Make It Your Business To Fight The Flu

Promoting the Seasonal Influenza Vaccine

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

1.

Who needs
a flu
vaccine?

- a) You
- b) You
- c) You
- d) All of the
above

Even healthy
people can get
the flu.

Protect yourself
and your loved ones.
Get vaccinated.

www.cdc.gov/flu



1. Who needs a flu vaccine?

- a) You
- b) You
- c) You
- d) All of the above

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Who
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Print Materials

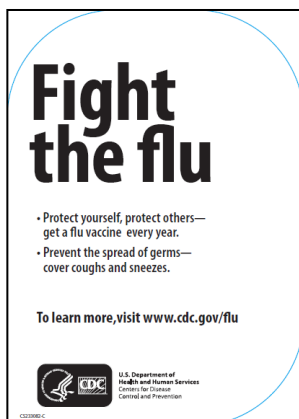
I Can't Miss Work Because of the Flu (Flyer)

(<http://www.cdc.gov/flu/pdf/freeresources/updated/cannot-miss-work-flu-flyer.pdf>)



No More Excuses, There Are Many Places To Get Your Flu Vaccine (Flyer)

(<http://www.cdc.gov/flu/pdf/freeresources/updated/vaccine-locations-flyer.pdf>)



Fight the flu, Post on business windows and restroom mirrors (Flyer)

(<http://www.cdc.gov/flu/pdf/freeresources/general/flu-cling-sticker.pdf>)

Make It Your Business To Fight The Flu

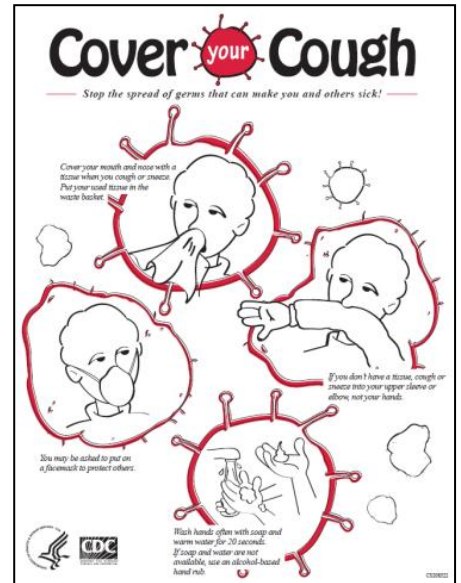
Promoting the Seasonal Influenza Vaccine

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

VACCINE INFORMATION STATEMENT	
2012 - 2013	
<p>Influenza Vaccine Inactivated What You Need to Know</p>	
<p>1 Why get vaccinated?</p> <p>Influenza ("flu") is a contagious disease. It is caused by the influenza virus, which can be spread by coughing, sneezing, or nasal secretions.</p> <p>Anyone can get influenza, but rates of infection are highest among children. For most people, symptoms last only a few days. They include:</p> <ul style="list-style-type: none"> • fever/chills • sore throat • muscle aches • fatigue • cough • headache • runny or stuffy nose <p>Other illnesses can have the same symptoms and are often mistaken for influenza.</p> <p>Young children, people 65 and older, pregnant women, and people with certain health conditions – such as heart, lung or kidney disease, or a weakened immune system – can get much sicker. Flu can cause high fever and pneumonia, and make existing medical conditions worse. It can cause diarrhea and nausea in children. Each year thousands of people die from influenza and even more require hospitalization.</p> <p>By getting the vaccine you can protect yourself from influenza and may also avoid spreading influenza to others.</p>	<p>Some inactivated influenza vaccine contains a preservative called thimerosal. Thimerosal-free influenza vaccine is available. Ask your doctor for more information.</p>
<p>2 Inactivated influenza vaccine</p> <p>There are two types of influenza vaccine:</p> <ol style="list-style-type: none"> 1. Inactivated (killed) influenza vaccine, the "flu shot," is given by injection with a needle. 2. Live, attenuated (weakened) influenza vaccine is sprayed into the nostrils. This vaccine is described in a separate Vaccine Information Statement. <p>A "high-dose" inactivated influenza vaccine is available for people 65 years of age and older. Ask your doctor for more information.</p> <p>Influenza viruses are always changing, so annual vaccination is recommended. Each year scientists try to match the viruses in the vaccine to those most likely to cause the flu that year. Flu vaccine will not prevent disease from other viruses, including the viruses not contained in the vaccine.</p> <p>It takes up to 2 weeks for protection to develop after the shot. Protection lasts about a year.</p>	<p>3 Who should get inactivated influenza vaccine and when?</p> <p>WHO All people 6 months of age and older should get the vaccine.</p> <p>Vaccination is especially important for people at higher risk of severe influenza and their close contacts, including healthcare personnel and close contacts of children younger than 6 months.</p> <p>WHEN Get the vaccine as soon as it is available. This should provide protection of the flu season comes early. You can get the vaccine as long as illness is occurring in your community.</p> <p>Influenza can occur at any time, but most influenza occur from October through May. In recent seasons, most infections have occurred in January and February. Getting vaccinated in December, or even later, will still be beneficial in most years.</p> <p>Adults and older children need one dose of influenza vaccine each year. But some children younger than 9 years of age need two doses to be protected. Ask your doctor.</p> <p>Influenza vaccine may be given at the same time as other vaccines, including pneumococcal vaccine.</p>
<p>4 Some people should not get inactivated influenza vaccine or should wait.</p> <p>• Tell your doctor if you have any severe (life-threatening) allergies, including a severe allergy to eggs. A severe allergy to any vaccine component may be a reason not to get the vaccine. Allergic reactions to influenza vaccine are rare.</p>	<p>4 Some people should not receive LAIV</p> <p>LAIV is not recommended for everyone. The following people should get the inactivated vaccine (the "flu shot") instead:</p> <ul style="list-style-type: none"> • Adults 18 years of age and older or children from 6 through 23 months of age (Children younger than 6 months should not get either influenza vaccine.) • Children younger than 1 year with asthma or one or more episodes of wheezing within the past year. • Pregnant women. • People who have long-term health problems with: <ul style="list-style-type: none"> - heart disease - kidney or liver disease - lung disease - metabolic disease, such as diabetes - asthma, and other blood disorders • Anyone with certain muscle or nerve disorders (such as myasthenia gravis or cerebral palsy) that can lead to breathing or swallowing problems. • Anyone with a weakened immune system. <p>Anyone in close contact with someone whose immune system is so weak they require care in a protected environment (such as a bone marrow transplant unit). Close contacts of other people with a weakened immune system (such as those with BMT) may receive LAIV. Healthcare personnel in neonatal intensive care units or oncology clinics may receive LAIV. <p>Children or adolescents on long-term aspirin treatment.</p> <p>Tell your doctor if you have any severe (life-threatening) allergies, including a severe allergy to eggs. A severe allergy to any vaccine component may be a reason not to get the vaccine. Allergic reactions to influenza vaccine are rare.</p> <p>Tell your doctor if you ever had Guillain-Barre Syndrome in your previous illness, also called GBS. Your doctor will help you decide whether the vaccine is recommended for you.</p> <p>It takes up to 2 weeks for protection to develop after the shot. Protection lasts about a year.</p> <p>LAIV does not contain thimerosal or other preservatives.</p> </p>

Live, Intranasal Influenza Vaccine

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

Fact Sheet

VACCINE INFORMATION STATEMENT	
2012 - 2013	
<p>Influenza Vaccine Live, Intranasal What You Need to Know</p>	
<p>1 Why get vaccinated?</p> <p>Influenza ("flu") is a contagious disease. It is caused by the influenza virus, which can be spread by coughing, sneezing, or nasal secretions.</p> <p>Anyone can get influenza, but rates of infection are highest among children. For most people, symptoms last only a few days. They include:</p> <ul style="list-style-type: none"> • fever/chills • sore throat • muscle aches • fatigue • cough • headache • runny or stuffy nose <p>Other illnesses can have the same symptoms and are often mistaken for influenza.</p> <p>Young children, people 65 and older, pregnant women, and people with certain health conditions – such as heart, lung or kidney disease, or a weakened immune system – can get much sicker. Flu can cause high fever and pneumonia, and make existing medical conditions worse. If one causes diarrhea and nausea in children. Each year thousands of people die from influenza and even more require hospitalization.</p> <p>By getting the vaccine you can protect yourself from influenza and may also avoid spreading influenza to others.</p>	<p>Some inactivated influenza vaccine contains a preservative called thimerosal. Thimerosal-free influenza vaccine is available. Ask your doctor for more information.</p>
<p>2 Live, attenuated influenza vaccine - LAIV (nasal spray)</p> <p>There are two types of influenza vaccine:</p> <ol style="list-style-type: none"> 1. Live, attenuated influenza vaccine (LAIV) contains live but weakened (weakened) influenza virus. It is sprayed into the nostrils. 2. Inactivated (killed) influenza vaccine, the "flu shot," is given by injection with a needle. This vaccine is described in a separate Vaccine Information Statement. <p>Influenza viruses are always changing, so annual vaccination is recommended. Each year scientists try to match the viruses in the vaccine to those most likely to cause the flu that year. Flu vaccine will not prevent disease from other viruses, including the viruses not contained in the vaccine.</p> <p>It takes up to 2 weeks for protection to develop after the injection. Protection lasts about a year.</p> <p>LAIV does not contain thimerosal or other preservatives.</p>	<p>3 Who can receive LAIV?</p> <p>LAIV is recommended for healthy people 2 through 49 years of age, who are not pregnant and do not have certain health conditions (see #4, below).</p> <p>4 Some people should not receive LAIV</p> <p>LAIV is not recommended for everyone. The following people should get the inactivated vaccine (the "flu shot") instead:</p> <ul style="list-style-type: none"> • Adults 18 years of age and older or children from 6 through 23 months of age (Children younger than 6 months should not get either influenza vaccine.) • Children younger than 1 year with asthma or one or more episodes of wheezing within the past year. • Pregnant women. • People who have long-term health problems with: <ul style="list-style-type: none"> - heart disease - kidney or liver disease - lung disease - metabolic disease, such as diabetes - asthma, and other blood disorders • Anyone with certain muscle or nerve disorders (such as myasthenia gravis or cerebral palsy) that can lead to breathing or swallowing problems. • Anyone with a weakened immune system. <p>Anyone in close contact with someone whose immune system is so weak they require care in a protected environment (such as a bone marrow transplant unit). Close contacts of other people with a weakened immune system (such as those with BMT) may receive LAIV. Healthcare personnel in neonatal intensive care units or oncology clinics may receive LAIV. <p>Children or adolescents on long-term aspirin treatment.</p> <p>Tell your doctor if you have any severe (life-threatening) allergies, including a severe allergy to eggs. A severe allergy to any vaccine component may be a reason not to get the vaccine. Allergic reactions to influenza vaccine are rare.</p> <p>Tell your doctor if you ever had Guillain-Barre Syndrome in your previous illness, also called GBS. Your doctor will help you decide whether the vaccine is recommended for you.</p> <p>It takes up to 2 weeks for protection to develop after the shot. Protection lasts about a year.</p> <p>LAIV does not contain thimerosal or other preservatives.</p> </p>

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



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

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E-Cards For Businesses and Employers

What illness costs businesses around \$10 billion in employee medical visits every year?
(<http://t.cdc.gov/ecards/message.aspx?cardid=599&category=175>)

Businesses and Flu Vaccination

Fill out the information below to personalize and send this eCard.



What illness costs businesses around \$10 billion in employee medical visits every year?

Click to Open →

Recipient Name(s)	Recipient Email(s)
1. <input type="text"/>	1. <input type="text" value="email@email.com"/>
2. <input type="text"/>	2. <input type="text"/>
3. <input type="text"/>	3. <input type="text"/>
4. <input type="text"/>	4. <input type="text"/>
5. <input type="text"/>	5. <input type="text"/>


Would you like to send an eCard to a large group of people? [Send us an email](#)

Personal Message:
Please limit the message to 500 characters or less and special characters like <> are not accepted.

There are a lot of things you can't predict in life.
(<http://t.cdc.gov/ecards/message.aspx?cardid=600&category=175>)

Employees and Flu Vaccination

Fill out the information below to personalize and send this eCard.



There are a lot of things you can't predict in life.

Click to Open →

