

Make It Your Business To Fight The Flu

Promoting the Seasonal Flu Vaccine



A Toolkit for Businesses and Employers



Seasonal Flu Vaccine



CDC recommends everyone 6 months and older receive a yearly flu vaccine as the first and most important step in protecting against the flu.

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

- While there are many different flu viruses, the flu vaccine protects against the viruses that research suggests will circulate the most this season.
- There are several flu vaccine options available :
 - Traditional flu vaccines made to protect against three different flu viruses (called “trivalent” vaccines) will be available ;
 - Flu vaccines made to protect against four different flu viruses (called “quadrivalent” vaccines) also will be available.
 - For a complete list of all flu vaccine options, visit:
<http://www.cdc.gov/flu/protect/keyfacts.htm>

*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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- 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](http://vaccine.healthmap.org/) at <http://vaccine.healthmap.org/> 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 the Flu Season.** Use this information at <http://www.cdc.gov/flu/protect/keyfacts.htm> 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. [eCards](#) and Social Media.**



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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 families can get seasonal flu vaccines in their community. Additionally, find out what health care providers, pharmacies and clinics provide seasonal flu vaccines. 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.
 - Use Social Media channels for promotion!

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 everyone 6 months and older receive a yearly flu vaccine as the first and most important step in protecting against the flu.

Location:



Date:

Time:

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

You Need a Flu Vaccine



CDC recommends everyone 6 months and older receive a yearly flu vaccine as the first and most important step in protecting against the flu.



HealthMap Vaccine Finder

<http://vaccine.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 influenza.

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 everyone 6 months and older get vaccinated.

Flu vaccines are offered in many locations, including: doctor's offices, clinics, health departments, retail stores, pharmacies, health centers, as well as by many employers and schools.

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 Key Facts about the Flu Season Visit:

<http://www.cdc.gov/flu/about/season/flu-season-2014-2015.htm>

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

What You Should Know for the 2014-2015 Influenza Season

Recommend Tweet Share Language: English

What sort of flu season is expected this year?

It's not possible to [predict](#) what this flu season will be like. Flu seasons are unpredictable in a number of ways. While flu spreads every year, the timing, severity, and length of the season varies from one year to another.

Will new flu viruses circulate this season?

Flu viruses are constantly changing so it's not unusual for new flu viruses to appear each year. For more information about how flu viruses change, visit [How the Flu Virus Can Change](#).

When will flu activity begin and when will it peak?

The timing of flu is very unpredictable and can vary from season to season. Flu activity most often begins in January or February. However, seasons can begin as early as October and continue as late as May.

On this Page

- What sort of flu season is expected this year?
- Will new flu viruses circulate this season?
- When will flu activity begin and when will it peak?
- What should I do to prepare for this flu season?
- What should I do to protect my loved ones from flu this season?
- When should I get vaccinated?
- What kind of vaccines will be available in the United States for 2014-2015?
- What flu viruses does this season's vaccine protect against?
- How effective is the flu vaccine?
- How long does a flu vaccine protect me from getting the flu?
- Will this season's vaccine be a good match for circulating viruses?
- Can the vaccine provide protection even if the vaccine is not a good match?
- Can I get vaccinated and still get the flu?
- What will CDC do to monitor vaccine effectiveness for the 2014-2015

Key Facts About Seasonal Flu Vaccine

Recommend Tweet Share Language: English

Visit [2014-2015 Season: What You Should Know](#) for flu and flu vaccine information specific to the current flu season.

The single best way to protect against the flu is to get vaccinated each year.

Flu Vaccination

Why should people get vaccinated against the flu?

Influenza is a serious disease that can lead to hospitalization and sometimes even death. Every flu season is different, and influenza infection can affect people differently. Even healthy people can get very sick from the flu and spread it to others. Over a period of 31 seasons between 1976 and 2007, [estimates of flu-associated deaths](#) in the United States range from a low of about 3,000 to a high of about 49,000 people. During a regular flu season, about 90 percent of deaths occur in people 65 years and older. "Flu season" in the United States can begin as early as October and last as late as May.

During this time, flu viruses are circulating at higher levels in the U.S. population. An annual seasonal flu vaccine (either the flu shot or the nasal spray flu vaccine) is the best way to reduce the chances that you will get seasonal flu and spread it to others. When more people get vaccinated against the flu, less flu can spread through that community.

On this Page

- Flu Vaccination
- Vaccine Effectiveness
- Vaccine Benefits
- Vaccine Match
- Vaccine Side Effects
- Vaccine Supply and Distribution



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Links

CDC Seasonal Flu Website

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

Seasonal Flu Information for Businesses 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 Free Resources (*great to use in meetings!*)

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

- Print Materials: <http://www.cdc.gov/flu/freeresources/print.htm>
- Video/Audio Tools at <http://www.cdc.gov/flu/freeresources/media.htm>

More Information about Preventing Seasonal Flu With Vaccination

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

What You Should Know about Treatment and Flu Antiviral Drugs

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

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>



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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

Make It Your Business To Fight The Flu.
Learn how businesses and employers can promote flu vaccination.

 [Learn more >](#)

Who needs a flu vaccine?

you

Even healthy people can get the flu. Protect yourself and your loved ones. **Get vaccinated.**

www.cdc.gov/flu



Who needs a flu vaccine?



Even healthy people can get the flu. Protect yourself and your loved ones.

Get vaccinated.

www.cdc.gov/flu



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Print Materials

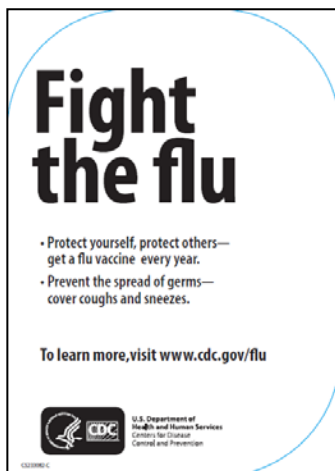
I Can't Miss Work Because of the Flu (Flyer)

<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>



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Print Materials

Flu & You

http://www.cdc.gov/flu/pdf/freeresources/updated/fluandyou_press.pdf
(Brochure)

The brochure cover features the title "Flu & You" in a large, stylized font. Below the title, there are several sections of text and images. On the right side, there is a circular photograph showing a group of people, including children and adults, in a social setting. The CDC logo is visible in the bottom right corner.

The fact sheet is titled "Everyday Preventive Actions That Can Help Fight Germs, Like Flu". It contains a list of 10 numbered actions to help prevent the spread of germs. The actions include: 1. Avoiding crowded places and public events, 2. Avoiding close contact with sick people, 3. Avoiding touching your face, 4. Avoiding sharing personal items, 5. Avoiding contact with sick animals, 6. Avoiding contact with sick people, 7. Avoiding contact with sick surfaces, 8. Avoiding contact with sick people, 9. Avoiding contact with sick people, 10. Avoiding contact with sick people. The CDC logo is in the bottom right corner.

Everyday Preventive Actions

http://www.cdc.gov/flu/pdf/freeresources/updated/everyday_preventive.pdf
(Fact Sheet)

Vaccine Information Statements (VIS):

Inactivated Influenza Vaccine: <http://www.cdc.gov/vaccines/hcp/vis/vis-statements/flu.html>

Live, Intranasal Influenza Vaccine: <http://www.cdc.gov/vaccines/hcp/vis/vis-statements/fluive.html>

This is a Vaccine Information Statement (VIS) for the inactivated influenza vaccine. It is titled "Influenza Vaccine What You Need to Know". The document is divided into several sections: 1. Why get vaccinated?, 2. Inactivated and recombinant flu vaccines, 3. Some people should not get this vaccine. It includes text explaining the benefits of the vaccine, who should get it, and who should not. The CDC logo is at the bottom.

This is a Vaccine Information Statement (VIS) for the live, attenuated influenza vaccine. It is titled "Influenza Vaccine What You Need to Know". The document is divided into several sections: 1. Why get vaccinated?, 2. Live, attenuated flu vaccine—LAIV, Nasal Spray, 3. Some people should not get this vaccine. It includes text explaining the benefits of the vaccine, who should get it, and who should not. The CDC logo is at the bottom.

More Print Materials for Businesses and Employers:

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



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eCards and Social Media

**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.



Recipient Name(s)	Recipient Email(s)
Recipient Name	1. email@email.com
	2.
	3.
	4.
	5.

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.

Provide Flu Updates on Social Media Channels

Keep your employees and others in your community updated throughout the flu season about any upcoming vaccination activities you wish to promote through your social media channels. Don't use social media? Provide CDC's digital channels as a way to provide flu information and updates:

- CDC Facebook: <https://www.facebook.com/CDC>
- CDC Flu Twitter: Follow @CDCFlu and @CDCGov
- Subscribe to Receive Flu Updates: <http://www.cdc.gov/Other/emailupdates/>
- Get Flu Syndicated Content: <http://tools.cdc.gov/syndication/pages.aspx?mediaCollectionId=48>

