POLICY TITLE: Influenza Vaccination

DEPARTMENT: Human Resources ORIGINATION DATE: 10/01/2011
CATEGORY: Associate Policies EFFECTIVE DATE: 08/07/2012

SCOPE
This policy applies to all Centura Health facilities, practices, entities, and services (“Centura”) and all Centura associates, Privileged Medical and Allied Health Professional Staff, Volunteers and Non Employees. However, reporting to the state of Colorado will be in accordance with the rule/regulation issued by the Colorado Department of Public Health and Environment (“CDPHE”), specifically 6 CCR 1101.1, Chapter 2, Part 10.

PURPOSE
A. To help protect staff, privileged medical and allied health professional staff, volunteers, non-employees, patients, residents and families of Centura Health from acquiring seasonal influenza disease and to help prevent the unnecessary spread of the influenza virus. This is accomplished through compliance with the state rule/regulation issued by the CDPHE and the requirement that all staff, privileged medical staff, volunteers, and non-employees receive an annual influenza vaccination.

STATEMENT OF POLICY
A. Centura Health entities, Staff, Privileged Medical and Allied Health Professional Staff and volunteers have a shared responsibility to prevent the spread of infection and avoid causing harm to their patients, residents, co-workers and the community by taking reasonable precautions to prevent the transmission of vaccine-preventable diseases as outlined in the procedures below. One of those vaccine-preventable diseases is influenza.
B. Centura Health’s influenza policy and program is essential to infection prevention and control for slowing or stopping the transmission of seasonal influenza viruses from adversely affecting those individuals who are most susceptible.

PROCEDURE
A. Obtaining vaccination.
As outlined in the Centura Health Immunization Screening and Administration Guidelines, influenza vaccine will be offered annually and free of charge to Staff, Privileged Medical and Allied Health Professional Staff and Volunteers as coordinated through the Centura Health Occupational Health Representatives. Centura health entities will not provide vaccination to nonemployees. Nonemployees will be required to show annual proof of compliance with this policy as defined in the Centura Health Non-Facility Personnel File, Orientation, Evaluation and Check-In Requirements Policy and Procedure. Students in a Centura Health facility in accordance with a clinical learning experience shall receive their vaccination outside of Centura and provide proof of the vaccination or valid medical exemption in accordance with their clinical learning experience agreement.

1. As outlined in the Centura Health Immunization Screening and Administration Guidelines, each entity will make available both injectable killed and live attenuated vaccines.
a. Those associates who work within a protected environment shall not receive the live attenuated vaccine.

b. Each Centura Health entity will ensure that their Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and Non-Employees are immunized, or have proof of medical exemption each influenza season.

c. As soon as Centura Health entities have influenza vaccine on site for each influenza season, they shall begin to distribute/vaccinate Staff, Privileged Medical and Allied Health Professional Staff, and Volunteers.

2. Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and Non-Employees without documentation of vaccination or valid medical exemption by December 15th for Staff, Volunteers and Non-employees and December 31st for privileged Medical Staff and Allied Professional Staff will be considered noncompliant with annual requirements and will be subject to the Consequences for Non-Compliance as set forth below.
   a. Entity staff, including Occupational Health Professionals, Volunteer Directors and Medical Staff Directors, will generate reports from Lawson, CACTUS and Volunteer data bases no later than November 15.

   b. Staff, Privileged Medical and Allied Health Professional Staff and Volunteers who have not yet submitted vaccination or medical exemption will be notified by December 1st. Notification will include notice of noncompliance if not received by December 15th for Staff, Volunteers and Non-employees and December 31st for privileged Medical Staff and Allied Professional Staff.

3. If Staff, Privileged Medical and Allied Health Professional Staff, Volunteers or Non-employees obtain vaccination from their primary healthcare provider or another source, they must provide documentation of vaccination to their respective Centura Health entity. Centura Health will not reimburse for Staff, Privileged Medical and Allied Health Professional Staff, or Volunteers who choose to obtain the influenza vaccination from a source other than Centura Health.
   a. Documentation of vaccination from a source other than Centura Health shall include the name of the Staff, Privileged Medical and Allied Health Professional Staff, Volunteer or Non-employee who received the vaccination, the date of the vaccination, and the provider where the vaccine was administered.

4. Upon vaccination or verification of influenza vaccination received elsewhere, Staff, Privileged Medical and Allied Health Professional Staff, Volunteers, and Non-Employees will receive a sticker to be worn on their badge to indicate they have been vaccinated. Stickers will be distributed annually for each influenza season.
   a. Associates, Privileged Medical and Allied Health Professional Staff and Volunteers can receive stickers from Occupational Health, Medical Staff Offices, and Human Resources. For after-hours emergencies, Administrative managers will be allowed to provide stickers.
5. Those Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and Non-Employees who do not have proof of immunization, but have a valid medical exemption on file with Centura Health by December 31st shall be required to wear a surgical or procedural mask when having Patient Contact. When CDPHE targets are not met, Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and Non-Employees who do not have proof of immunization, but have a valid medical exemption will also be required to wear a surgical or procedural mask in Common Areas during the Influenza Season.
   a. Although masking requirements will normally begin after December 31st of each year, if the CDPHE or CDC designates an earlier influenza outbreak or pandemic situation, masking requirement shall begin with the earlier time frame.

6. New hires and newly privileged Medical and Allied Health Professional Staff will be required to present proof of influenza immunization or medical exemption, or will be given the influenza vaccine at their health screening if hire date is between November 1st (or sooner if vaccine is available) and March 31st. Consequences for noncompliance outlined in Procedure F will be followed.
   a. New hires and newly privileged Medical and Allied Health Professional Staff hired/appointed outside of the months when influenza vaccine is available will be notified of this policy during general orientation and will be expected to comply with vaccination the next influenza season.

B. Communication/Education:

1. Prior to the annual onset of influenza season, each entity will inform Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and Non-Employees of the requirement for vaccination and the dates when influenza vaccine(s) are available.

2. Staff, Privileged Medical and Allied Health Professional Staff and Volunteers, will be notified that influenza vaccine will be provided at no cost to them, if the vaccination is obtained at a Centura facility.

3. Communication will be through normal information distribution. Education on influenza virus and the vaccine will be completed throughout the organization on an ongoing basis.

4. Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and Non Employees will also be informed of the procedures for obtaining vaccination, providing proof of immunization, and that a medical exemption is the only approved reason for declining the vaccine.
5. Staff, Privileged Medical and Allied Health Professional Staff, Volunteers who receive their annual influenza vaccination shall be given a sticker each influenza season to be placed on their identification badge(s). This sticker must not be copied or given to any other Staff, Privileged Medical and Allied Health Professional Staff, Volunteer and/or Non Employees.

6. Nonemployees
   a. Category 1&2 Nonemployees who show proof of immunization obtained elsewhere will receive their stickers from Occupational Health, Medical Staff Offices, and Human Resources. For after-hours emergencies, Administrative managers will be allowed to provide stickers.
   b. Category 3&4 Nonemployees who provide attestation of immunization will receive a badge after completing required attestation of influenza vaccination. Any Category 3&4 nonemployee without a badge will be viewed as noncompliant.

7. Consequences of refusing vaccination will be included in education and other communications.

8. Each entity may deploy any and/or all of the following leading practices to increase influenza vaccination rates (Examples of other leading practices can be found in Addendum 1):
   - Vaccination Clinics and methods to bring the vaccinations to the point of service, organizational functions or departmental meetings. Ensuring access to vaccination during all shifts.
   - Methods to ensure new hires are brought into the process of vaccination
   - Rewards/Incentives
   - Campaigns and Promotional materials
   - Communicate vaccination rates to all levels of the organization
   - Standardized Education
   - Training by subject matter experts

C. Medical Exemption:

1. The state of Colorado recognizes a medical exemption as the only reason for non-compliance with the influenza immunization mandate. Staff, Privileged Medical and Allied Health Professional Staff, Volunteers, and Non-Employees who meet the requirements of medical exemption (see part D, below) for influenza vaccination must submit a written medical exemption (Hyperlink to Influenza Vaccination Administration/Medical Exemption Record) signed by a Physician, Physician’s Assistant, Advanced Practice Nurse or Nurse Midwife licensed in the State of Colorado stating that the influenza vaccination for the individual is medically contraindicated.
2. Staff, Privileged Medical and Allied Health Professional Staff, Volunteers, and Non-Employees who present a valid Medical Exemption form shall not be required to submit this form annually.

   a. Exception: Staff, Privileged Medical and Allied Health Professional Staff, Volunteers, and Non-Employees who had an exemption based on pregnancy or immunosuppression, will have to resubmit medical exemption annually.

3. Staff, Privileged Medical and Allied Health Professional Staff, Volunteers, and Non-Employees who do not receive the annual influenza vaccination due to a medical contraindication, and who has a medical exemption form on file with Centura Health, must wear a mask when in direct contact with patients and if CDPHE targets are not met, common areas during their scheduled shift for the duration of the influenza season. (*See Part F, below, Consequences and Non-Compliance*).

D. **Approved Medical Contraindications to Influenza Vaccination:**

1. Any person declining both types of vaccine (injectable killed and live attenuated vaccine) must have one of the valid exemptions, as listed below:
   a. Persons with severe (life-threatening) allergies to eggs
   b. Persons with severe (life-threatening) allergies to other components of the influenza vaccine
   c. Persons with life-threatening reactions to previous influenza vaccinations.
   d. Persons with a history of Guillain-Barré Syndrome

2. Individuals who do not have the above medical exemptions, might also have additional medical contraindications for either type of vaccine (live attenuated or injectable killed). If an individual has a contraindication to only type of vaccine: they should be administered the vaccine type for which they do not have a medical exemption
   a. Acceptable medical exemption to the injectable killed vaccine, if latex free product is not available :
      i. Latex sensitivity
   b. Additional acceptable medical exemption related to attenuated live vaccine:
      i. Adults 50 years of age or older
      ii. Pregnant woman
      iii. Persons with asthma, reactive airway disease or other chronic disorders of the pulmonary or cardiovascular systems
      iv. Persons with underlying medical conditions, including such metabolic diseases as diabetes, renal dysfunction, and hemoglobinopathies
v. Persons with known or suspected immunodeficiency diseases or who are receiving immunosuppressive therapies
vi. Persons with hypersensitivity, including anaphylaxis, to the components of the live attenuated influenza vaccine medications
vii. Persons in close contact with someone whose immune system is so weak they require care in a protected environment

c. If a person has a contraindication, but still desires to get the influenza vaccine, they should discuss it with their primary healthcare provider. If the primary healthcare provider administers the influenza vaccination, the staff member must provide documentation of vaccination to their respective Centura Health entity.

E. Verification of Contraindications and Mask Use

1. The medical exemption document (see Addendum 2 – Influenza Vaccination Administration/Medical Exemption Record) will be reviewed and verified by the Centura Health Entity’s Occupational Health Representative, Medical Staff Office representative, and Human Resources. If the document is not fully or adequately filled out, the Occupational Health Representative, Medical Staff Office representative or (insert facility specific departmental representative) will notify the Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and Non Employees of the need for correction, and the Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and/or Non Employees will be responsible for resubmitting the form by December 31st.

2. All Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and Non Employees with approved medical exemption to the influenza vaccination will be required to provide signed written documentation which states that he/she will wear a mask during the influenza season during Patient Contact. If a Centura Health licensed entity does not meet the annual target as defined in Colorado Department of Public Health and Environment; Chapter II General Licensure Standards 6 CCR 1011-1 Part 10, masking requirements shall extend to that entity’s Common Areas.

F. Consequences for Non-Compliance

1. Lack of proof of annual immunization or valid medical exemption: Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and Non-employees without documentation of influenza vaccination or valid medical exemption by December 15th for Staff, Volunteers and Non-employees and December 31st for privileged Medical Staff and Allied Professional Staff will be considered noncompliant with the annual influenza vaccination requirements. Specific consequences for non-compliance for each group shall be as follows:
   a. Staff: Staff will receive a written warning from their supervisor by December 1st of each influenza season notifying them that they are not in compliance with the Centura Health influenza vaccination policy and will be placed on unpaid suspension. Staff will then have fifteen (15) days to provide valid documentation of compliance (either through vaccination...
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2. Failure to wear mask: Staff, Privileged Medical and Allied Health Professional Staff, Volunteers and/or Non-Employees who have a documented medical exemption, but are not in compliance

b. Privileged Medical Staff: If the Privileged Medical Staff member is not in compliance with Centura Health’s influenza vaccination policy by December 15th, the Centura Health Entity shall refer the practitioner to Medical Staff leadership, in accordance with applicable Medical Staff Bylaws. Failure to comply with Centura Health’s influenza vaccination policy by December 31st will result in automatic relinquishment of appointment and/or clinical privileges as a result of the failure to satisfy the threshold eligibility criteria set forth in the Medical Staff Bylaws. This temporary relinquishment shall remain in effect until the Privileged Medical Staff either shows proof of influenza vaccination, a valid medical exemption, or through the end of the Influenza Season, whichever occurs first.

c. Privileged Allied Health Professional Staff: If the Privileged Allied Health Professional Staff member is not in compliance with Centura Health’s influenza vaccination policy by December 15th, the Centura Health Entity shall refer the allied health practitioner to Medical Staff leadership, in accordance with applicable Allied Health Professional policy. Failure to comply with Centura Health’s influenza vaccination policy by December 31st will result in automatic relinquishment of such Privileged Allied Health Professional Staff member’s appointment and clinical privileges as a result of the failure to satisfy the threshold eligibility criteria set forth in the applicable Allied Health Professional policy. This temporary relinquishment shall remain in effect until the Privileged Allied Health Professional Staff either shows proof of influenza vaccination, a valid medical exemption, or through the end of the Influenza Season, whichever occurs first.

d. Volunteers: Volunteers not in compliance with this policy by December 15th will not be allowed to provide volunteer services in any Centura Health entity during the Influenza Season until proof of immunization or a valid medical exemption is submitted to the Volunteer leadership for the specific Centura Health entity.

e. Non-employees: Non-employees who are not in compliance with this policy by December 15th will not be allowed to provide services in any Centura Health entity during the Influenza Season until proof of immunization or a valid medical exemption is submitted to the specific Centura Health entity.
with wearing a mask Patient Contact or if CDPHE targets are not met, in Common Areas during the influenza season shall be subject to the following action(s):

a. **Staff:** For a first offense, the Staff member will receive a written reprimand from their supervisor that they are not in compliance with the Centura Health influenza vaccination policy. On a second offense, the Staff member shall receive a final written warning. And on the third offense, a Staff member shall be terminated.
   i. **Students /Trainees:** Students/trainees will receive warning with their first offense. On a second offense, their clinical learning experience will be ended.

b. **Privileged Medical or Allied Health Professional Staff:** Shall be referred to the Medical Staff for review and appropriate corrective action for not complying with the masking requirements.

c. **Volunteers:** For a first offense, Volunteers will not be allowed to volunteer at the relevant Centura Health entity for up to one (1) week. For a second offense, the Volunteer will be directed that they will not be allowed to volunteer for an extended period of time and/or be advised that they are no longer eligible for serving as a volunteer.

d. **Nonemployees:** For a first offense, Non-employees will not be allowed to provide services as any Centura Health entity for up to one (1) week. For a second offense, the Non-Employee will be directed that they will not be allowed to provide services at a Centura Health entity for an extended period of time and/or be advised that they are no longer eligible to provide services to a Centura Health entity.

G. Reporting and Record Keeping

1. Staff records of annual immunization or medical exemption will be maintained through Lawson by Occupational Health. Each department director will be responsible for compliance with this policy.

2. Privileged Medical and Allied Health Professional Staff compliance with this policy will be maintained through CACTUS by Medical Staff Department Representatives. Compliance will be enforced by the entity Medical Executive Committee and overseen by Medical Staff Office leaders.

3. Volunteer compliance will be monitored and maintained by entity Volunteer Department leaders

4. Nonemployee compliance will be maintained in accordance with the Centura Health Policy and Procedure: “Non-Facility Personnel File, Orientation, Evaluation, and Check In Requirements”.

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a. Individual contracts: Non employees who have an individual contract with a Centura Health entity shall have included as part of their contract a requirement that they either provide proof of vaccination or a valid medical exemption for each year that the person has a contract with the Centura Health entity. Information regarding proof of vaccination or medical exemption shall be tracked as outlined in G.6 below.

5. Each Centura Health entity licensed pursuant to C.R.S. §25-3-101, shall be required to submit by March 31st to hospital leaders, medical staff and the CDPHE, the vaccination rate for the combination of Staff, Privileged Medical and Allied Health Professional Staff, Students/Trainees as well as those Non-Employees that have individual contracts with the relevant Centura Health entity.

6. Reporting Requirements:
   a. The vaccination rate will be determined as follows: Total number employees plus total number privileged medical staff and allied health professionals, plus students/trainees plus non-employees who have individual contracts who were vaccinated internally or who provided proof of immunization between November 1st (or sooner if vaccine is available) and December 31 divided by the total number employees plus total number Privileged medical staff and allied health professionals, plus students/trainees plus non-employees who have individual contracts who worked within the defined time period.

   b. The medical declination rate will be determined by the total number employees plus total number privileged medical staff and allied health professionals plus students/trainees plus non-employees who have individual contracts who provided valid medical exemption between November 1st (or sooner if vaccine is available) and December 31 divided by the total number employees plus total number privileged medical staff and allied health professionals, plus students/trainees plus non-employees who have individual contracts who worked within the defined time period.

H. Contingency Plan

1. Shortage of Vaccination: If there is a national shortage of influenza vaccine supply that affects the supply of influenza vaccine, Centura Health’s Chief Medical Executive will develop a contingency plan in consult with infectious disease department/personnel. This plan will include vaccine prioritization and distribution based on the influenza vaccine supply shortage faced and recommendations from the CDC and the Colorado Department of Public Health and Environment. Communication about mask use and compliance with the influenza vaccination plan will be sent to healthcare personnel in the event of an influenza vaccine shortage or delay.

2. Prioritization: If the availability of vaccination results in the need for prioritization, each facility shall deliver influenza vaccine in the following prioritized order: staff, physician/providers, and
then volunteers. There may be further need to prioritize based on department within the facility.

3. **In event of an outbreak or pandemic**, then Staff, Privileged Medical and Allied Health Professional Staff, and Non-Employees Individuals will be required to wear the level of PPE as determined by the Centura Chief Medical Executive and entity Infection Control Personnel as outlined in the Respiratory Pandemic- Outbreak policy

**DEFINITIONS**

1. **Common Areas**: This shall include but are not limited to patients' rooms, patient hallways, patient waiting areas, operating rooms, therapy rooms, nurses’ stations, and areas where patients receive treatment such as x-ray and therapy areas. This definition is intended to delineate those areas subject to 6 CCR 1101.1, Chapter 2, Part 10, part 10.8 B.

2. **Influenza Season**: Means November 1st through March 31 of the following year, or as otherwise defined by the CDPHE’s Department of Epidemiology and Flu Surveillance Team.

3. **Non-employees**: includes individuals or entities providing services independently under a contract, agreement, or as authorized by Centura Health, to supplement or complement care, treatment and/or services provided by Centura Health licensed facilities. Only those Non-employees who have individual contracts with one of Centura Health’s licensed facilities (pursuant to C.R.S. §25-3-101) shall be included in that Centura Health facility’s annual vaccination targets for purposes of compliance 6 CCR 1101.1, Chapter 2, Part 10.

   **Non-employee Categories:**
   a. **Category 1 - Clinical Direct Patient Care**: Non-employees assigned to patient care where contact with patients may range from minimal to full care. These Non-employees have access to personally identifiable health information; and report to nursing or other clinical department for assigned care, treatment or service.

   b. **Category 2 – Outsources Services**: Non-employees assigned to services that would normally be a function of a Centura Health facility, but the facility has chosen to provide that function through an external company. These Non-employees may serve in functions that include, but are not limited to, services such as nutrition services, environmental services and/or physical medicine.

   c. **Category 3 – Clinical Indirect Patient Care**: Non-employees not assigned to patient care, though have minimal patient care contact; may perform interviews or limited assessments for screening, discharge coordination, or measurements. These Non-employees may have access to personally identifiable health information; and are not consistently escorted in patient care areas.

   d. **Category 4 – Service Representatives**: Non-employees providing non-patient care services, including vendor, supplier, delivery, disposal, construction, facility-maintenance, and transportation services. These Non-employees may interact with Staff and/or Privileged Medical Staff regarding patient care, but do not interact with patients unless supervised.
4. **Patient Contact:** Shall mean working within six (6) feel of the patient, or entering a small enclosed airspace shared with the patient (e.g. average patient room).

5. **Privileged Medical and Allied Health Professional Staff:** includes members of Centura Health hospital staff comprised of Physicians, Licensed Independent Practitioners and allied health professional staff who are credentialed and privileged to care for patients in our Centura hospitals.

6. **Protected Environment:** a specialized patient-care area, usually in a hospital, that has high efficiency HEPA air filtration, a high number of air exchanges, minimal air leaks, and easily scrubbable surfaces. These areas are used to care for severely immunocompromised patients receiving such treatments as bone marrow or stem cell transplant.

7. **Staff:** includes, but is not limited to Centura Health employees (clinical and non-clinical staff), temporary workers, students, trainees entering Centura Health facilities for any reason.

8. **Volunteers:** includes individuals who voluntarily undertakes or expresses a willingness to undertake a service for no pay and without the status of being an employee or contract worker.

**REFERENCES AND SOURCES OF EVIDENCE**

- Colorado Department of Public Health and Environment; Chapter II General Licensure Standards 6 CCR 1011-1 Part 10 Amended 02/15/12; effective 3/30/12.
- ACIP Provisional Recommendations for the Use of Influenza Vaccine: Date of ACIP vote: February 24, 2010. Date of posting of provisional recommendations: March 2, 2010 Accessed at [http://www.cdc.gov/mmwr/preview/mmwrhtml/rr59e0729a1.htm?__cid=rr59e0729a1_w](http://www.cdc.gov/mmwr/preview/mmwrhtml/rr59e0729a1.htm?_cid=rr59e0729a1_w)
- Centura Health Immunization, Screening and Administration Guidelines
- Centura Health Non-Facility Personnel File, Orientation, Evaluation, and Check In Requirements Policy and Procedures
- Centura Health Respiratory Pandemic- Outbreak Policy and Procedure
- 2012 The Joint Commission IC.02.04.01 Prepublications standards for Hospitals and Home Care effective 7/1/2012.
- Entity Infection Control Plans

**POLICY VIOLATION**

Any Centura associate who fails to abide by this policy may be subject to disciplinary action, up to and including termination.

**REVIEW/APPROVAL SUMMARY**

**REVIEW/REVISION DATES: 07/10/2012**

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(Dates in parentheses include review but no revision)
ATTACHMENT A

Leading Practices for Increasing Influenza Vaccination

Vaccination delivery to point of service, organizational functions or department meetings

- Clinics and roving carts for all shifts
- Each entity to evaluate other Staff sources
  - House Supervisor/Administrative Coordinator – provide on nights/weekends
  - Light duty RNs/LPNs to help with carts or clinics
  - Use of clinical staff and pharmacy interns at clinics
  - Flu Champion on each unit/department (vaccinate)
- Combine flu shots with other fairs (benefit, fit testing, etc.)
- Walk-in hours in Occupational Health
- Take to staff meetings
- Set up clinic outside cafeteria

Vaccination of new hires

- Vaccinate at new hire orientation
- New hire Occupational Health appointment

Rewards / Incentives

- Drawings for
  - Large item (iPad, iPod, day off w/pay, etc.) for all those being vaccinated in 1st week
  - Gift baskets
  - Gift certificates to cafeteria, gift shop
  - Note that the awarding of rewards should be reported in accordance with the Centura Health Travel and Business Expense Reimbursement Policy.
- Give everyone being vaccinated
  - Granola bars, trail mix (other CodeYOU – healthy snacks)
  - Beverage coupon for cafeteria
- Entity-wide celebration if goal met (ice cream social, etc.)
- Pizza party for unit / department with highest % vaccination

Promotion and Campaign efforts

- Frequent emails to staff and managers on who has yet to receive vaccine
- Notification in entity newsletters
- Promote at new employee orientation
- Have units/departments compare current year to last year, using a “thermometer”
- Posters/flyers
- “Bring a buddy”
- Use of Centura 20/20 champions
- Use of Influenza Video – suggested uses – orientation; flu clinic areas; all entity televised programs; associate forums/town halls
- Use of organizational leaders in supportive roles (ie show picture of them getting their vaccinations); promoting vaccination during associate forums, etc.
Communicate Vaccination Rates at all levels of the organization

- Comparative data by facility through Centura communiqués
- Comparative data by department through facility specific communiqués

Education

- Computer-based learning (LEARN module) [targeting all staff and focusing on areas of concern as identified via declinations]
- Flu Champion on each unit/department (educate, encourage)

Use of Subject Matter Experts to provide education to hospital, medical staff or departments