Keys to a Successful Immunization Campaign

Successful immunization campaigns share five key components:

I. Support

Upper management support through:

- Regular communication to employees
- Attendance at meetings
- Active participation—Be the first to get your vaccine

II. Accessibility

Reaching the largest number of employees through:

- Free or reimbursement for vaccines
- Widespread availability

III. Education & Promotion

- Make it fun—Hold kick-off events and celebrations
- Deliver information in all languages necessary, through
  > Emails
  > Employee web site
  > Newsletters, posters, and flyers
  > Paycheck Stufflers
  > Question & Answer Sessions
IV. Incentives

- Group
  > Tie to performance measures
  > Tie to bonuses
  > Department or facility-wide contests

- Individuals
  > Paid time off
  > Parking priority
  > Gift certificates
  > Cash

V. Follow-Up

- Reminder/Recall system
- Active decision-making through mandatory participation
  > Immunization, or
  > Completion of declination form
- Tracking outcomes and reporting to leadership