



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 Stuffers
 - > Question & Answer Sessions



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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