

Title of Intervention: Immunization campaign for long-term health care facility workers

Website: <http://www.immunizecaadults.org/>

Intervention Strategies: Group Education, Campaigns and Promotions, Environments and Policies

Purpose of the Intervention: To improve the influenza immunization among long-term care facility health care workers

Population: Health care workers

Setting: Long-term care facilities in Southern California; worksite-based

Partners: None mentioned

Intervention Description:

- Group Education: In service training was conducted in which employees were shown a 10-minute educational video.
- Campaigns and Promotions: Informational posters about the Vaccine Day promotional event were displayed in common areas. Vaccine Day reminder posters were also displayed. Employees were given a detailed question and answer brochure and a one page flyer with their paychecks.
- Environments and Policies: During Vaccine Days, all health care workers could receive the influenza vaccine for free at the worksite.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Group education leaders
- Training: Not mentioned
- Technology: Computer and printer
- Space: Immunization space
- Budget: Not mentioned
- Intervention: Educational video, brochure, vaccines, flyers and posters
- Evaluation: Questionnaire

Evaluation:

- Design: Pre/post evaluation
- Methods and Measures:
 - A questionnaire assessed job category and immunization status,

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: There was a significant increase in employee immunization rates in worksites that received Vaccine Day campaign materials only. Education only and campaign plus education work sites did not have significant changes.

Maintenance: Not mentioned

Lessons Learned: Influenza vaccine coverage of long-term care facility health care workers can be improved by providing free immunizations at the worksite with a well publicized promotional event. Misconceptions about influenza and the influenza vaccine and lack of vaccine accessibility were reported as the most common reasons for low staff immunization rates.

Citation(s):

Kimura, A. C., C. N. Nguyen, et al. (2007). "The effectiveness of vaccine day and educational interventions on influenza vaccine coverage among health care workers at long-term care facilities." *Am J Public Health* 97(4): 684-90.