

Title of Intervention: Immunization Your Way

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

Purpose of the Intervention: To raise influenza immunization rates

Population: Employees from a large vaccine manufacturer and their families

Setting: A large vaccine manufacturer facility; worksite-based

Partners: Health Vender, Senior Management, Interdepartmental Committee

Intervention Description:

- Campaigns and Promotions: Campaign materials showed employees in familiar work settings and with children. The campaign promoted the message that immunization protects not just themselves but coworkers and family as well. Evidence-based information about the dangers of influenza and the efficacy and safety of vaccines were distributed via fact cards, posters and internal TV broadcasts. In addition to the immunization participants were provided take-home information.
- Group Education: On-staff physicians hosted "Lunch and Learn" programs to offer more detailed information, the opportunity to ask questions and express concerns.
- Environments and Policies: Immunization clinics were set up at different campus locations. Immunizations were offered during various hours from 10am to 8pm. A fun and family-centered atmosphere was created. A mobile immunization cart was transported to different campus facilities on different occasions and was stationed at the annual safety fair.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Occupational health nurse, other health care providers
- Training: Training for nurse in occupational health
- Technology: Televisions and broadcasts, computers and email system
- Space: Clinic space
- Budget: Not mentioned
- Intervention: Vaccines, posters, table tents, television broadcasts, mobile immunization cart
- Evaluation: Post campaign surveys, email system

Evaluation:

- Design: Descriptive study; post evaluation only
- Methods and Measures:
 - A post campaign survey assessed participants' knowledge of the company's immunization program, comfort level in receiving immunizations at their workplace and the way in which they learned about the employee immunization program

Outcomes:

- Short Term Impact: Access to immunizations improved due to the mobile immunization carts.
- Long Term Impact: Immunization rates increased company-wide.

Maintenance: Not mentioned

Lessons Learned: Careful planning and implementation resulted in a successful workplace influenza immunization program. Key to the programs success was a commitment from top management, interdepartmental participation in planning, easy access to immunization, and the provision of clear and credible information about influenza and immunization.

Citation(s): Strunk, CS. (2005). Innovative workplace Influenza Program. AAOHN Journal. 53(10): 432-437.