

Campaign Model: Workforce Influenza Vaccination

Facility:

Community Hospital of the Monterey Peninsula
23645 Holman Highway
Monterey, CA 93940

Type of Facility:

Hospital, Nursing Home, Home Health Agency

Methods:

- Provided information about the program via posters, webpage, online module
- Vaccine nurse floated daily with rolling cart to units for one month
- Added drop-in clinics near cafeteria and in infection control office
- Employees fearful of shots were seated in a “comfy” chair while a second nurse talked with them about their best vacation (distraction technique) and offered TLC
- Infection control staff available at clinics to provide factual information to counter myths
- Voluntary program participation; added declination form in 2008
- Employer covered costs of program

Results:

- Vaccination rate in 2005-06 season: 61%
- Vaccination rate in 2006-07 season: 71%
- Vaccination rate in 2007-08 season: 61% (plus an additional 600 vaccines among physicians, volunteers, contract workers, and others)

Website:

<http://www.chomp.org/>

Source:

http://www.preventinfluenza.org/bestpractices/BP_Monterey.pdf