

2011-2012 NoFluForYou Campaign Planning Strategy and Calendar Chart

NoFlu ForYou.com
Vaccination Campaign Info

January/February

1. Identify and organize multidisciplinary Campaign Team
2. Establish campaign goals and objectives
3. Identify in-house campaign "champion(s)"
4. Include QI, infection control and patient safety staff/committees in campaign design
5. Provide professional education and leadership development for Campaign Team
6. Develop schedule for in-house management meetings, in-service training, and orientation sessions
7. Continue education for un-immunized staff from 2010-2011 flu season
8. Identify current and estimate final 2010-2011 influenza vaccination rates and develop 2011-2012 immunization goals
9. Determine vaccination locations
10. Collaborate with pharmacy personnel to order the appropriate amount of influenza vaccine (if providing vaccination in-house)
11. Evaluate 2010-2011 influenza campaign (if applicable)
12. Design or enhance organizational campaign model
13. Prepare and present campaign proposal to administration and secure funding
14. Identify/develop vaccination policies
15. Review and enhance immunization data tracking system
16. Review and enhance influenza monitoring system

March/April/May

1. Finalize campaign budget
2. Refine campaign model
3. Ensure sufficient vaccine order and delivery schedule
4. Schedule and facilitate campaign management meetings
5. Schedule and facilitate regular Campaign Team meetings
6. Arrange for public health interns to support campaign implementation
7. Develop campaign education and promotional programs and materials
8. Develop employee incentives for vaccination compliance
9. Modify organizational website to support campaign
10. Develop or enhance campaign logistical plan
11. Finalize vaccination locations and create employee vaccination schedule

June/July/August

1. Monitor influenza rates
2. Prepare immunization kits/carts
3. Develop campaign instruments/forms/tools
4. Publicize incentives/prizes for highest immunization rates across units/departments
5. Train staff in vaccine administration, storage, and safety
6. Maintain communication with vaccine suppliers
7. Maintain communication with 3rd party vaccination administrators
8. Order educational/promotional materials and supplies
9. Provide access to vaccination site locator tools
10. Implement campaign education/promotion programs
11. Facilitate campaign management meetings
12. Facilitate Campaign Team meetings

September

1. Schedule and implement campaign kick-off event
2. Publicize organizational leaders' vaccination
3. Facilitate campaign management meetings
4. Facilitate Campaign Team meetings
5. Maintain communication with vaccine suppliers
6. Maintain communication with 3rd party vaccination administrators
7. Distribute campaign instruments, forms, and tools
8. Distribute immunization supplies
9. Maintain data tracking methods
10. Report employee influenza vaccination rates
11. Plan event for National Influenza Vaccination Week
12. Continue to monitor influenza rates

October

1. Administer and promote on-site and off-site vaccination locations
2. Continue campaign communication, education, and promotion
3. Report employee influenza vaccination rates
4. Identify opportunities for campaign quality improvement
5. Facilitate campaign management meetings
6. Facilitate Campaign Team meetings
7. Ensure sufficient vaccine supply
8. Maintain communication with 3rd party vaccination administrators
9. Continue monitoring influenza rates
10. Maintain data tracking methods
11. Continue education for un-immunized staff to promote vaccination
12. Finalize event plans for National Influenza Vaccination Week

November/December

1. Administer and promote on-site and off-site vaccination locations
2. Continue campaign communication, education, and promotion
3. Report employee influenza vaccination rates
4. Identify opportunities for campaign quality improvement
5. Facilitate campaign management meetings
6. Facilitate Campaign Team meetings
7. Conduct event(s) during National Influenza Vaccination Week, December 4-10, 2011
8. Ensure sufficient vaccine supply
9. Maintain communication with 3rd party vaccination administrators
10. Continue monitoring influenza rates
11. Maintain data tracking methods
12. Continue education for un-immunized staff
13. Recognize campaign leaders and announce immunization rate awards
14. Solicit employee vaccination testimonials
15. Evaluate campaign success and identify opportunities for improvement
16. Submit organization's success story