

The Biggest Fluzer Success Guide



Even Presidents have to protect themselves against the Flu. President & CEO Win Brown is vaccinated by Vice President & Chief Nursing Officer Tina Santos, as the first to take advantage of the Flu Buggy, which made rounds to all departments.

Employees that received their flu shots were eligible to be entered into a drawing for a variety of prizes from iPads to branded Heywood gear.

July 2012

The "Biggest Fluzer" Task Force created
Champions solicited

2011 statistics reviewed and goals established
- *To go from 51% to 100% with immunizations/declinations*
- *To embrace a moral and ethical obligation to maintain a safe and healing environment*

August 2012

Massive communication via multiple avenues sent to all target populations

Goal of rising from 51% in immunizing or signing declinations to 100% compliance by December 3 communicated via newsletters, emails, flyers, staff meetings and posters

All leadership given scripts with one uniformed message to deliver

Celebration social planned with a chance for all who were compliant for raffle prizes

Lessons Learned

Need to start planning early

Script key points for leadership and champions to deliver the same message

Appoint **one** leader or "go to" person

Develop and maintain friendly spreadsheets to facilitate easy follow-up

Evaluate software to track all immunizations

Take-home Points

T.E.A.M. – Together Everyone Achieves More

Keep the mission alive with frequent updates

Create a visual to track the journey to success

Instill friendly competition between departments with prizes

Celebrate success!

Cathy Bourn, RN — Employee Health Nurse

Jeanne Cellana Sanborn, RN, BS, MS, CIC — Director, Infection Prevention

September 2012

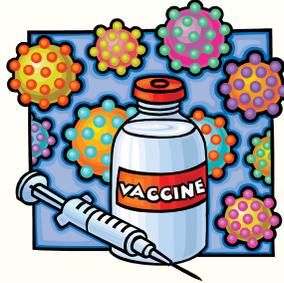
Big kickoff pep rally beginning at 4:00 am with refreshments and flu vaccines on September 4

Flu clinics scheduled and Flu Buggy was visible on all shifts

Friendly competition between departments. Any department with 100% compliance had their staff names thrown into a hat for prizes.

Bulletin board outside the Dining Room was converted to a big cornucopia. As departments attained 100% compliance, their department name was posted inside the cornucopia.

Flu vaccine put in each Omnicell for managers, directors and supervisors to administer to staff on nursing units



October 2012

Bimonthly updates of compliance posted on the bulletin board and in the biweekly hospital newsletter *The Pulse*

On Halloween afternoon, a celebration was held and prizes were raffled off

November 2012

With the advent of an early flu season, employees who had first declined the vaccination began requesting the vaccine

Managers and directors were given lists of staff who were not compliant for follow-up

Non-compliance resulted in wearing a mask with any patient contact through March 31

December 2012

100% compliance with target population

Staff working who had signed a declination were wearing a mask during direct patient care

Administration letters in our bi-weekly employee newsletter promoted the Biggest Fluzer program and reinforced the importance of the influenza immunization for all staff, and especially those in patient care.

Consistent updates on progress and administration participation kept the Biggest Fluzer program and immunization a priority.

A screenshot of a newsletter page titled "The Pulse" from Heywood Hospital News, dated August 24, 2012. The page features a purple header with the "The Pulse" logo and a photo of a woman. The main content is a message from the Vice President Patient Care and Chief Nursing Officer, dated August 24, 2012. The message discusses the importance of influenza vaccination, particularly for patient care staff, and mentions the "Biggest Fluzer" program. It includes a photo of a woman and a list of flu shot clinics for the month of September. The message is signed by Tina Santos, MBA, MSN, RN.

I Got My Flu Shot - Now it's Your Turn

And there are many convenient ways for you to get it.



Flu Shot Clinics/Flu Buggy Hours for the month of September:

- Mondays - Wednesdays - Fridays
Flu Shot Clinic in the Library, 11:00 am - 1:30pm
- Tuesdays and Thursdays
Roaming unit to unit "Flu Buggy"
4:00 am-6:00 am and 4:00 pm-6:00 pm

Remember, we are working toward 100% compliance, which means that you must either get a Flu Shot or fill out a Declination Form. Staff members choosing not to have the Flu Shot will be required to wear a mask when providing direct patient care throughout the flu season.

Our Biggest Fluzer program rewards departments with the highest response rate. And each employee who receives the vaccine will have their name entered into a raffle for a chance to win a fabulous prize ranging from an IPOD to gift certificates. Thank you for your assistance in this important health initiative!

Congratulations to Central Sterile who had a vaccination rate of 50% last year and are the first service area to be 100% compliant in 2012!

Thanks for Helping with the Biggest Fluzer!

Thanks to the wonderful employees who have assisted with the "BIGGEST FLUZER" campaign. Traci Doiron designed and ordered our flu buttons saving the hospital hundreds of dollars and also insuring that we received them in time! Kristin Richard volunteered extra work hours to design and print our 2012-2013 Flu Consent and Declination forms. A hospital volunteer, Kim Brackett, was able to print out labels for our bulletin board.

Our beautiful and informational bulletin board was designed by Jeanne Sanborn, who was assisted by Anne Hamm, Gayle Kadik and Randy Hartwell. Also a special thanks to others on the flu committee: Theresa Dembek, Karen Beaton, Kathie Arvo-Mackenzie, and John Nowak, who is helping with the extra's that will bring us up to the 100% compliance we are seeking! I am very lucky to have such a great group of co-workers!

I would also like to invite any employees who would like to join us in meeting our goal of 100%, especially needed are volunteers to give out flu vaccine or assist with the record keeping.

Thanks Again,
Cathy Bourn RN
Employee Health