

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

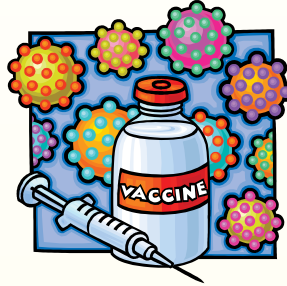
Big kickoff pep rally beginning at 4:00 am with refreshments and flu vaccines on September 4

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 header with the hospital logo and the title "The Pulse". Below the header is a section titled "Message from the Vice President Patient Care and Chief Nursing Officer" with a photo of Tina Santos. The main body of the newsletter contains text about the flu season, vaccination goals, and the "Biggest Fluzer" program. It mentions that the state average is 60% and Heywood Hospital is at 51.4%. It also states that the program will begin in September and that staff members who do not get vaccinated will be required to wear a mask. The newsletter concludes with a congratulatory message to Central Sterile for achieving a 50% vaccination rate in 2011.

A flyer titled "I Got My Flu Shot - Now it's Your Turn" with the subtitle "And there are many convenient ways for you to get it." The flyer features a photo of a healthcare worker administering a flu shot to a patient. Below the photo, it lists flu shot clinics for the month of September: Mondays - Wednesdays - Fridays (11:00 am - 1:30 pm) in the Library, and Tuesdays and Thursdays (4:00 am - 6:00 am and 4:00 pm - 6:00 pm) in the Roaming unit. It also includes a "Thanks for Helping with the Biggest Fluzer!" section with a photo of a cornucopia and text thanking staff members for their contributions. The flyer concludes with a congratulatory message to Central Sterile for achieving a 50% vaccination rate in 2011.