



Employer Flu TOOLKIT

Promoting Flu Vaccination
at the Workplace

Table of Contents

1. How to Use the Fend Off Flu Toolkit.....	1
2. Fend Off Flu: Promoting Flu Vaccination at the Workplace	2
a. Benefits to Employers	3
b. Benefits to Workers	3
c. Tips for Preventing Flu at Work	3
3. Steps for Success	4
4. Options For Vaccinating Your Workforce.....	6
a. At the Workplace	6
b. In the Community	6
5. How to Improve Flu Vaccination Rates Among Your Workforce	7
6. Resources for Hosting a Vaccination Clinic	8
7. Appendix: Communication Resources to Promote Flu Vaccination and Prevention	9
a. Fact Sheets on Access and Benefits of Flu Vaccines.....	10
b. Fact Sheets on Benefits, Misconceptions and Common Questions Regarding Flu Vaccines	13
c. Fact Sheet on Flu-Related Health Complications.....	16
d. Cold and Flu Chart.....	18
e. Posters/Flyers on Easy Ways to Fend Off Flu.....	20
f. Stickers to Promote Vaccination at Workplace Clinics.....	27
g. Content for Your Company’s Newsletter, E-mail or Social Media	33
8. References.....	41

Sponsored by



How to Use the *Fend Off Flu* Toolkit

This toolkit is a resource to help employers educate their workers on seasonal influenza (flu) and the importance of vaccination. *Fend Off Flu* can benefit everyone in your workplace by providing tools and guidance to increase flu shots within your workforce. As an employer, promoting flu vaccination among your workforce will help you decrease costs and improve attendance. You may have staff who work from home. This toolkit also applies to them as they are still exposed to the flu through interactions in the community. You can adapt the outreach strategies for remote workers who rely on video technology, email and newsletter content.

Promoting flu vaccination can have several benefits including:

- Decreasing your workforce sick leave
- Improving workforce attendance
- Decreasing spread of disease in the workplace, at home and in communities
- Improving workforce morale and health

Do your best to provide your workforce flu shot coverage at low or no cost through health insurance coverage (if comprehensive insurance coverage is offered). **Fending Off Flu can benefit everyone in your workplace.**

Disease Burden

During the 2019-2020 flu season, the Centers for Disease Control and Prevention (CDC) estimates that the flu was associated with 38 million illnesses, 18 million medical visits, 405,000 hospitalizations, and 22,000 deaths. The flu burden was higher in young children (0-4 years) and adults (18-49 years) than the 2017-2018 season, a recent season with high severity, and shows that severe seasonal influenza can impact people of all ages.¹

During the 2019-2020 flu season, CDC estimates flu caused:

- 38 million flu illnesses, about the same as the population of California.
- 400,000 flu hospitalizations, about the same as the population of Miami, FL.
- 22,000 flu deaths, enough people to fill Madison Square Garden in New York City.²

All employers should actively promote healthy habits to help prevent the spread of the flu, address barriers and make it easier for workers to get vaccinated at their earliest opportunity. As an employer and leader, you have an obligation to keep your workplace safe. You can do this by sharing trusted information and recommendations from public health experts to help your workforce and other stakeholders make the best healthcare decisions for themselves and their families. Most importantly, highlight company policies including health coverage for flu vaccination and refer your workforce to their healthcare provider for specific questions or concerns.

Use this toolkit to:

- Supplement the existing flu prevention information in your workforce wellness program.
- Share credible and accurate information about the flu and vaccination.
- Address workers' questions and concerns about flu vaccination.
- Plan and promote flu vaccination events at the workplace and your community.