



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

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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.



Promoting Flu Vaccination at the Workplace

Flu vaccination should be included in every [workforce wellness program](#), if your workplace has one in place.

Employers who promote flu vaccination and provide paid time off for vaccine appointments and recovery help increase vaccination rates.³ In addition, working parents are more likely to vaccinate eligible children if their employer offers them paid time off.

While we understand that vaccines save lives, increasing vaccination uptake requires trust, transparency and accountability. There are many factors people consider when deciding to get a flu shot. This spectrum considers social and cultural norms, religious beliefs, perceptions of how others will view healthcare decisions, perceptions of risk, consistency of messages and reminders and convenience.

[Vaccine confidence](#) is the amount of trust that workers, their families and providers have in the recommended vaccination schedule for children, adults and older adults; the healthcare providers who administer vaccines; and vaccination processes and policies (for vaccine development, licensure or authorization, manufacturing, and recommendations for use).⁴ As a leader in your workplace, you have an opportunity to increase vaccine confidence with your workers by following the preventive tips outlined in the next page.

Benefits of Promoting Flu Prevention

Keeping your workforce healthy by promoting flu prevention actions, most importantly flu vaccination, during the fall and winter months benefits both you as the employer and your workforce. Some employers provide onsite flu vaccination, but there are other strategies.

Let's discuss some benefits of seasonal flu vaccination:

Benefits to employers:

- Decrease costs and improve productivity loss by decreasing your workforce sick leave
- Improve workforce attendance
- Decrease spread of disease, keeping the workplace, home and communities healthy
- Improve morale

Benefits to workers:

- Reduced absences due to illness
- Improved morale
- Get vaccinated at low or no cost through health insurance coverage (if comprehensive insurance coverage is offered)
- Prevent costly medical appointments and prescriptions due to illness
- Avoid possible flu complications, such as pneumonia, hospitalization, etc.
- Access credible and accurate information about flu prevention and flu vaccination⁵

Tips for Preventing Flu at Work

Here are actions you can take to prevent the spread of the flu and other illnesses at your workplace:

- Offer flexible paid sick leave policies to encourage workers who fall ill to recover without fear of lost wages.
- Offer telework policies that allow workers to stay home and care for sick family members.
- Advise workers to stay home if they feel ill. Individuals with the flu should stay home for at least 4-5 days after symptoms begin.
- Ask unwell workers to go home. Workers who appear to have flu symptoms at the workplace should be promptly separated from others and asked to recover at home.
- Provide facial tissue, no-touch trash cans, hand-washing stations, and alcohol-based hand sanitizer to promote preventive actions.
- Provide signage, such as posters and flyers, that explains healthy habits and workplace policies.⁶



Steps for Success

1 Engage the Workforce

As you review your existing plan that promotes flu vaccination or develop a new one, make sure to proactively engage management and other leaders, as well as other workers who may have specific questions or concerns.

Encourage management and others in leadership roles to be transparent, start open and non-judgmental conversations and promote flu vaccination. These leaders should reflect the diversity of the workforce. Invite them to share their personal reasons for getting vaccinated that supplement other educational resources you provide.

Review your wellness program and share key messages with staff through team calls, breakroom posters, emails and other channels. Emphasize the benefits of protecting themselves, their families, co-workers and community.

Celebrate workforce vaccination! Refer to [page 27](#) to view and print stickers. Hand them out to workers after they get vaccinated. Also, get approval from your workforce to post vaccination selfies on your company and workers' social media accounts. Allow time for vaccine confidence to grow. Workers who are hesitant at first may become more confident after seeing or hearing about other coworkers getting vaccinated.⁷

2

Designate Workplace Vaccination Champions

Championing your organization's flu vaccination efforts is a team effort. Empower your workforce who have the trust, knowledge and communication skills to serve in this role. The larger an organization is or more locations it includes, the more Workplace Vaccination Champions are needed. Workplace Vaccination Champions are also important for a remote workforce.

Workplace Vaccination Champions can:

- Lead conversations about the organization's flu prevention efforts.
- Help build vaccination confidence in workers.
- Promote vaccination opportunities in the workplace and/or nearby in the community.
- Provide additional resources to your workforce.
- Refer workers to their primary healthcare providers for specific questions or concerns.

3

Promote Vaccination Events

Management and other leaders should promote flu vaccination events. Display posters and flyers in high traffic areas; send emails and newsletters with reminders; post vaccination events and selfies on workforce portals and social media.

Provide incentives for flu vaccination to increase participation. This includes offering flu vaccination at no or low cost if comprehensive health insurance is not provided; providing refreshments at the vaccination event; or holding a contest to reward the department with the highest percentage of vaccinated workers. All efforts should be team focused and promote an inclusive environment.⁸

Health Disparities in Diverse Communities

Similar to the disease burden and health disparities from the ongoing COVID-19 pandemic, Black, Hispanic, Asian-American, American Indian and Alaska Native communities [are disproportionately impacted by seasonal flu](#), and experience higher rates of complications, severe illness, hospitalization and death. Simultaneously, flu vaccination rates among people in racial and ethnic minority groups are lower than vaccination rates among non-Hispanic white people due to many factors such as language barriers, access barriers, larger households, and lack of full or partial health coverage.⁹ Start by learning more about [why these inequities exist](#) and how they might contribute to vaccine hesitancy. You can support your workforce by acknowledging the deep historical traumas and structural inequalities that lead to poorer health outcomes and contribute to greater mistrust.¹⁰



Options For Vaccinating Your Workforce Against the Flu

At the workplace

For this option, evaluate your workplace space, staffing, and number of workers. If you decide you can support onsite vaccination, this is a great option to offer your workers.

This is facilitated by having:

- Existing on-site health clinics.
- A pharmacist visit your workplace and provide flu vaccination.
- A mobile vaccination clinic that can come to your workplace.

In the community

For this option, evaluate your resources, workers and space. If you determine you cannot adequately support on-site vaccination, or if the majority of your workforce is remote, then promoting other vaccine sites would be your best option.

This is facilitated by having:

- Existing mobile health clinics in the community such as those provided by hospitals, senior centers, YMCAs, local health departments, fire stations, churches, etc.
- Flu shot clinics provided by pharmacies, hospitals, healthcare provider offices, Federally Qualified Health Centers (FQHCs) and other clinic locations.¹¹

How to improve flu vaccination rates among your workforce:

- **Set a goal and show workers why their participation matters.** Each year, aim to improve upon the percentage of workers vaccinated.
- **Incentivize workers to get a flu shot**, such as offering vaccines at no or low cost (when comprehensive insurance coverage is not provided), providing refreshments at the clinic, or holding a contest for the department with the highest percentage of vaccinated workers.
- **Provide flu vaccination resources** and inform workers of your organization's policies well in advance of any vaccination event so workers have time make an informed choice.
- **Allow workers to get vaccinated onsite during work hours.** As a manager or supervisor, allow workers to get vaccinated without having to take unpaid leave.
- **Promote your on-site vaccination events as early as possible** so workers can plan for it around their work schedule.
- **Provide flexible paid sick or administrative leave** for workers to get vaccinated in the community.
- **Consider Vaccination Week for largely remote workforces.** A time for all to get vaccinated at a convenient location, and to heighten awareness by encouraging workers to get their flu shot during the same week.
- **Reimburse your workforce for transportation costs** to and from vaccination sites in the community. This could include offering an Uber or Lyft gift card for transportation, a small stipend for lunch or reimbursement for childcare.
- **Actively promote nearby locations** in the community that offer flu vaccination, such as local pharmacies.
- **Share the flu vaccine finder** with workers to help them find out where they can get a flu vaccine: [Vaccines.gov](https://www.vaccines.gov)
- **Extend benefits and support** to your entire workforce, including temporary, part-time, remote or in-person and even contract workers.
- **Consider covering and offering flu vaccination** to workers' families.¹²



Resources for Hosting a Vaccination Clinic

The following resources provide detailed guidance for hosting vaccination clinics.

CDC Guidance for Planning Vaccination Clinics Held at Satellite, Temporary or Off-Site Locations

This Centers for Disease Control and Prevention (CDC) website provides guidance for planning a vaccination clinic (including leadership, staffing, layout and location, coordination with partner organizations), pre-clinic activities (including supplies, training, storage and handling, promotion/communication, security), activities during the clinic (including storage and handling, general operations, vaccination process, end-of-day) and post-clinic activities.¹³

Checklist of Best Practices for Vaccination Clinics Held at Satellite, Temporary or Off-site Locations

This National Adult and Influenza Immunization Summit (NAIIS) checklist is a step-by-step guide for clinic coordinators or supervisors who are overseeing vaccination clinics held at satellite, temporary or off-site locations. The checklist can help clinic coordinators and supervisors follow the CDC guidelines and best practices for vaccine shipment, transport, storage, handling, preparation, administration and documentation. This checklist also outlines CDC guidelines and best practices to ensure patient safety and vaccine effectiveness.¹⁴

More CDC Resources for Hosting a Vaccination Clinic

This page includes additional resources such as an annual pledge that organizations make to ensure they follow best practices; a short reference guide highlighting the main points of the checklist that can be used by all staff; and a list of frequently asked questions about these resources.¹⁵

APPENDIX:

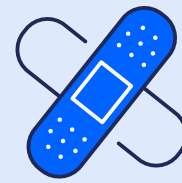
Communication Resources to Promote Flu Vaccination and Disease Prevention



#FendOffFlu

Use these fact sheets to provide simple and clear tips on accessing flu shots and benefits for vaccination.





Fend Off Flu

Promoting Flu Vaccination at the Workplace

Facts About Flu

Millions Of Americans Get Sick With the Flu Every Year.

THE FLU IS CONTAGIOUS. People sick with the flu are more likely to spread the virus to others within three to four days of getting sick.

THE FLU CAN BE PREVENTED BY GETTING A FLU SHOT. Everyone, including babies who are six months and older, should get a flu shot every year before the end of October. Vaccination can still be beneficial after October, but you get the most benefit if vaccinated early in the season.

THE FLU CAN BE SEVERE AND EVEN CAUSE DEATH. For many people, the flu can be mild. However, the flu can also be severe or even deadly, especially for people over age 65, children under five, and people with ongoing or long-term health conditions.

THE FLU CAN MAKE CERTAIN HEALTH CONDITIONS WORSE. The flu makes managing some long-term health conditions harder.

THE FLU CAN CAUSE OTHER HEALTH PROBLEMS. The flu can cause complications like bronchitis, ear infections, sinus infections and pneumonia.

THE FLU DOESN'T ALWAYS CAUSE A FEVER.

Some people with the flu may feel feverish or feel chills. They may also experience a cough, sore throat, runny or stuffy nose, body aches, headaches, extreme fatigue or weakness. The flu makes people feel sick very quickly.

THE FLU IS SPREAD BY DROPLETS WHEN PEOPLE TALK, SNEEZE AND COUGH. If droplets with the flu virus are inhaled into people's mouths or noses, those people can become sick with the flu too.¹⁶

THE FLU ALSO SPREADS BY TOUCHING OUR EYES, MOUTH AND NOSE. Some people may get the flu when they touch a surface or object that has the flu virus on it and then touch their eyes, mouth or nose.

HEALTHY HABITS CAN HELP CONTAIN THE FLU. Avoiding people who are sick; washing hands; using alcohol-based hand sanitizer when washing hands is not possible; covering coughs and sneezes; and cleaning and disinfecting surfaces are all ways to help stop the spread of germs.

ANTIVIRAL MEDICATIONS CAN HELP PREVENT SERIOUS FLU COMPLICATIONS. Visit a healthcare provider promptly to determine if antiviral medications are a good treatment option for you.

The Best Way To Prevent the Flu Is To Get a Flu Shot Every Year.



Fend Off Flu

Promoting Flu Vaccination at the Workplace

Fend Off Flu

Flu is short for influenza. The flu is caused by influenza viruses that infect the nose, throat and sometimes the lungs. Millions of Americans get sick with the flu every year, usually in the fall and winter. The best way to prevent the flu is to get a flu shot every year.

What Happens When Someone Gets the Flu?

People sick with flu can spread the virus to other people, usually within the first three or four days of getting sick.

For many people, the flu can be mild. However, the flu can also be severe or even deadly, especially for people over age 65, children under five years old, and people with ongoing or chronic health conditions.

The flu makes some existing health conditions worse. The flu can also cause complications like bronchitis, ear infections, sinus infections, and pneumonia. Flu complications are more common in pregnant people, those over age 65, children under five years old, and people with long-term health conditions.

What Are the Symptoms of the Flu?

The flu makes people feel sick very quickly. Some people with the flu feel feverish or have chills. They may also have a cough, sore throat, runny or stuffy nose, body aches, headaches, extreme tiredness or weakness.

How Do People Get the Flu?

When contagious people with the flu talk, cough or sneeze, they spread tiny droplets containing the flu virus into the air around them. If these droplets are inhaled into mouths or noses, those people can become sick with the flu too. Some people may get the flu when they touch a surface or object that has the flu virus on it and then touch their own mouth, nose or eyes.

How Can I Protect Myself and Others From the Flu?

1. Get a flu shot.

- Everyone 6 months and older, should get a flu shot every year before the end of October. It is still beneficial to get a flu vaccine after October.
- Babies under 6 months old are at higher risk of developing serious flu illness but aren't eligible to get a flu shot. Parents and others around infants should be vaccinated.

2. Help stop the spread of germs with healthy habits.

- Don't get close to people who are sick. If you're sick, stay away from others.
- Cover coughs and sneezes with a tissue, then throw the tissue in the trash right away.
- Wash your hands often with soap and water or use hand sanitizer.
- Try not to touch your eyes, nose and mouth.
- Clean and disinfect surfaces and objects that have been used by someone who is sick.¹⁷

3. Antiviral medication can help prevent serious flu complications.

- If you are sick with flu, prompt use of antiviral medications can lessen and shorten your illness.
- To get a prescription for antiviral medications, talk to a healthcare provider.
- Antiviral medications are different from antibiotics and must be taken promptly after symptoms begin to be effective.¹⁸

Use these fact sheets to highlight benefits of flu shots, address misconceptions and answer common questions.



**Fend
Off Flu**



Facts About Flu Shots

A FLU SHOT CAN KEEP YOU FROM GETTING SICK WITH THE FLU. Flu shots prevent millions of illnesses and doctor's visits each year and reduces deaths and hospitalizations from the flu.¹⁹

A FLU SHOT IS IMPORTANT FOR PEOPLE WITH CHRONIC HEALTH CONDITIONS. People with long-term health conditions are at high risk of serious flu-related complications. Flu illness can make certain conditions more difficult to manage. A flu shot can prevent flu-related complications.²⁰

A FLU SHOT DURING PREGNANCY PROTECTS MOM AND BABY FROM THE FLU. Getting a flu shot reduces pregnant people's risk of being hospitalized with flu. Getting a flu shot during pregnancy also helps protect babies from flu before they can get vaccinated themselves.²¹

YOUR FLU SHOT PROTECTS PEOPLE AROUND YOU. Getting vaccinated protects those who are more vulnerable to getting seriously sick with flu, such as babies and young children, older adults and people with certain health conditions.

A FLU SHOT IS NEEDED EVERY YEAR. Because the protection provided by a flu shot decreases over time, a flu shot is needed before every flu season for the best protection. Because flu viruses are constantly changing, flu shots may be updated from one season to the next.²²

GET A FLU SHOT IN THE FALL. It takes about two weeks after a flu shot for your body to build up protection against flu virus. That's why it's best to get a flu shot by the end of October, before flu viruses start to spread in your community. However, it is still beneficial to get a flu shot after October.²³

YOU CANNOT GET THE FLU FROM A FLU SHOT. Flu vaccines do not use the whole flu virus and cannot cause an infection. You cannot get the flu from a flu shot.

FLU SHOTS ARE VERY SAFE. Flu vaccines have a very good safety record. Hundreds of millions of Americans have safely received flu vaccines for more than 50 years, and decades of research show getting vaccinated is far safer than getting sick with the flu.


**Fend
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Promoting Flu Vaccination at the Workplace

Common Questions About Flu Shot Safety

Q: Are Flu Shots Safe?

Yes, flu shots are safe. Flu vaccines have a very good safety record. Hundreds of millions of Americans have safely received a flu shot for more than 50 years. Decades of research show getting vaccinated is far safer than getting sick with the flu.

Q: Can a flu shot give you the flu?

You cannot get the flu from a flu shot or the nasal flu shot. Flu shots do not use the whole flu virus and cannot cause an infection.

Q: Should my baby get a flu shot if I got one while I was pregnant?

The protection (antibodies) you passed to your baby before birth will give them some early protection against the flu. However, these antibodies will only give your baby short-term protection. It is very important for your baby to get vaccines on schedule so they can start building their own protection against infectious diseases. Babies can get a flu shot starting at age 6 months.²⁴

Q: What are the side effects of the flu shot?

Flu shot side effects are usually mild and short-lived. Some people may experience side effects after getting a flu shot. These side effects are generally mild and go away after a day or two. Side effects can include soreness, redness or swelling where the shot was given, as well as headache, mild fever or muscle aches. While potentially uncomfortable, they are often a good sign that your body is responding to the vaccine.²⁵

Q: Are there people who should not get a flu shot?

Yes, some people should not get the flu shot. Infants younger than 6 months are not eligible to get a flu shot. Individuals with severe, life-threatening allergies to a flu shot or any ingredients in the vaccine should not get a flu shot. Signs of a severe allergic reaction can include difficulty breathing, hoarseness or wheezing, swelling around the eyes or lips, hives, paleness, weakness, a fast heartbeat or dizziness. Life-threatening allergic reactions to the flu shot are very rare.²⁶

Use this fact sheet to explain flu-related health complications.



**Fend
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High-Risk Conditions for Serious Flu Complications



Fend Off Flu

Promoting Flu Vaccination at the Workplace

Anyone can get sick with the flu, including otherwise healthy people. However, some people are at higher risk of developing life-threatening flu-related complications if they get sick, which can lead to hospitalization and death.²⁷

Serious complications triggered by the flu can include pneumonia, inflammation of the heart (myocarditis), brain (encephalitis) or muscle tissues (myositis, rhabdomyolysis), and multi-organ failure (e.g, respiratory and kidney failure). The flu can even trigger an extreme inflammatory response in the body and lead to sepsis, a life-threatening emergency. The flu makes some long term medical problems worse and more difficult to manage.

People at higher risk of getting seriously sick from the flu include:

- Children under the age of 5
- People who are pregnant or gave birth within the past two weeks
- Adults aged 65 and older
- People who live in nursing homes and long term care facilities
- Certain racial and ethnic minority groups, including Black, American Indian or Alaska Native, and Hispanic or Latino people
- People with certain conditions or long term health conditions²⁸

The following conditions and treatments can increase your risk of developing serious flu complications:

- Asthma
- Body mass index (BMI) of 40 or higher
- Blood disorders like sickle cell disease
- Cancer treatment such as chemotherapy or radiation
- Chronic lung disease such as chronic obstructive pulmonary disease (COPD) and cystic fibrosis
- Corticosteroid long-term treatment or other medications that suppress the immune system
- Diabetes and other endocrine disorders
- Disabilities that cause problems with muscle function, lung function; or difficulty coughing, swallowing, or clearing fluids from the airway
- Heart disease such as congenital heart disease, congestive heart failure and coronary artery disease
- Kidney diseases
- Liver disorders
- Long-term treatment with aspirin or salicylate-containing medication for children under age 19
- Metabolic disorders such as mitochondrial disorders and inherited metabolic disorders
- Neurologic and neurodevelopment conditions
- Stroke history
- Weakened immune system from some cancers, leukemia, HIV or AIDS²⁹

If you are at high risk of developing serious flu complications, get a flu shot. When you get a flu shot, you reduce your risk of getting sick and possibly being hospitalized or dying from the flu.

Display these charts in high traffic areas to explain the differences between the cold and flu.




**Fend
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Promoting Flu Vaccination at the Workplace

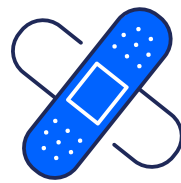
Do I Have a Cold or the Flu?

Sometimes people are unsure if they have a cold or the flu.³⁰ Flu related symptoms appear suddenly, last longer and are more intense than the common cold. While there are several differences between a cold and the flu, the only way to know which virus you have is to visit a doctor.

	COLD	FLU
How quickly symptoms appear	Gradually	Very quickly
Fever	Sometimes Usually mild	Usual 100-102° F Lasts 3 to 4 days
Headache	Occasionally	Common
General Aches, Pains	Slight	Usual Often severe
Fatigue, Weakness	Sometimes	Usual Can last 2 to 3 weeks
Extreme Exhaustion	Never	Usual At the beginning of the illness
Stuffy Nose	Common	Sometimes
Sneezing	Usual	Sometimes
Sore Throat	Common	Sometimes
Chest Discomfort, Cough	Mild to moderate hacking cough	Common Can become severe

Display these posters/flyers in high traffic areas with easy steps to protect your workers against the flu.





Fend Off Flu

Promoting Flu Vaccination at the Workplace

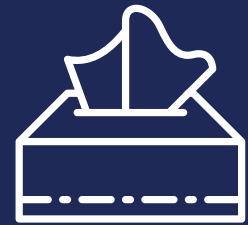
Five Ways to *Fend Off Flu*



Wash your hands often.



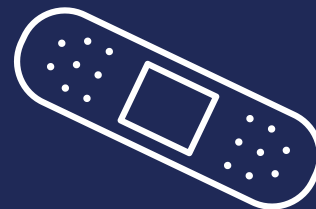
Don't touch your eyes, nose or mouth.



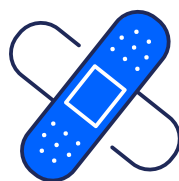
Cover your cough and sneeze with a tissue or your elbow if a tissue isn't available.



If you think you have the flu, tell your supervisor and stay home from work.



Most importantly, get a flu shot.



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Promoting Flu Vaccination at the Workplace

Sleeve Up!

Getting a flu shot is more important than ever. Everyone 6 months and older should get a flu shot every season.

Lather Up!

Wash your hands often with soap and water or use an alcohol-based hand sanitizer.

Stay Home!

If you think you have the flu, tell your supervisor, and stay home from work.

Speak Up!

Talk to your co-workers, friends and family about getting a flu shot and *Fend Off Flu*.



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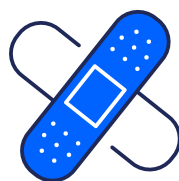
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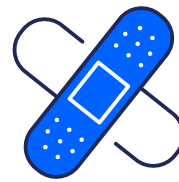
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Speak Up!

Talk to your co-workers, friends and family about getting a flu shot and *Fend Off Flu*.



**Fend
Off Flu**

Promoting Flu Vaccination at the Workplace

Get a Flu Shot this Season

Location:

Time:

Date:

For more information:



Promoting Flu Vaccination at the Workplace

Schedule Your Flu Shot Today

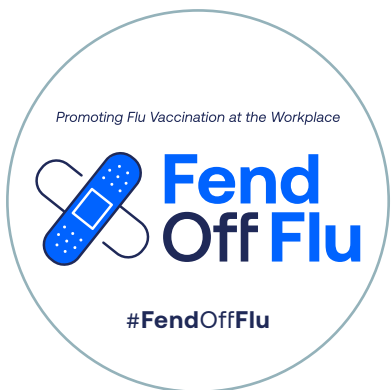
Contact your local health
department for more information.



Distribute these stickers at workplace clinics to promote flu shots.

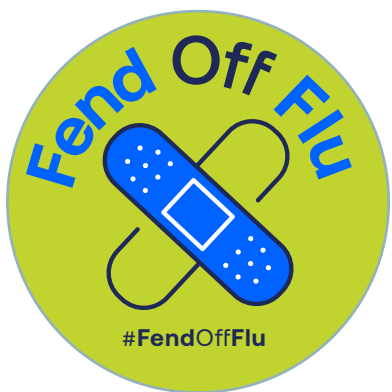


Sticker Templates



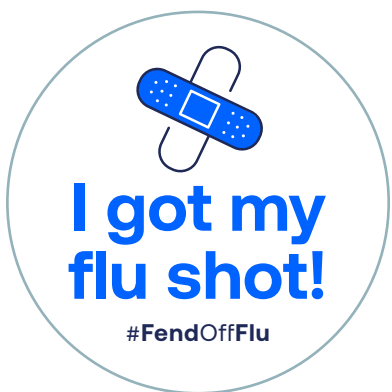
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For Avery Labels #22807



2" x 2"

For Avery Labels #22807



2" x 2"

For Avery Labels #22807



1" x 2.625"

For Avery Labels #5160

Promoting Flu Vaccination at the Workplace



#FendOffFlu

Promoting Flu Vaccination at the Workplace



#FendOffFlu

Promoting Flu Vaccination at the Workplace



#FendOffFlu

Promoting Flu Vaccination at the Workplace



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#FendOffFlu

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Promoting Flu Vaccination at the Workplace

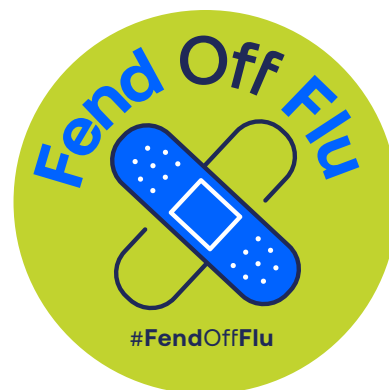
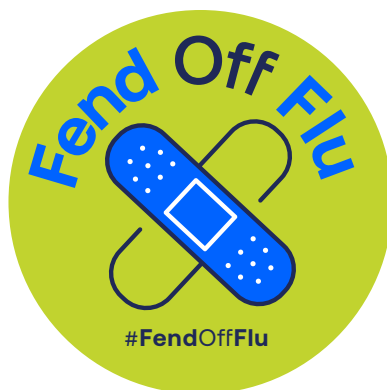
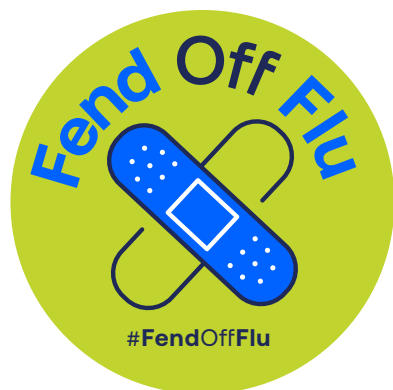
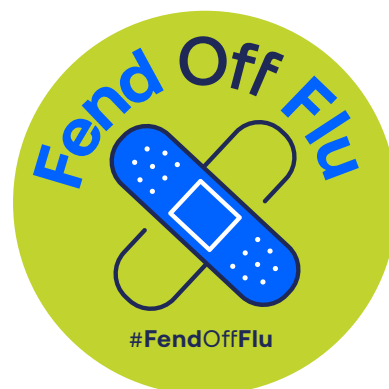
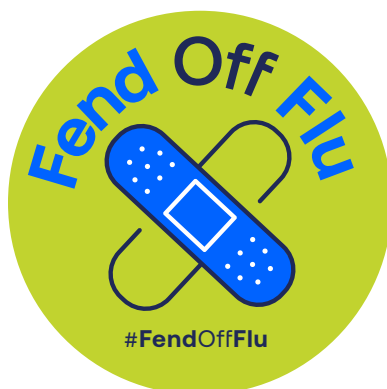
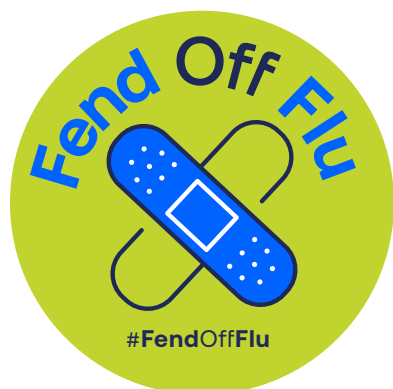
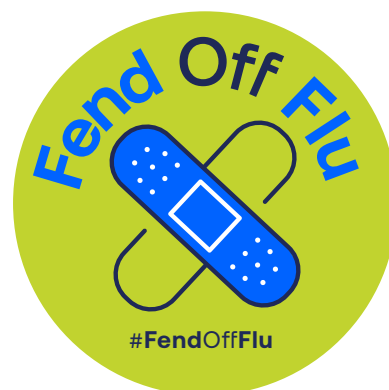
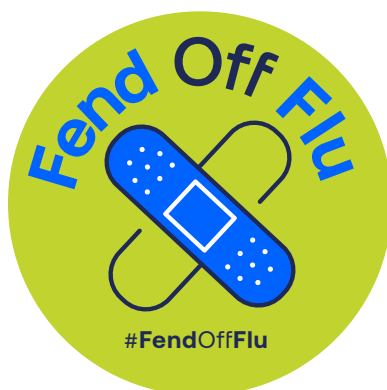
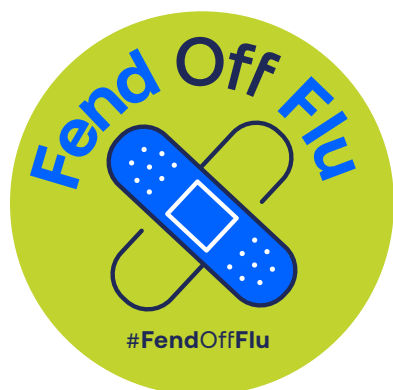
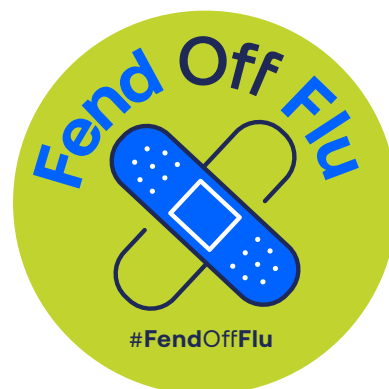
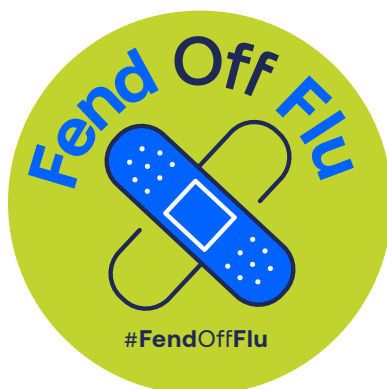
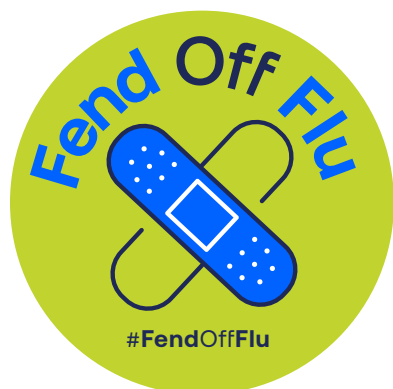


#FendOffFlu

Promoting Flu Vaccination at the Workplace



#FendOffFlu





**I got my
flu shot!**

#FendOffFlu



**I got my
flu shot!**

#FendOffFlu



**I got my
flu shot!**

#FendOffFlu



**I got my
flu shot!**

#FendOffFlu



**I got my
flu shot!**

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**I got my
flu shot!**

#FendOffFlu



**I got my
flu shot!**

#FendOffFlu

Use this content for your organization's
newsletter, emails or social media.



**Fend
Off Flu**

Email Content

Email #1

Timeline: Customize this email to reflect your organization's policy and send out every year in August and September.

Subject: Fend Off Flu: Ways to Protect Yourself and Community From Flu

Body: Every year, millions of Americans get sick with the flu. This virus causes people to miss work because they are sick or at home taking care of sick loved ones. This year, when COVID-19 has already caused people to miss work because they are sick or quarantining, getting the flu would add an additional burden.

We're asking all our staff to be ***Fend Off Flu*** this year and keep our workplace and community healthy. Our goal is to help contain the flu virus and alleviate our overburdened healthcare system. The flu can be prevented by taking the following actions:

1. **Wash your hands often with soap and water.** If soap and water is unavailable, use an alcohol-based hand sanitizer and rub vigorously.
2. **Don't touch your eyes, nose or mouth.** If you must touch your eyes, nose or mouth, wash your hands before to keep from spreading germs to yourself. Also wash your hands after to keep from spreading any germs you may have to surfaces or other people.
3. **Cover your cough and sneeze** with a tissue or your elbow if a tissue isn't available.
4. **Stay home if you are sick.** If you think you have the flu, tell your supervisor, stay home from work, and take care for yourself.
5. **Most importantly, do your best to get a flu shot** this fall before the end of October. However, it is still beneficial to get a flu shot after October. The best protection against the flu is vaccination.

Learn more about the flu and additional resources:

- [Lung.org/flu](https://www.lung.org/flu)
- [CDC.gov/flu](https://www.cdc.gov/flu)

If you have questions, concerns, or would like to be involved in our ***Fend Off Flu*** initiative, please contact: (insert your organization point of contact)

Email #2

Timeline: Customize this email to reflect your organization's policy and environment and send out every year in August and September.

Subject: Fend Off Flu: Prevent the Flu By Getting a Flu Shot

Body: As our company works to be *Fend Off Flu* this year, we are encouraging all staff to get a flu shot. The CDC and many other health organizations recommend a flu shot each year for everyone over six months, including all adults.

Flu shots prevent millions of illnesses and doctor's visits each year and reduce deaths and hospitalizations from the flu. It is especially important for anyone with a chronic health condition. People with long-term health conditions are at high risk of serious flu-related complications. Flu illness can make certain conditions more difficult to manage.

Flu shots have a very good safety record. Hundreds of millions of Americans have safely received flu shots for more than 50 years, and decades of research show getting vaccinated is far safer than getting sick with the flu.

We will be sending out information soon about where you can get a vaccinated, so we can all *Fend Off Flu* this season.

Learn more about the flu and additional resources:

- [Lung.org/flu](https://www.lung.org/flu)
- [CDC.gov/flu](https://www.cdc.gov/flu)

Email #3

Timeline: Customize this email to reflect your organization's policy and environment and send out every year in late November and December before the holidays.

Subject: It's Not Too Late To Get a Flu Shot

Timeline: Customize this email to reflect your organization's policy and environment and send out every year in December and January.

Body: We understand that life is busy, and you forgot to get a flu shot. Or some of you still have questions or concerns about flu and the vaccine. Be assured that it's still not too late to get a flu shot and receive all benefits of protection.

Please review our staff health policy on flu vaccination coverage, including cost and paid time off.

Learn more about the flu and additional resources:

- [Lung.org/flu](https://www.lung.org/flu)
- [CDC.gov/flu](https://www.cdc.gov/flu)

Social Media Content

Facebook

<Insert social media image>

The best way to protect yourself from flu is to get your flu shot. Remember, healthy habits like covering your cough and washing your hands can help stop the spread of germs that cause the flu. Learn more about how healthy habits help prevent flu: <insert link here> #FendOffFlu

<Insert social media image>

Getting your flu shot is especially important during a global pandemic. Flu shots help protect you and your loved ones from developing serious flu complications that require hospitalization. Learn more about flu shot <insert link for facts about flu factsheet content> #FendOffFlu

<Insert social media image>

Getting a flu shot this fall can reduce your risk of getting seriously sick or hospitalized and helps reduce the burden on healthcare workers, hospitals and healthcare systems. It's important we #FendOffFlu this season. Prevent the spread of flu and other respiratory illnesses:

-  #LatherUp: Wash your hands frequently with soap and water, or use hand sanitizer
-  #SleeveUp: Roll up your sleeve to get a flu shot
-  #SpeakUp: Talk to your co-workers, friends and family about getting a flu shot

The more people get a flu shot; the more people are protected from the flu. Talk to your co-workers, friends, and family about getting a flu shot and #FendOffFlu.

<Insert a photo of one of your team members to demonstrate the steps>

It's important for everyone to do their part to stay healthy this #fluseason. Here are 5 ways to #FendOffFlu this fall and winter:

1. **Most importantly, get a flu shot.**
 2. Wash your hands often.
 3. Don't touch your eyes, nose or mouth.
 4. Cover your cough and sneeze with a tissue or your elbow.
 5. If you think you have the flu, tell your supervisor and stay home from work.
-

<Insert selfie>

I #FendOffFlu and you should too!

Twitter

The best way to prevent #flu is to get a #flushot, AND practice healthy habits like covering your cough and washing your hands can help #stopthespread of germs. #FendOffFlu <insert web content link here>

Help prevent the spread of #flu:

#LatherUp your hands w/soap & water

Roll your #SleeveUp for a flu shot

The more people get a flu shot; the more people are protected. #FendOffFlu

Getting a #flu shot this year is important for your health. #FluShots not only help protect you and your loved ones, but also help reduce the strain on hospitals and healthcare providers. #FendOffFlu

Ways to #FendOffFlu

- Wash your hands often
 - Don't touch your eyes, nose & mouth
 - Cover your coughs and sneezes
 - Stay home when sick
 - Get a flu shot
-

<Insert selfie>

I #FendOffFlu and you should too!

Instagram

<Insert social media image: someone getting a shot or arm with sleeve up and band aid showing>

Getting a #flushot this fall can reduce your risk of getting #flu and reduce the burden on healthcare workers, hospitals and healthcare systems. It's important for everyone to do their part to stay healthy this flu season. Prevent the spread of the flu and other respiratory illnesses:

🧼 #LatherUp: Wash your hands frequently with soap and water, or use hand sanitizer

🍵 #SleeveUp: Roll up your sleeve to get a flu shot

🗣️ #SpeakUp: Talk to your co-workers, friends and family about getting a flu shot

The more people get a flu shot; the more people are protected from the flu. Talk to your co-workers, friends and family about getting a flu shot and #FendOffFlu.

<Insert social media image: handwashing or other healthy habit from below>

The best way to prevent the #flu is to get vaccinated, AND practice healthy habits can help #stopthespread of germs, including the influenza virus that causes the flu. You can do your part to stay healthy this flu season when you:

-  Wash your hands frequently with soap and water
-  Roll up your sleeve to get a flu shot
-  Talk to your co-workers, friends, and family about getting a flu shot

Let's all do our part to reduce the burden on the healthcare system, hospitals and our essential healthcare workers. Get your #fluvaccine and #FendOffFlu. #MaskUp #LatherUp #SleeveUp #SpeakUp

<Insert social media images: picture of each of the five steps below>

It's important for everyone to do their part to stay healthy this #fluseason. Here are 5 steps that you can take to #FendOffFlu this fall and winter:

- Wash your hands often.
 - Don't touch your eyes, nose or mouth.
 - Cover your cough and sneeze with a tissue or your arm.
 - If you think you have the flu, tell your supervisor and stay home from work.
 - Most importantly, get a flu shot.
-

<Insert selfie>

I #FendOffFlu and you should too!

Newsletter Ads



A woman with long dark hair, smiling, with a white bandage on her upper left arm.

Talk to Your Doctor Today

 American Lung Association.

 **Fend Off Flu**
Promoting Flu Vaccination at the Workplace



A woman with long dark hair, smiling, with a white bandage on her upper left arm.

Schedule Your Flu Shot Today

 American Lung Association.

 **Fend Off Flu**
Promoting Flu Vaccination at the Workplace



A man in a chef's uniform, smiling, with a white bandage on his upper left arm.

Stop the Flu at the Workplace

 American Lung Association.

 **Fend Off Flu**
Promoting Flu Vaccination at the Workplace

You can download the newsletter ads on our [website](#).

Social Media Ads



You can download the social media images on our [website](#).

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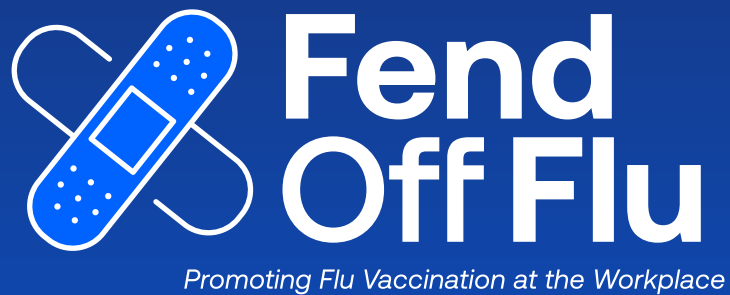
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#FendOffFlu



Employer FLU TOOLKIT

All information in this document is accurate and science based as of its publishing in September 2021.

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