

## Campaign Ideas

Listed below are campaigns that have been implemented by organizations in New Jersey. These strategies have been divided into three broad categories: increasing accessibility, increasing demand, and improving messaging. Contact details for specific campaigns have also been included below when available.

### 1. INCREASING ACCESSIBILITY

#### Drive-Through Flu Clinics

*This type of clinic allows for those who are getting vaccinated to remain in the comfort of their cars while they receive the flu vaccine. In addition, these clinics provide an opportunity for staff to practice emergency preparedness planning for vaccination clinics during potential pandemics.*

#### Planning Tips

- Prepare a method to maintain traffic flow, including an observation area for those to wait after receiving the vaccine.
- Develop a checklist in advance of the event detailing all items needed to run the clinic (*see example in additional information below*)
- Provide documentation of vaccine administration to all recipients at the time of vaccination.
- Have a back-up plan if there is rain or inclement weather.

#### Contact Information

If you would like to speak to someone who has experience in conducting a drive-through flu clinic, you can contact the Gloucester County Department of Health.

- Elizabeth Grant, RN, BSN – [egratn@co.gloucester.nj.us](mailto:egratn@co.gloucester.nj.us) – (856) 218-4138
- Ditty Mae Jankauskas, RN, MSN – [djankauskas@co.gloucester.nj.us](mailto:djankauskas@co.gloucester.nj.us) – (856) 218-4136

#### Additional Information

- Supplies You May Need at an Immunization Clinic  
[www.immunize.org/catg.d/p3046.pdf](http://www.immunize.org/catg.d/p3046.pdf)
- Guidelines for Large-Scale Influenza Vaccination Clinic Planning:  
[www.cdc.gov/flu/professionals/vaccination/vax\\_clinic.htm](http://www.cdc.gov/flu/professionals/vaccination/vax_clinic.htm)

#### Transportation to/from Flu Clinics

*Some residents may have limited access to transportation. Coordinating services to provide transportation to/from a flu clinic can help to overcome some of those barriers. This can be especially beneficial to seniors and others who are not able to drive to the clinic to get vaccinated.*

#### Planning Tips

- Identify if any transportation services are currently available in your jurisdiction. If there are services available, work with the organization to promote and schedule flu clinics.
- Host multiple clinic dates at varying times to provide additional scheduling options.

### **Vaccine Affordability**

*The New Jersey Vaccines for Children (NJ VFC) program and the 317-Funded Adult (317) program are federally funded, state-operated vaccine supply programs that provide pediatric and adult vaccines at no cost to healthcare providers who serve patients who might not otherwise be vaccinated because of inability to pay.*

*Healthcare providers who are interested in participating can find more information at the websites listed below, or by calling the NJ VFC program.*

#### **Contact Information**

- New Jersey Vaccines for Children (NJ VFC) & 317 Program – 609-826-4862

#### **Additional Information**

- New Jersey Vaccines for Children (NJ VFC)  
<https://njiis.nj.gov/core/web/index.html#/vfcDocs>
- Centers for Disease Control and Prevention, Vaccines for Children Program  
[www.cdc.gov/vaccines/programs/vfc/index.html](http://www.cdc.gov/vaccines/programs/vfc/index.html)

### **On-site Vaccination**

*Providing vaccinations on-site can help to improve accessibility and increase vaccination rates.*

#### **Planning Tips**

- Collaborate with local pharmacies, local health departments, or other organizations who have mobile clinic abilities.
- Contact your union to find out if they would be willing to collaborate on a flu vaccination campaign.
- Circulate pre-screening forms and sign-up sheets in advance.
- Plan clinics to coincide with other well-attended events.
- Plan clinics during convenient times such as offering vaccination to teachers during lunch breaks.

#### **Additional Information**

- Find your Local Health Department  
[Localhealth.nj.gov](http://Localhealth.nj.gov)
- Guidelines for Large-Scale Influenza Vaccination Clinic Planning:  
[www.cdc.gov/flu/professionals/vaccination/vax\\_clinic.htm](http://www.cdc.gov/flu/professionals/vaccination/vax_clinic.htm)

### **Families Fighting Flu Festival (Organized by the New Jersey Immunization Network)**

*The Family Fighting Flu Fest was a flu immunization event for children and adults that was conducted in a happy and entertaining atmosphere. Collaboration with healthcare providers, pharmacies, and insurers allowed for vaccination to be offered free of charge to children and adults who were insured and uninsured. Two events were held (one in North Jersey and one in Central Jersey) and were staged in*

## New Jersey Department of Health Influenza Honor Roll



three separate areas: registration, a vaccination area, and a festive area. The event was attended by bilingual nurses and other healthcare professionals to facilitate communication in multiple languages.

### **Planning Tips**

- Coordination with Vaccines for Children (VFC) and 317 providers was done well in advance of the event to ensure adequate flu stock was available.
- Working within the communities to promote the event well in advance helped to increase attendance.
- Activities for children such as face painting and balloons were appreciated by the families and helped to create a positive atmosphere.

### **Contact Information**

- Michael Weinstein, Director of the New Jersey Immunization Network  
[MWeinstein@njaap.org](mailto:MWeinstein@njaap.org)

## 2. INCREASING DEMAND

### **Offer Incentives**

*Identify ways to incentivize people to come to flu clinic or education events. Hosting a raffle or planning the clinic on a date to coincide with other well-attended events can increase the number of people who show up.*

### **Planning Tips**

- Promote whatever incentives you can offer well in advance with a specific date.
- Send out a calendar appointment so that people reserve time and remember the date.
- Consider offering a gift card raffle to those who show proof of vaccination.

### **“Boo to the Flu” Campaign (South Hackensack Memorial School)**

*Children in pre-k through 4<sup>th</sup> grade were given a handout with flu information. Kids who were able to provide documentation of flu vaccine could receive a bracelet with “boo to the flu” written on it. This was paired with germ prevention education in the classrooms.*

### **Planning Tips**

- Encouraging the younger students to get vaccinated can also lead to parents taking the older siblings for their vaccination as well.

### **Contact Information**

- Jennifer Zanelli, RN, BSN – School Nurse – [jzanelli@shmemorial.org](mailto:jzanelli@shmemorial.org)

### 3. IMPROVING MESSAGING

#### Staff Education

*This could include sending out emails to staff, posting bulletin board information, etc.*

#### Planning Tips

- Start promoting flu vaccination early in the season.
- Use standardized messaging such as the CDC Influenza Toolkit or NJDOH materials.
- Highlight public health observations such as National Influenza Vaccination Week (NIVW), which is held during one week of December each year.

#### Additional Information

- NJDOH Flu Materials  
<http://nj.gov/health/cd/topics/flu.shtml>
- CDC Flu Toolkits  
[www.cdc.gov/flu/resource-center/freeresources/toolkit.htm](http://www.cdc.gov/flu/resource-center/freeresources/toolkit.htm)
- CDC Recommended Vaccines for Healthcare Workers  
[www.cdc.gov/vaccines/adults/rec-vac/hcw.html](http://www.cdc.gov/vaccines/adults/rec-vac/hcw.html)

#### Student Education (Middle and High School)

*If working with students in middle school or high school, encourage participation in the statewide adolescent immunization awareness contest, Protect Me With 3+.*

#### Planning Tips

- Incorporate the contest into the curriculum at the start of the year.
- Use classroom tools and activities for teachers from the contest website to discuss immunizations.

#### Additional Information

- Protect Me With 3+ Contest Website  
[www.protectmewith3.com](http://www.protectmewith3.com)

#### Student Education (College)

*If working with students in higher education, encourage your institution to participate in the statewide New Jersey College & University Flu Challenge.*

#### Planning Tips

- Utilize the campaign toolkit, available on the Challenge website, to develop a campaign unique to your school.
- Collaborate with residence halls, sports teams, professors, and dining halls to have a wide reach.
- Consider additional media outlets that are specific to campus such as TV or radio stations.
- If you are not able to provide immunizations, contact a local pharmacy or local health department to determine the feasibility of conducting mobile vaccination clinics on campus between classes.

# New Jersey Department of Health Influenza Honor Roll



## Additional Information

- NJ College & University Flu Challenge Website  
[www.nj.gov/health/cd/edu\\_training/vpdp\\_flu\\_challenge.shtml](http://www.nj.gov/health/cd/edu_training/vpdp_flu_challenge.shtml)

## Social Media

*Incorporating social media can help to reach a broader audience, especially younger populations.*

## Planning Tips

- Create a social media plan early in the season to draft posts and set a timeline for when they will be circulated.
- Develop a fun video aimed to capture the public's attention and incorporate key messages.

## Additional Information

- **Example:** Montclair State University's video shows the school mascot helping students demonstrate preventive actions during flu season on campus  
[www.youtube.com/watch?v=Fnz9Od9U8CE&index=18&list=PLcq\\_pVHg-JBaqDtWbmRKKqjclIQUSYN0S](http://www.youtube.com/watch?v=Fnz9Od9U8CE&index=18&list=PLcq_pVHg-JBaqDtWbmRKKqjclIQUSYN0S)
- CDC Flu Toolkit  
[www.cdc.gov/flu/resource-center/freeresources/toolkit.htm](http://www.cdc.gov/flu/resource-center/freeresources/toolkit.htm)

## Include Multiple Languages

*New Jersey is a diverse state with varying languages. Depending on the languages spoken in your community, try incorporating educational materials that are available in multiple languages.*

## Planning Tips

- If needed, work with an interpreter to help deliver influenza messaging.

## Additional Information

- NJDOH Flu Basics Brochure, available in 13 languages  
[http://nj.gov/health/cd/documents/flu/flu\\_basics\\_eng.pdf](http://nj.gov/health/cd/documents/flu/flu_basics_eng.pdf)
- NJDOH flu information in other languages  
[http://nj.gov/health/cd/topics/flu\\_other\\_lan.shtml](http://nj.gov/health/cd/topics/flu_other_lan.shtml)

To request materials, please contact the New Jersey Department of Health, Vaccine Preventable Disease Program at 609-826-4861.