

**GET THE
SHOT**

**NOT THE
FLU!**



**TAKE
ACTION**

**WorkWell
NYC**
Bill de Blasio, Mayor
Healthy Workforce. Healthy City.

PROTECT YOURSELF. PROTECT YOUR FAMILY. GET VACCINATED!

2019 Free Flu Shot Campaign Ambassador Toolkit



INTRODUCTION

Influenza - “the flu”- is a highly contagious virus that spreads easily, especially in the workplace. The flu shot is the best means of protection against the flu and its health complications. Health experts recommend that everyone aged 6 months or older get the flu vaccine each year.

To keep our workforce healthy, the City and its unions offer **free** flu shots to City employees, dependents, and pre-Medicare retirees eligible for New York City health benefits. Flu shots are available at worksite clinics, participating pharmacies, and in-network medical offices.

As a WorkWell NYC ambassador, you can help employees take action to prevent the flu by setting up worksite flu shot clinics from **September 16th through November 27th**. Worksite flu clinics are a quick, convenient, and effective way to help employees stay flu-free and prevent the flu from spreading in our workplaces and communities.

This guide provides step-by-step instructions to help you set up **worksite flu clinics** at your agency. There are also materials and resources to help you promote your clinics and spread the word about the importance of the flu shot.

As always, your support is critical in helping us keep City employees healthy. We are counting on you to set up worksite clinics and spread the word to your colleagues about the importance of getting vaccinated. Please don't hesitate to reach out with any questions.

Let's work together to provide our employees and their families with a quick, convenient, and effective way to stay flu-free!

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HOW TO SET UP FLU SHOT CLINICS

WorkWell NYC partners with Affiliated Physicians (AP) to host flu shot clinics at worksites with at least 150 full-time employees.



Returning Ambassadors: If you participated in the flu program before, you should have been contacted by Affiliated Physicians to re-schedule your clinics for this year. If your clinic is already scheduled, please skip to **STEP 3** (pg. 4) of this toolkit. If you have not been in touch with Affiliated Physicians, please follow the instructions below.

New Ambassadors: If this is your first time setting up a flu clinic for your worksite, or if you are looking to set up a clinic at a new location, follow the steps below to get started.

STEP 1: Identify a time and place

- Time:** Worksite clinics can be scheduled between **September 16th and November 27th**, between 7:00am and 7:00pm. Other time slots may be available by request to accommodate shift schedules. Flu shot clinics should be scheduled at least **4 weeks** in advance.
- Place:** Clinics can be held anywhere with a private space that can accommodate a table, a few chairs, and a trash can, such as a conference room or a large open area. Select a centrally located, easily accessible, high-traffic location. If possible, schedule your clinic during a health fair or another pre-planned event where employees will be gathered.

STEP 2: Request a flu shot clinic

- Request:** Submit a request for each location where you would like to schedule a flu clinic. Complete the [Clinic Request Form](#) online or download the form [here](#) and submit it via email to workwell@olr.nyc.gov.
- Confirmation:** Affiliated Physicians (AP) will send a confirmation email with the date and details for your clinic. If everything is correct, sign and return via email or fax. 2-3 days after confirming your clinic, it will appear on the registration website: www.apschedule.com/nycflu.
- Monitoring:** Ambassadors will receive access to an administrative portal to track registration. Log in regularly to see how many appointments are booked. If slots book quickly, AP can extend the hours of your clinic or add more nurses – however, this requires at least 10 business days' notice.

If you need to contact AP about your flu clinic, please email Dawn Tudor at dtudor@affiliatedphysicians.com

STEP 3: Spread the word

- ✓ **Promotional materials:** Get the word out to your colleagues! WorkWell NYC has various email and flyer templates available for use. See page 7 of this toolkit or visit the Ambassador website [here](#) to download the promotional materials.
- ✓ **Posters:** WorkWell NYC has 18" x 24" reusable posters for your worksite! Request posters [here](#).
- ✓ **Registration website:** Share the registration link with employees so they can schedule their flu shot: www.apschedule.com/nycflu (username: nyc | password: flu)
- ✓ **Strategies for success:** Here are some **proven tips** to help you get the word out:
 - Engage leadership:** Some commissioners are willing to send out emails of support or share pictures of themselves getting the flu shot to encourage participation. Make a request to members of your leadership team to see how they can support your efforts.
 - Go where the people go:** Hang posters in areas where employees congregate (where possible) – elevator banks, kitchens, bathrooms, common areas, etc.
 - Repetition is key:** Send reminder emails in the days and hours leading up to your event. [Template emails #4 and #5](#) are designed to be sent out right before and during a flu shot clinic.
 - Mix it up:** Use multiple methods of communication spread out over several weeks: emails, posters, Intranet, TV monitors, meeting announcements, etc.
 - The more, the merrier:** Recruit wellness champions and other interested co-workers to help you spread the word. Never underestimate the power of word-of-mouth!
 - Encourage pre-registration:** Employees that pre-register will receive a calendar invite and reminder email from AP with instructions. Monitor the number of appointments made – this can help you gauge interest and whether your communication strategies have been effective.
 - Collaborate with unions:** Work with your labor-management committees to spread the word.

STEP 4: Showtime

- ✓ **Be prepared:** Make sure to **confirm the room setup** with your facilities department ahead of time. If your clinic is open to employees outside of your building, make sure security/reception is aware and knows where to direct people. If any details have changed, contact AP as soon as possible or email workwell@olr.nyc.gov.
- ✓ **Check in with the vendor:** A few days before your clinic, you will receive the name of the nurse/s attending. Make sure to provide any details they will need to get into your worksite.
- ✓ **Be available:** Greet the nurse/s 1 hour before your clinic starts and bring them to the room where the clinic will be held. You do not need to be present for the duration of the clinic, but should be accessible if questions arise. If you will not be onsite the day of the clinic, please email Dawn Tudor at dtudor@affiliatedphysicians.com with the contact information for someone who will be available to greet the nurses and assist with any day-of needs.

THE FLU FIGHTERS CHALLENGE



The *Flu Fighters* Challenge is designed to reward you for your efforts to host successful worksite flu shot clinics and to help keep employees flu-free. Ambassadors can earn points to be redeemed at the Annual Ambassador Recognition Breakfast event in the spring.

In the 2019 *Flu Fighters* Challenge, you can earn a maximum of **40 points** for engaging in activities that help maximize participation at your flu clinics. Ambassadors will receive a survey link in December to report the tasks they completed.

Join in on the friendly competition this year to keep the energy and excitement going while competing for fun prizes! **Winning *Flu Fighters* will be rewarded at the next Ambassador Recognition Event!**

Earn points for completing the following tasks:



Get started: Schedule a flu shot clinic at your worksite **(5 points)**



Engage leadership: Share pictures or communications of agency leadership participating in or promoting your worksite flu shot clinics **(15 points)**



Share a success story: Nominate an employee (or yourself!) to participate in an [*I WorkWell*](#) testimonial about getting their flu shot at work **(15 points)**



Go for the gold: Fill 80% or more of your clinic's appointments **(5 points)**

TEMPLATES AND PROMOTIONAL MATERIALS

Click on the images below to download:

Worksite Flu Clinic Flyer PowerPoint



Customize this flyer with your clinic information, and post in breakrooms, bathrooms, or other high traffic areas to encourage participation at your worksite flu clinic.

Email Templates Word Doc



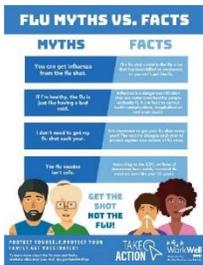
Simply fill in the highlighted sections, copy into an email, and send! There are templates for every stage of the process, from initial announcement to reminders on the day of the clinic.

General Promotional Flyer PowerPoint



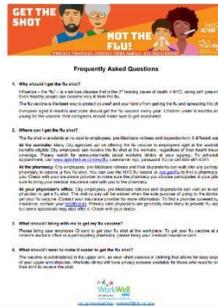
Use this flyer to encourage employees to get the flu shot at a worksite, pharmacy, or doctor's office. This flyer can be utilized at sites that are not hosting worksite clinics.

Flu Shot Myths vs Facts PDF



This flyer addresses common myths and facts about the flu shot.

Employee FAQs PDF



Share this document with employees who might have questions about the flu shot and how they can get it.

18" x 24" Poster Online Request Form



Fill out this [form](#) to request a poster for your worksite. Use a dry erase marker to fill in the date and time of your clinic.

Email Signature Text

Don't let the flu catch you! **FREE flu shots** are available for City employees conveniently located at the worksite. [Find a clinic near you.](#)

Add a signature to your emails to promote your flu clinic! Copy and paste the text above or customize it with your clinic details.

Social Media Images JPEG



If your agency has social media channels, use these images to promote your worksite clinic. Don't forget #workwellnyc!

Have questions about how to promote your flu clinic? WorkWell NYC is here to help! Email workwell@olr.nyc.gov.

FREQUENTLY ASKED QUESTIONS

1. Who is eligible to get a flu shot at work?

All employees eligible for health benefits through the City can receive their flu shot at work for no cost. City employees from other worksites will be able to make an appointment at any “open” worksite clinic. If it is not possible for City employees from nearby locations to attend your clinic due to security limitations or other barriers, indicate that on your paperwork.

2. How far in advance should I set up my flu clinic?

The sooner, the better, especially if you have a certain day in mind! Clinics can be scheduled between **September 16th, 2019 and November 27th, 2019.**

3. My worksite has special circumstances (i.e. unusual work schedules, employees in the field, security restrictions, etc.). Can I still host a worksite clinic?

WorkWell NYC and AP will try our best to accommodate your needs! Email us at workwell@olr.nyc.gov and we can work together on a plan that best serves your worksite.

4. How do I determine how many clinics to hold at my agency?

Generally, you can expect approximately 30% of full-time employees to attend an at-work clinic. AP’s nurses can give about 20 shots per hour. Working with these numbers, you can determine the number of hours needed to vaccinate your workforce and decide whether you’d like to spread them out over several hours or days. Remember, these numbers are estimates and may vary based on a number of factors. AP can work with you to come up with the best plan for your agency/worksite.

5. I have an employee who needs a thimerosal-free flu shot. What should I do?

Each clinic will have a few thimerosal-free shots set aside. If possible, let AP know in advance so they can make sure to reserve one for that employee.

6. Will there be a flu shot available for people 65 and over?

Yes, vaccines specifically designed for those 65 years and older are available upon request.

7. Can pregnant people receive flu shots at the worksite?

Yes, worksite flu clinics will offer flu shots to all pregnant people, regardless of trimester.

8. Are worksite flu clinics private?

Privacy screens will be provided to separate the area where shots are administered. The flu shot is given in the upper arm so participants are encouraged to wear short sleeves so that the upper arm is easily accessible.

9. What if someone needs proof of vaccination?

If someone would like proof of vaccination they should email myresults@affiliatedphysicians.com and provide their full name, date of birth, date and location of the vaccination.

10. How do I participate in the Flu Fighters Challenge? What do I have to do to earn points?

All Ambassadors that schedule flu clinic(s) at their worksites will be enrolled in the *Flu Fighters* Challenge! Find out how to win on page 5.