

Influenza Honor Roll

Campaign Resources



Listed below are campaigns that organizations in New Jersey have implemented. These strategies are divided into three broad categories: 1) increasing accessibility, 2) increasing demand, and 3) improving messaging. Contact details for specific campaigns have been included below, if available.

1. INCREASING ACCESSIBILITY

Drive-Through Flu Clinics

This type of clinic allows those who are getting vaccinated to remain in the comfort of their cars while they receive the flu vaccine. Additionally, these clinics offer staff the opportunity to practice emergency preparedness planning for vaccination clinics in the event of 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 backup plan if there is rain or inclement weather.

Contact Information

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

- Elizabeth Grant, RN, BSN - egrant@co.gloucester.nj.us - (856) 218-4138
- Ditty Mae Jankauskas, RN, MSN - djankauskas@co.gloucester.nj.us - (856) 218-4136

Additional Information

- Supplies You May Need at an Immunization Clinic: immunize.org/catg.d/p3046.pdf
- Guidance for Planning Vaccination Clinics Held at Satellite, Temporary, or Off-Site Locations: cdc.gov/vaccines/hcp/admin/mass-clinic-activities/vaccination-clinic-supply-checklist.html

Transportations 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 services are 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 317-Funded Adult (317) program are federally funded, state-operated vaccine supply programs that provide pediatric and adult vaccines at no cost to health care providers who serve patients who might not otherwise be vaccinated because of their inability to pay.

Health care 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 - vfc@doh.nj.gov - (609) 826-4862

Additional Information

- New Jersey Vaccines for Children (NJVFC): njiis.nj.gov/core/web/index.html#/vfcDocs
- Centers for Disease Control and Prevention, Vaccines for Children Program: cdc.gov/vaccines/programs/vfc/index.html
- New Jersey Department of Health - Vaccines for Children Program: nj.gov/health/vaccines/programs/vfc/
- Search for VFC and 317 Vaccine Providers: nj.gov/health/vaccines/programs/vfc/vfc-317-vaccine-locations/

>>> 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, federally qualified health centers (FQHCs), or other organizations that 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
- Guidelines for Mass Clinic Planning Activities: cdc.gov/vaccines/hcp/admin/mass-clinic-activities/planning-activities.html

2. INCREASING DEMAND

Offer Incentives

Identify ways to incentivize people to come to the 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 can reserve time and remember the date.
- Consider offering a gift card raffle to those who show proof of vaccination.

“Boo to the Flu” Campaign (Memorial Day Nursery)

During Halloween, the staff visited preschool classrooms and spoke to children about receiving the flu vaccine. They gave “say Boo to the Flu” stickers to the children to go home with on their shirts to remind their parents about the flu vaccine. The shirt stickers were paired with decorative wall displays at the school, saying “Boo to the Flu,” as well as a reminder letter to parents to have their children vaccinated.

Planning Tips

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

Contact Information

Sarah Papp, RN - School Nurse - sarah.papp@patersonschools.org

Virtual Vaccine Education to Health Care Professionals (NJIN)

[NJAAP's New Jersey Immunization Network](#) (NJIN) currently offers timely virtual vaccine education and outreach to healthcare providers across New Jersey. Through webinars, educational updates, resource sharing, and evidence-based guidance, they support pediatric, family medicine, and other healthcare professionals in staying informed about current immunization recommendations, best practices, and strategies for addressing vaccine confidence.

Their goal is to strengthen providers' ability to effectively communicate with patients and families about the importance of recommended immunizations. By equipping providers with current information and practical resources, they aim to increase vaccine confidence, reduce missed opportunities for vaccination, and ultimately improve vaccine uptake in communities throughout New Jersey.

Providers interested in receiving future educational opportunities and updates can subscribe through our outreach network [here](#) and receive information on upcoming trainings, resources, and immunization initiatives.

3. IMPROVING MESSAGING

Staff Education

This could include sending 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 flu toolkit or NJDOH materials.
- Highlight public health observations such as National Influenza Vaccination Week (NIVW), which is held annually during the first full week of December.

Additional Information

- NJDOH Flu Materials: nj.gov/health/respiratory-viruses/flu/
- CDC Flu Resource Center: cdc.gov/flu-resources/index.html
- AAFP Adults 19 years and older immunization schedule: aafp.org/clinical-insights/immunizations-and-vaccines/immunizations-schedules-resources/adult-immunization-schedules

Student Education (Middle and High School)

If working with students in middle school or high school, consider participating in initiatives that focus on adolescent immunization, such as the Adolescent Immunization Action Week.

Planning Tips

- Use tools and resources from Unity to start conversations with adolescents and their parents about vaccines.
- Consider participating in the Adolescent Immunization Action Week held annually in April.

Additional Information

- Unity - United for Adolescent Vaccination Website: unity4teenvax.org/

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 the campus, such as TV or radio stations.
- Share the College Health Flu Challenge flyer with the QR code.
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- If you are not able to provide immunizations, contact your local pharmacy or local health department to determine the feasibility of conducting mobile vaccination clinics on campus between classes.

Additional Information

- NJ College & University Flu Challenge Website:
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 posted. Consider posting at least 3 posts per week to engage your audience.
- Develop a fun, short video aimed at capturing the public's attention and incorporating key messages.

Additional Information

- **Example:** Montclair State University's video shows the school mascot helping students demonstrate preventive actions during flu season on campus: youtube.com/watch?v=Fnz9Od9U8CE&index=18&list=PLcq_pVHg-JBaqDtWbmRKKqjcllQUSYN0S
- CDC Flu Resource Center: cdc.gov/flu-resources/index.html

>>> 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 a translation company to help deliver influenza messaging.

Additional Information

- NJDOH Flu Basics Brochure and other information, available in 15 languages: nj.gov/health/respiratory-viruses/flu/
- CDC Flu Resource Center: cdc.gov/flu-resources/index.html

To request materials, please contact the New Jersey Department of Health, Vaccine Preventable Disease Program at IHR@doh.nj.gov or call (609) 826-4861.