

# Employer Toolkit Guide



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Influenza is a contagious respiratory disease that spreads easily, especially where people come into close contact, such as in workplaces. Every year, influenza causes up to 3,500 deaths and an average of 12,200 hospitalizations across Canada.

This year, to help employers keep their employees and workplaces healthy and safe, we have created an Employer Toolkit to help you in your efforts to encourage your employees to get vaccinated against influenza. In this toolkit, you will find:

- A turnkey guide on how to use the assets
- Key messages and FAQs for employers
- An informational poster
- A template email blast to employees
- A template personal email from managers
- A template calendar-hold for vaccine appointments
- Information for company leadership on offering on-site influenza vaccination clinics



# Employer Toolkit

Preventing illness and employee absenteeism due to influenza is vital for the Canadian business landscape. The Employer Toolkit uses the latest behavioural science research and real-world understandings to tap into how people think and behave to increase vaccine uptake. These methods are cost-neutral, easy to implement, and scalable. Through our research, we have identified the following evidence-based approaches that can help you encourage employees to get their influenza vaccine this year:

- Provide information that addresses the benefits versus the risks of influenza vaccination and debunks the myths about the influenza vaccine. The source and type of information people have available to them affects their decision-making. By providing a reminder about influenza vaccinations, you can ensure they will be top of mind for employees.
- Use the term “influenza” instead of “flu” to convey the severity of the influenza virus and the importance of getting an influenza vaccination.
- When discussing the influenza vaccine, use “gain framing” to show how employees could benefit from the vaccine. For example, by receiving their annual influenza vaccination, employees will reduce their risk of hospitalization, the possibility of spreading influenza to those they care about, and time away from work due to illness.
- Use concrete examples and vivid imagery of those who need protecting.
- Have a staff manager share the influenza vaccine messaging, as messages sent from people we know and relate to are more effective.
- Encourage employees to make plans about getting vaccinated that include specific details on the where, when, and how.
- Provide visible and regular cues and reminders in the local environment (office, warehouse, break room) to increase uptake and follow-through for getting an influenza vaccine.
- Assign employees specific dates and times for their vaccinations, giving them the option to opt out (rather than inviting them to opt in).

# Key messages and FAQs for employers

The Key Messages and FAQs document is to help facilitate dialogue between employers and employees. It offers quick messaging proven through behavioural science to help employers demonstrate why influenza vaccination is important, how the spread of influenza affects the workplace and how employers are making it easy for employees to be protected from influenza.



First week of September



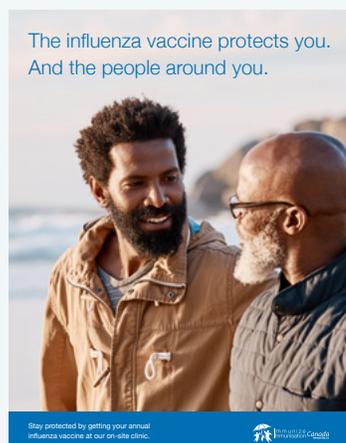
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# Informational Poster

The informational poster is to help provide visible and regular cues to employees about the importance of receiving the influenza vaccine. These posters should be placed in well-travelled areas such as near break rooms, outside washrooms, or communal areas.

 Second week of September

Choose an option below and print:



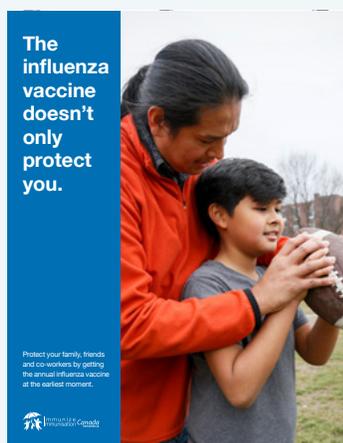
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# Template Email Blast from HR to Employees

The template email blast to employees is to be sent out by the Human Resources department to provide information on influenza vaccine locations and options.

 Third week of September

Choose an option below and insert in the body of your email:

## On-site version



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## Off-site version



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Choose an option below for the subject line of your email:

### On-site version

- Seasonal Influenza: Keeping Our Employees Safe
- Get Your Influenza Vaccine at Our Clinic

### Off-site version

- Seasonal Influenza: Keeping Our Employees Safe
- Get Your Influenza Vaccine at the Earliest Moment

# Template Personal Email from Managers

The template personal email from managers is meant for managers to send because our research shows that employees are more responsive to people they know and trust and can more easily relate to.

 Fourth week of September

Choose an option below and insert in the body of your email:



[!\[\]\(83f22ed94ec5517769dd76d702c6bfd8\_img.jpg\) Download](#)



[!\[\]\(642aa997563f9a325b310230bb5078b7\_img.jpg\) Download](#)



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[!\[\]\(51514032c8ca341817228f39f1307b05\_img.jpg\) Download](#)

Choose the appropriate option:



[!\[\]\(274fd520e03b61c1b9ffc861754cacdc\_img.jpg\) Download on-site version](#)



[!\[\]\(06a315363e7801bba8c7489a6694af19\_img.jpg\) Download off-site version](#)

# Template Calendar-hold for Vaccine Appointments

A template calendar-hold for vaccine appointments will enable employers to set an appointment time for each employee. All employees will have the option to opt out of their appointment. However, removing this step for employees increases the likelihood that they will attend their vaccination.

 Three weeks ahead of on-site clinic

Choose an option below and insert in your calendar invitation:



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# Information for Company Leadership on Offering On-site Influenza Vaccination Clinics

The information is meant for company leadership to help support intentions to host an on-site influenza vaccine clinic. Employees who need to coordinate their work and personal lives to receive an influenza vaccine can spend hours seeking a location that accommodates their schedule. This inconvenience results in a loss of productivity for travel to and from the appointment.

## Offering On-Site Influenza Vaccination Clinics

Employers play an important role in protecting employees against influenza to maintain a healthy workforce. On-site influenza vaccination clinics help make getting vaccinated easy and convenient for employees and, in turn, help limit the spread of influenza in the workplace.

Hosting a workplace influenza vaccination clinic does not have to be a complicated process.

**1. Arrange a clinic:** If you don't have a nurse on site, working with a vaccination clinic provider takes out the risk and guesswork. An experienced healthcare professional can guide you through the process and review all the details of the clinic – from logistics and execution to providing the vaccination, registration, and post-vaccination care.

**2. Communicate and promote the clinic:** It is important to set up internal communications platforms to promote your on-site clinic and communicate the importance of vaccinating against influenza. The Immunize Canada Employer Toolkit provides turnkey materials that can help.

**3. Host the clinic:** On the day of the clinic, a nurse will arrive to set up the clinic and answer any questions. They will then provide the vaccine to your employees, and their families if you choose, and provide post-vaccination care, after which they will remove all the waste and leave the area clean.

Protecting your employees is an essential responsibility when leading a business, and when it comes to influenza vaccination, it is simple to do so. Start the discussion now with a vaccination provider to get details on what is involved in setting up an on-site clinic at your workplace. Be sure to secure your date ahead of when the influenza season begins, as clinics are scheduled ahead of October.

For more information on the importance of influenza vaccines and workplace clinics, contact Immunize Canada ([imm@imm.ca](mailto:imm@imm.ca)) or a local immunization clinic provider.



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# About Immunize Canada

Immunize Canada is a national coalition of patient-centred, professional health, and private sector organizations with a specific interest in promoting the understanding and use of vaccines as recommended by the National Advisory Committee on Immunization (NACI). Its goal is to contribute to the control, elimination, and eradication of vaccine-preventable diseases in Canada.

