

## 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 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 backup 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 – [egrant@co.gloucester.nj.us](mailto:egrant@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  
[immunize.org/catg.d/p3046.pdf](http://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](http://cdc.gov/vaccines/hcp/admin/mass-clinic-activities/vaccination-clinic-supply-checklist.html)

#### 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 health care providers who serve patients who might not otherwise be vaccinated because of 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 – 609-826-4862 or [vfc@doh.nj.gov](mailto:vfc@doh.nj.gov)

#### **Additional Information**

- New Jersey Vaccines for Children (NJVFC)  
[njiis.nj.gov/core/web/index.html#/vfcDocs](http://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](http://cdc.gov/vaccines/programs/vfc/index.html)
- New Jersey Department of Health, Vaccine for Children Program  
[nj.gov/health/vaccines/programs/vfc/](http://nj.gov/health/vaccines/programs/vfc/)

### **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, 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:  
[cdc.gov/flu/professionals/vaccination/vax\\_clinic.htm](http://cdc.gov/flu/professionals/vaccination/vax_clinic.htm)

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

*The Flu Warriors Fest is a series of flu immunization events spanning across New Jersey that provides free flu vaccines to communities who are largely underserved and uninsured for the past 7 years. Last year, the Flu Festivals provided vaccines to 430 individuals! This year they have collaborated with*

*Southern Jersey Family Health Centers, the Camden Coalition, Virtua Health, Saint Joseph's, and Hackensack Meridian Health. The festivals will take place between September and November 2024.*

### **Planning Tips**

- Coordination with Vaccines for Children (VFC) and 317 providers is done well in advance of the event to ensure adequate flu stock is available.
- Working within the communities to promote the event well in advance helped to increase attendance.
- Hosting an event that promotes and provides access to the Flu vaccine in a welcoming and positive environment.

### **Contact Information**

- Maria C. Sciancalepore, MPA, CRA, Director of the New Jersey Immunization Network  
[msciancalepore@njaap.org](mailto:msciancalepore@njaap.org)

### **Additional Information**

- NJ Immunization Network – Flu Warriors Festivals 2024  
<https://www.immunizenj.org/community-events-2024/>

## **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 (Memorial Day Nursery)**

*During Halloween, the staff visited pre-school 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 reminder letters 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](mailto:Sarah.papp@patersonschools.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  
[nj.gov/health/cd/topics/flu.shtml](http://nj.gov/health/cd/topics/flu.shtml)
- CDC Flu Toolkit  
[cdc.gov/flu/resource-center/index.htm](http://cdc.gov/flu/resource-center/index.htm)
- CDC Recommended Vaccines for Adults  
[cdc.gov/vaccines/adults/rec-vac/hcw.html](http://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  
[protectmewith3.com](http://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.
- Share the *College Health Flu Challenge* flyer with the QR code.

- 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.

### **Additional Information**

- NJ College & University Flu Challenge Website  
[nj.gov/health/cd/edu\\_training/vpdp\\_flu\\_challenge.shtml](http://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  
[youtube.com/watch?v=Fnz9Od9U8CE&index=18&list=PLcq\\_pVHg-JBaqDtWbmRKKqjcllQUSYN0S](https://youtube.com/watch?v=Fnz9Od9U8CE&index=18&list=PLcq_pVHg-JBaqDtWbmRKKqjcllQUSYN0S)
- CDC Flu Toolkit  
[cdc.gov/flu/resource-center/index.htm](http://cdc.gov/flu/resource-center/index.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 and other information, available in 12 languages  
[nj.gov/health/cd/documents/flu/flu\\_basics\\_eng.pdf](http://nj.gov/health/cd/documents/flu/flu_basics_eng.pdf)
- CDC Flu Resources  
[cdc.gov/flu/resource-center/freeresources/index.html](http://cdc.gov/flu/resource-center/freeresources/index.html)

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