

**Get it! Don't spread it!**  
**2013**





## 2011

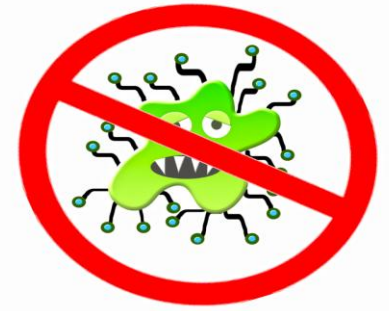
- Extendicare's immunization rates had dropped significantly across Canada
- Extendicare's national average was 62% in 2010 and in some areas only 32 % of staff were immunized
- To promote the safety and well being of our residents, staff and families we decided to launch our first **National Immunization Campaign!!**



## September 2011

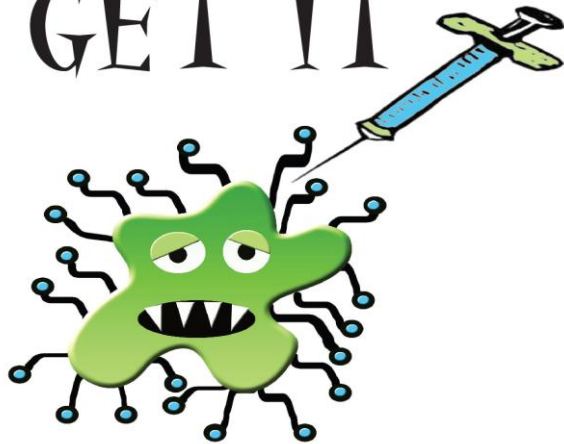
- We had a goal: 80% of all staff
- We had a slogan: 'Get it! Don't spread it!'
- We had posters to advertise our commitment and progress
- We had stickers for those that participated
- We had information for all our homes
- We had a communications plan
- We had senior management support!

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2011

GET IT



DON'T SPREAD IT!

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## Flu shot Goals





- We sent out weekly information including articles from :
  - WHO
  - Public Health Agency of Canada
  - Public Health Agencies of Ontario, Manitoba, Saskatchewan and Alberta
- We also included humour and fun (jokes, comics, satirical materials)

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Humour

© Fewings  
fewings.ca

"FLU SHOT? WHY WOULD I GET A FLU SHOT?" HE SAYS. "I NEVER GET SICK. BESIDES, EVEN IF I GET IT HOW BAD CAN IT BE?"



Cross-country hitchhiker...



DAVE GRANLUND © www.davegranlund.com



## **2011 Results:**

**84.5 % of front line staff were immunized**



- First ever national immunization campaign, “Get it – Don’t Spread it!”
- **84.5%** staff immunization across Ontario Owned Homes
- Compare these rates to 62.75% staff immunization across Ontario homes in 2010\*\*





### Most local health workers don't get flu shot



By Tyler Kula, Sarnia Observer  
Monday, October 15, 2012 5:46:55 EDT PM

Ontario's public health agency is calling for the flu shot to be mandatory for all health-care workers in the province, urging it to be a condition of employment in hospitals, nursing homes, home care or in any kind of community setting.

Public Health Ontario changed its best practice guidelines last week because voluntary use of the annual influenza vaccine has not been as high as the agency would like. The average vaccination rate for health-care workers in the province is stuck below 60 per cent.

At Sarnia-Lambton hospitals, 45% of staff received a shot last flu season, up from a 37% to 40% vaccination rate the previous four years. The exception was 2009 when 58% rolled up their sleeves for the H1N1 vaccine, and 13% got the seasonal vaccine.

Frontline health-care workers across Ontario — and especially in Toronto — are endangering their patients by neglecting to obtain a flu shot. If anyone should know better, it's these people. And their failure is inexcusable.



### 2012

- In 2011, our goal was 80% in all homes across Canada. In Ontario, **42** homes reached this goal
- For that reason we created a **NEW** goal

**85%**



## What did we do differently ?

We collected the actual number of staff immunized (as per the adjacent chart) and allowed for some exemptions\*\*

- Allergies
- Pregnancy
- Religious reasons
- Casual with less than 3 shifts

Total # Of Staff	Total # Non Eligible	Total Eligible staff	Total staff immunized



- Education was be delivered every Tuesday in Communications update
- Lyn, Jane ( both Health inspectors ) were available to help homes with information
- We sent each a home a “kit” with posters, stickers, tracking thermometers



## 2012 Results

**84%** of staff were immunized

**11,116**

front line staff were immunized

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Trophies and awards were distributed to the most successful homes



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Management & Consulting Services

**STAFF FLU IMMUNIZATION**



**GET IT! DON'T SPREAD IT!**  
Exceeded the Annual Participation Goal:



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2013 Goal

**GET IT 2013**

**DON'T SPREAD IT!**

Flu clinics will take place on:

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get better

2013  
Goal

85%

**GET IT! 2013**

100%  
90%  
85%  
80%  
70%  
60%  
50%  
40%  
30%  
20%  
10%  
0%

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- Launched 2013 campaign at Oakview Place in Winnipeg on September 19<sup>th</sup> 2013







Extendicare homes plan on meeting the goal through:

- Continued education and communication
- A common dedication to resident safety
- Renewed excitement and competitive spirit
- The belief that getting the flu shot is the right thing to do for our residents