

NO FLU for you

Protect Yourself & Others — Get a Flu Shot

A. Administrative

1. Complete and submit the WIHA “Intent to Participate in Flu Shot Outreach Campaign” form by December 1, 2020
2. Complete the simple **monthly report** on activities.
3. Submit **certification of completed activities**, **W-9 form** and **invoice** by March 31, 2021.

B. Gather information about flu shot availability.

1. If you are not an aging unit or ADRC, meet with your that agency.
2. Meet with your local public health department to explain your involvement and ensure coordination by December 11, 2020.
3. Create and maintain a **list of where flu shots are available in your community, using the WIHA instructions and template**, by December 31, 2020. We understand that flu shot availability and locations may change over time but ask that you try to keep your list up-to-date.

C. Earned Media

4. Send at least one **Letter to the Editor** or **Guest Editorial** to local newspaper urging older adults to get a flu shot, signed by agency leadership, customizing from WIHA’s templates.
5. Secure one other individual from a prominent position (e.g., a health care provider, mayor, county executive, public health director) to also submit a Letter to the Editor, customizing from WIHA’s template, by January 15, 2021.
6. If your agency publishes a newsletter, include one of the WIHA-prepared **articles, flu shot quiz, FAQs** or **Myths** about flu shots each month until April.
7. Submit at least one **radio PSA** to one or more local stations, using WIHA templates, and make at least one follow-up call to each, by January 31, 2021.

D. Agency Website and Social Media

8. Add information about the importance of flu shots for older adults, and where they are available in your community, on your agency homepage, by December 18, 2020.
9. Use WIHA’s **Facebook posts** or create your own – at least two per month, December 2020 through February 2021.

E. Agency Protocols

10. Add **"No Flu for You" logo** and info to auto-signature of I&A workers, benefit specialists, caregiver support and other staff with customer-focusing positions, within 7 days of submitting Intent to Participate.
11. If doing "friendly check-in calls," add a question about flu shots to list of questions or script, beginning 7 days of submitting Intent to Participate.
12. Train I&A workers to ask every caller if he or she needs info regarding flu shot availability in the community. Beginning within 10 days of submitting Intent to Participate.

F. Customer-focused distributions

13. If your agency provides home-delivered meals, select at least four home-delivered meal stuffers* to be printed and included between December 1 and January 31.

14. Print and tuck **"NO FLU FOR YOU information"** or **FAQ about flu shots**, customized with agency phone number, in agency mailings to clients of benefit specialists, I&A workers and other staff.
15. Customize, print and provide volunteer drivers a stack of **"Have you Had Your Flu Shot?"** flyer to hand to each rider until February 28, 2021.

If it is not possible for your agency to do one or more of the above activities, or if you believe one of the below options would be a better fit for your community, please contact WIHA to discuss substituting one or more of the following activities – or propose an activity that you think will be a good fit in your community - for one or more of the above activities:

16. Contact local radio station and offer to do an interview or short call-in show on importance of flu shots for older adults and where available in listening area, using WIHA info and **Q&A**.
17. Contact local television station and offer to do an interview or feature on importance of flu shots for older adults and where available in viewing area.
18. Include agenda item on agency's Board or Advisory Council, sharing flu shot materials and asking each Board member to pass materials to at least five organizations (e.g., clubs, reitree groups, auxiliaries, faith-based organizations, hobby groups, etc.) to which they belong, of selected WIHA-created older adult flu shot materials.
19. Make in-person or zoom-type **presentations on flu shots** to appropriate groups of older adults, or caregivers or service providers of older adults.
20. Approach faith-based or other organizations in your community and ask if they will include an **article** in their organization's newsletter about importance of flu shots for older adults.
21. Using zoom or other technology, record an interview with a local physician, nurse practitioner, physician's assistant, etc., about importance of flu shots for older adults and share with local TV media and/or post on agency's website, using WIHA's **Flu Shot Q&A**, if desired.
22. Using zoom or other technology, record an interview with public health agency leadership about importance of flu shots for older adults and share with local TV media and/or post on agency's website, using **WIHA's Flu Shot Q&A**, if desired.
23. Customize and **print posters** or **display flyers** about importance of flu shots for older adults and post at sites that older adults (or their family members or care providers) are frequenting in person (e.g., grocery stores, pharmacies, faith-based organizations, your agency, that includes your agency phone number to find out where flu shots continue to be available and the conditions for receiving.