



How Can We Give a Booster to a Flu Vaccination Program That has Lost its Participation Potency?

A Case Study by Benfield, a division of Gallagher Benefit Services, Inc.

CLIENT PROFILE

ORGANIZATION: ABC Co.

ORGANIZATION TYPE: Oil & Gas

INDUSTRY: Manufacturing

LOCATION: U.S.-Based

NUMBER OF EMPLOYEES: 40,000+

SITUATION:

Influenza (“flu”) is serious business for employers. The effect on U.S. business from employees catching the flu is alarming:

- » In 2011, flu and flu-related complications account for an estimated 100 million lost workdays with more than 200,000 people hospitalized
- » This resulted in \$10.4 billion in flu-related losses to employers

Flu vaccinations, however, can stifle these losses. According to the Center for Disease Control (CDC):

Each year flu vaccinations prevent more than 6 million cases of flu and nearly 80,000 hospitalizations. Yet, it is estimated that 55-60% of the eligible U.S. population doesn't get an annual flu vaccination. But employers can play a significant role in protecting their employees' health, while reducing losses in productivity and revenue through effective educational communication about the importance of getting a yearly flu vaccination.

Fortune 500 oil & gas company realized its workforce productivity decreased each flu season. Reducing flu among their employee population became a priority. Their corporate health and wellness (H&W) team leaders wanted to promote the importance of getting a flu vaccination to employees.

RESEARCH:

The company's health benefits offered employees many options (on-site clinics, physician office visits, retail providers—Walgreens, CVS, etc.) to receive the vaccine, however, employees were not taking advantage of the benefit. Benfield led a deep-dive discussion with H&W leaders to gain key insights as to why employees' were not getting flu vaccinations. The research revealed:

- » A lack of meaningful, focused flu communications
- » Employees did not understand the seriousness of the flu and how profoundly it can affect their lives and the lives of their families
- » Many employees believed the flu vaccine could give them the flu
- » Many employees simply had a fear of needles

STRATEGY:

To drive flu vaccinations, Benfield developed a communications strategy and branded campaign to address employee inaction. Communications used unexpected, impactful creative messages to:

Benfield helped develop the strategy to drive employee flu vaccinations through their onsite clinics, their employee's primary care physicians or at retail providers (Walgreens, CVS, etc.).

- » Create a bond with employees who didn't understand the benefits a flu vaccine provides:
 - Less time away from family due to illness
 - Not passing on the flu to their loved one—especially infants, small children and older adults


- » Overcome barriers H&W had faced with a segment of their employee population:
 - The myth that the flu vaccine gives you the flu
 - Fear of needles

ESTABLISH FOUNDATIONS:

A personal appeal that bonds the employee to the benefits of a flu shot by showing the real, personal cost of having the flu.

Creating bonds with employees through messaging that resonates to their own personal lives.

Who cares if they get the flu?




You care. Get vaccinated.


Spread your love, not the flu.

The flu is a highly contagious and easily spread disease that affects the lungs. It is especially serious for children, older people, pregnant women and people with certain chronic illnesses. Even if you don't get the flu, you can spread the virus. Prevent the ones you love most from getting the flu—get vaccinated.

Find out how GE can help prevent you and your family from getting the flu by contacting your HealthAhead Champion, EHS or HR manager.



You're not here




...because you're here.

The flu is serious—get vaccinated.

It is a highly contagious disease that affects the lungs and can lead to serious illness, including pneumonia—*even for very healthy people.*

Prevent the ones you love most from getting the flu—get vaccinated. Find out how GE can help prevent you and your family from getting the flu by contacting your HealthAhead Champion, EHS or HR manager.



Overcoming barriers by dispelling myths with messaging putting short-term pain in context of the longer-term gain from flu prevention.

Your face getting stuck is a myth



...just like the flu vaccine causing the flu.

Getting the flu vaccine won't give you the flu. Not getting it might.

The flu vaccine cannot give you the flu. You may experience some common side effects like a sore arm, a low fever or achiness—but it's not the flu. It is scientifically impossible for the flu vaccine to give you the flu.* The best way to prevent getting the flu is by getting a flu vaccination—so get vaccinated.

Find out how GE can help prevent you and your family from getting the flu by contacting your HealthAhead Champion, EHS or HR manager.

*The viruses in the flu shot are killed (inactivated), so you cannot get the flu from a flu shot. Source: CDC

The sting lasts approximately 1.3 seconds



...the flu can last up to 2 weeks.

The flu is serious—get vaccinated.

It is a highly contagious disease that affects the lungs and can lead to serious illness, including pneumonia—even for very healthy people.

Get vaccinated for the flu. Find out how GE can help prevent you and your family from getting the flu by contacting your HealthAhead Champion, EHS or HR manager.



Health Moment: Prevent Flu

1.3 seconds of this...



helps prevent this.



The flu is serious—get vaccinated.

The best way to prevent flu is to get a flu shot. In addition, avoid getting or spreading the flu by:

- **Avoiding close contact with sick people.**
- **Covering your nose and mouth with a tissue when you cough or sneeze.**
- **Washing your hands often with soap and water. If soap and water are not available, use an alcohol-based hand rub.**
- **If you or your child gets sick with a respiratory illness, like flu, limit contact with others to help prevent spreading illness. If possible, stay home (or keep your child home) for at least 24 hours after fever is gone except to seek medical care. Fever should be gone without the use of a fever-reducing medicine.**
- **If an outbreak of flu or another illness occurs, follow public health advice.**

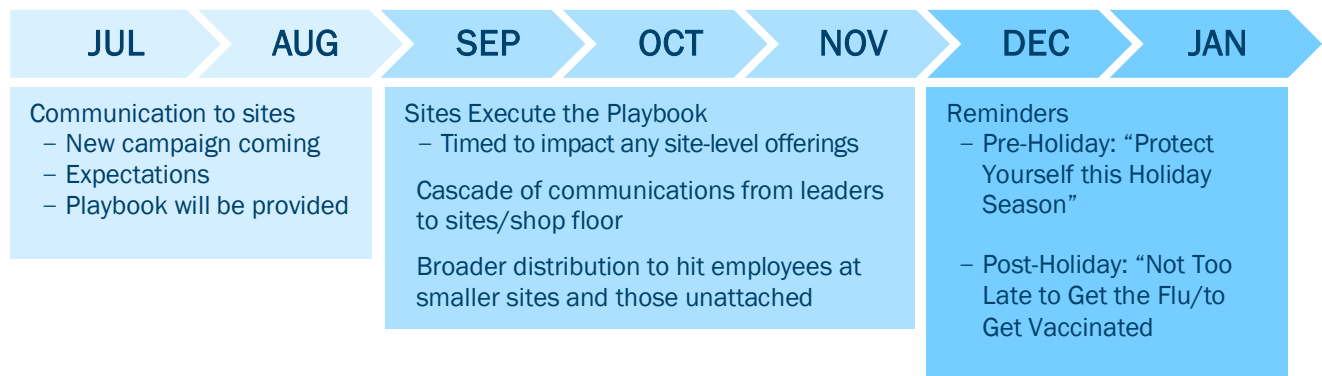
Health Moments

Pre-packaged educational content managers used at the start of staff meetings to reinforce the importance of getting a flu shot.

Deliverables developed to reach employees through multiple channels:

- » Take-home flyers
- » Posters with editable text boxes for customized flu clinic locations and times
- » Screen savers
- » Shop screen monitor slides
- » E-cards
- » Newsletter articles
- » Health Moments

BUILD ENGAGEMENT:



MEASURE RESULTS:

On-site flue vaccinations rose 23% over the previous year.

"I'm a fan of the flu materials. I have had compliments from the sites. The messages are pointed and catchy....and have a warm feel to them. Offering the messages in several formats is particularly useful with our diverse needs."

—Health & Wellness Leader

CHUCK REYNOLDS

Area President

BENFIELD-GALLAGHER

Chuck_Reynolds@ajg.com

314.968.0011 x 106

Benfield | Arthur J. Gallagher & Co., St. Louis, MO 63119

© Benfield, a division of Gallagher Benefit Services, Inc.

All rights reserved.