

Date:

Name:

Address:

Dear: \_\_\_\_\_

**RE: Management Support for the Annual Staff Influenza Immunization Campaign, Policy and Declination Statement**

Experience and research has shown that successful immunization programs engage champions at all levels. Support from senior management, clinical leaders and opinion leaders have demonstrated positive outcomes and increased rates.

The best evidence points to the advantages of obtaining the highest possible staff influenza immunization rate, with a goal of 90% or above. Data shows that *'facilities with higher influenza vaccination rates among residents and staff report lower rates of influenza outbreaks'* (Stevenson CMAJ 2001; 164:1413-9). Research also indicates that there is a direct correlation between decreased numbers of HCWs vaccinated and higher numbers of nosocomial-acquired influenza cases. (Salgado ICHE 2005; 11:923).

Despite abundant evidence about the safety and effectiveness of the influenza vaccine, last year our organization achieved an immunization rate of \_\_\_\_%. Successful programs are multifaceted and require commitment from organizational staff at all levels. We need your support to assist with the promotion of our annual influenza immunization campaign.

Thus, we are requesting your support in this initiative in the following ways: attending the campaign launch; leading by example and getting immunized; highlighting to staff the importance of influenza immunization; supporting policy development including a declination statement; offering incentives and encouraging healthcare personnel to be immunized. More information about specific details will follow.

As influenza immunization champions, your leadership is vital in ensuring a successful campaign. Together we can reach our target and protect our residents.

Respectfully,