

## Universal Influenza Immunization Benchmarking Questionnaire

### MARKETING AND PROMOTION

1. What type of telephone line does your Health Unit offer for the influenza immunization program? (check all that apply)
  - dedicated flu line
  - general health information line
  - phone line for non-Health Unit employees only
  
2. Whom did your Health Unit target using **LOCAL** Marketing and Promotional activities (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS)?
  - general population
  - school-age population
  - seniors population
  - other (please specify) \_\_\_\_\_
  - N/A
  
3. What were the key messages of **LOCAL** Marketing and Promotional activities (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS)?
  - increasing awareness
  - advertising clinics
  - changing attitudes
  - storage and handling
  - other (please specify) \_\_\_\_\_
  - N/A
  
4. What were the primary strategies used by your Health Unit to disseminate the key messages using **LOCAL** level promotion (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS)?
  - radio/television ad/appearance
  - newspaper article/ads
  - newsletter/bulletin
  - community events/presentations
  - small group sessions
  - transit ad
  - letter
  - website
  - posters/display/billboards
  - pamphlets/brochure
  - other (please specify) \_\_\_\_\_
  
5. How many influenza related telephone calls did you health unit receive during the flu campaign? \_\_\_\_\_
  
6. How many people were reached using **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) radio/television ad/appearance?  
\_\_\_\_\_

7. How many people were reached using **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) newspaper article/ads? \_\_\_\_\_
8. How many people were reached using **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) newsletter/bulletin? \_\_\_\_\_
9. How many people were reached using **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) community events/presentations? \_\_\_\_\_
10. How many people were reached using **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) transit ads? \_\_\_\_\_
11. How many people were reached using **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) letters? \_\_\_\_\_
12. How many people were reached using the **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) website? \_\_\_\_\_
13. How many people were reached using **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) posters/displays? \_\_\_\_\_
14. How many people were reached using **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) pamphlets/brochures? \_\_\_\_\_
15. How many people were reached using **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) small group sessions? \_\_\_\_\_
16. How many people were reached using other **LOCAL** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) level dissemination strategies? \_\_\_\_\_
17. What was the total estimated cost of **LOCAL Marketing and Promotion Activities** (NOT INCLUDING MINISTRY OF HEALTH PROMOTIONAL MATERIALS/CAMPAIGNS) for the given year including staffing and all associated operational costs? \_\_\_\_\_

**PLANNING AND DELIVERY**

18. Indicate the usual times that Health Unit Clinics were held. (check all that apply)
  - morning
  - afternoon
  - evening
  - weekend

19. What was the length of Health Unit Clinics? (check all that apply)
- less than 4 hours
  - 4 hours
  - 4 to 8 hours
  - more than 8 hours in length
20. Where did you hold your Health Unit Clinics? (check all that apply)
- Health Unit
  - schools
  - malls/retail
  - community sites
  - other (please specify) \_\_\_\_\_
21. Indicate the type of staffing used for clinic activities (check all that apply)
- regular Health Unit staff
  - additional (Health Unit) internal staff
  - external staff (non Health Unit)
22. What strategies were used to train/orient staff for the Influenza Health Unit clinics? (check all that apply)
- did not train/orient staff
  - lecture
  - self-directed package
  - observation/demonstration
  - video
  - printed materials
  - other (please specify) \_\_\_\_\_
23. What was the length of staff training/orientation?
- less than a full day
  - full day training/orientation
  - other (please specify) \_\_\_\_\_
24. What was the role of unpaid/volunteer clinic staff?
- did not use volunteers/unpaid clinic staff
  - reception/greeting
  - flow of clients
  - miscellaneous tasks
  - immunization by student nurses
  - other (please specify) \_\_\_\_\_

25. Where were Other non-Health Unit Clinics offered in your community? (check all that apply)
- physician office clinics
  - community health centres
  - workplaces
  - pharmacies
  - hospitals
  - long term care/home for the Aged
  - other (please specify) \_\_\_\_\_
26. What role if any did the Health Unit have in these other Non-Health Unit clinics? (check all that apply)
- not involved at all
  - distributing vaccine
  - providing marketing materials
  - providing coordination
  - providing staff
  - providing staff training
  - other (please specify) \_\_\_\_\_
27. When were influenza immunization consents distributed by your health unit?
- consents distributed by non-injecting nurse/volunteer/staff during clinic prior to injection
  - consents distributed prior to clinic in general promotional information
  - other: please specify
28. What was the total number of clinic staff trained/oriented during the given year excluding volunteers/unpaid staff? \_\_\_\_\_
29. What was the total number of Health Unit clinic service hours (actual times Health Unit clinics were open not including prep time) offered during the given year? \_\_\_\_\_
30. Given that one clinic is equivalent to a four hour period, indicate the total number of clinics held by your Health unit in the given year? \_\_\_\_\_
31. What was the total number of people immunized via Health Unit Clinics for the given year? \_\_\_\_\_
32. What was the total number of paid overtime hours for Health Unit clinic staff for the given year? \_\_\_\_\_
33. What was the total number of paid physicians hours for Health Unit Clinics?  
\_\_\_\_\_
34. What was the total number of paid management staff hours for Health Unit Clinics?  
\_\_\_\_\_

35. What was the total number of paid RN hours for Health Unit Clinics? \_\_\_\_\_
36. What was the total number of paid RPN hours for Health Unit Clinics? \_\_\_\_\_
37. What was the total number of paid PHN hours for Health Unit Clinics? \_\_\_\_\_
38. What was the total number of paid Administrative staff hours for Health Unit Clinics?  
\_\_\_\_\_
39. What was the total number of paid other staff hours for Health Unit Clinics?  
\_\_\_\_\_
40. What was the total number of paid Health Unit staff hours spent for vaccine distribution in "other non-Health Unit clinics"? \_\_\_\_\_
41. What was the total number of paid staff hours spent in marketing for "other non-Health Unit clinics"? \_\_\_\_\_
42. What was the total number of paid Health Unit staff hours spent in coordination of "other non-Health Unit clinics"? \_\_\_\_\_
43. What was the total number of paid Health Unit staff hours spent on staffing "other non-Health Unit clinics"? \_\_\_\_\_
44. What was the total number of paid Health Unit staff hours spent on training for "other non-Health Unit clinics"? \_\_\_\_\_
45. What was the total number of paid Health Unit staff hours spent in other activities for "other non-Health Unit clinics"? \_\_\_\_\_
46. What was the total estimated cost of TRAINING regular, internal and external staff for the Health Unit clinics (including all operational costs)? \_\_\_\_\_

**VACCINE DISTRIBUTION & STORAGE**

47. When did your Health Unit conduct provider premises inspection for cold chain maintenance?
  - pre-flu season
  - post-flu season
  - both pre and post flu season
  - annually if staffing permitted
48. What was the total number of vaccine **VIALS** distributed during the given flu season?  
\_\_\_\_\_

49. What was the total number of Health Unit staff hours spent in vaccine distribution?  
\_\_\_\_\_
50. What was the total number of influenza vaccine VIALS returned and/or wasted during the given flu season? \_\_\_\_\_
51. What was the total number of reported influenza cold chain incidents during the given flu season? \_\_\_\_\_

**OVERALL MEASURES**

52. Including staffing and all operational costs what was the total estimated cost for PLANNING (excluding local marketing and promotion activities) of the given year's flu immunization program? \_\_\_\_\_
53. Including staffing and all operational costs what was the total estimated cost for SUPPLIES MANAGEMENT of the given year's flu immunization program?  
\_\_\_\_\_
54. Including staffing and all operational costs what was the total estimated cost for CLINICS for the given year's flu immunization program? \_\_\_\_\_
55. Based on the most recent Census data, what is the total population served by your Health Unit? \_\_\_\_\_