Creating awareness is crucial to hosting a successful flu shot clinic. Blue Cross and Blue Shield of North Carolina (Blue Cross NC) is pleased to provide the tools and ideas that can help you promote your on-site clinics.¹

**Clinic promotional tools**

Promote your flu shot clinic with these tools:

- The sample email message helps you inform employees of upcoming flu clinics.
- The FAQ flyer answers your employees’ most frequently asked questions about the flu.
- The promotional poster/flyer can help you advertise the date and time of your clinic.
- A sample article for your company newsletter announces the clinic.

**Advertise by word of mouth**

Use the company grapevine to generate interest. Take every opportunity to talk about and pass along information about your flu shot clinic. You’ll see employee interest grow quickly.

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**WHAT’S TRUE about the flu?**

1. **False** A flu shot will give me the flu.

2. **True** The flu shot is made from dead viruses that cannot give you the flu.¹

3. **False** I am healthy, so I don’t need a flu shot.

4. **True** Even if you are healthy, you can still catch the flu and spread it to loved ones, including people at high risk, like children and the elderly.

5. **False** I don’t need to get a flu shot every year.

6. **True** Your body gets worse at defending against the flu over time. The flu also changes every year. Getting a flu shot every year is the best protection.¹

Most Blue Cross and Blue Shield of North Carolina (Blue Cross NC) members can get a flu shot at no extra cost. Check your benefit booklet under “preventive care” to see if your plan covers flu shots.

visit BlueCrossNC.com for more answers to your questions about the flu.
Incentivize for success!

Help ensure great participation in your flu shot clinic: Offer incentives and rewards! Here are some thought-starters:

+ Host your clinic during a time when employees are already getting together – during open enrollment or a mini-health fair, for instance.
+ Offer breakfast, lunch or snacks. Good food is a great way to attract employees to an event and reward them for their healthy behavior.
+ Invite family members to participate in your clinic. This helps increase participation rates and leads to better overall family health. (It also helps reduce the likelihood of employees missing work due to a sick loved one!)
+ Hold a drawing for those who get their flu shots. Gift certificates to a sporting goods store can be a fun prize – and staying active through sports helps people stay healthy.
+ Offer a reward to the department that has the highest percentage of participating employees.

Set an example

Show your employees that you care about their health by actively participating in your flu clinic. Company leadership can set an example by being among the first to be vaccinated and by encouraging squeamish employees. Creating a comfortable and relaxed atmosphere will promote employee participation.

Enjoy the rewards of a successful flu clinic and keep your company healthy this flu season!