Flu fighter

Helen Bogan, Programme Lead

24th April 2017
Who are we?
Where did it all start?
Flu fighter development
7 elements to running a successful campaign
Local campaigns
Case studies
How we started
Funding

- Regional funding
- National funding
Protect yourself, your family and your patients - be a flu fighter

www.nhsemployers.org/flu

Pledge to have your flu jab at:
www.facebook.com/nhsflufighter

Be a flu fighter
www.nhsemployers.org/flu

Be a flu fighter

Induction for new staff
6 years on………

**Flu vaccine uptake in frontline healthcare workers in England**

- Nine out of ten trusts (88 per cent) have increased uptake from last season
- One in two trusts (51 per cent) has an uptake of 65 per cent or above
- One in three trusts (32 per cent) has an uptake of over 75 per cent
National Campaign – what we do

• Engagement

• Sharing and celebrating what works

• Alignment

• Supporting local campaigns
CQUIN and #jabathon

AS THE NURSE PREPARED TO PRESS THE NEEDLE INTO MY UPPER ARM, I ASKED HER: ‘HAVE YOU HAD YOUR FLU JAB YET?’

JENNI MIDDLETON
EDITOR OF THE NURSING TIMES

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Alison Wootton @AlisonWootton · 11 Dec 2016
Repeating to @hayleypeters @NHSflufighter

#jabathon had my flu jab so I would stay fit to work over winter. Share your story @dvdstvnsn @Redsnapperswail
Engagement

- Engagement with NHS trusts
  - Network of flu leads (at least one from every trust)
  - Regular emails
  - Webpages inc. /flumatters
  - Visits
  - Social media
  - Health publications

- Engagement with key stakeholders
  - Department of Health
  - Public Health England
  - NHS England
  - Unions
Sharing and celebrating what works

• Share good practice
  • Case studies
  • Top tips
  • 7 elements to a successful campaign

• Evaluation
  • Events
  • Guides

• Celebration
  • Flu fighter awards
  • Monthly competitions
Alignment

- Align with other flu campaigns in England / Great Britain
- Learn from other flu campaigns / other countries
- Research
Supporting local campaigns

- Printed resources
  - Stickers
  - Posters
  - Leaflets

- Digital resources
  - Posters
  - Leaflets
  - Screensavers
  - Banners
  - Videos
  - Artwork for promotional items
  - Planning guides
  - Clinical evidence

- Letters to staff
Flu fighter awards

NHS Employers
SEVEN ELEMENTS TO RUNNING A SUCCESSFUL FLU CAMPAIGN

COMMUNICATION
- Tailor your strategy to your organisation
- Mix up your communications channels – Twitter, intranet, email
- Keep staff updated throughout your campaign

SUPPORT – ALL HANDS ON DECK
- Have a champion to provide leadership at a senior level
- Seek involvement from the board to the ward
- Get buy-in from management to lead by example

PEER VACCINATION
- Use peer vaccinators
- Train clinical directors to vaccinate staff
- Utilise staff on adapted working / light duties

REWARDS
- Use incentives in your campaign
- Incentives don’t need to cost a lot – be creative
- A small treat can have a big impact

BALANCED FLU TEAM
- Include staff from all parts of your organisation
- Get a good skills mix – think communications to clinical
- A diverse team will strengthen your campaign

MYTHBUSTING
- Include mythbusting in your communications
- Use clinical evidence for support
- Challenge misconceptions

ACCESSIBILITY
- Set up a mobile flu vaccination clinic
- Reimburse your staff if they buy their job externally
- Hold drop-in clinics at staff events

flu fighter

A leading workforce campaign delivered by
Public Health England
NHS Employers
Balanced flu team

• Include staff from all parts of your organisation

• Get a good skill mix – think communications to clinical

• A diverse team will strengthen your campaign

• Establish your team early and meet regularly

• A senior doctor on your team is useful to help to dispel myths
Mythbusting

- Include mythbusting in your communications
- Use clinical evidence for support
- Challenge misconceptions
- Include mythbusting in mandatory infection prevention training
- Make senior staff aware of myths and facts so they can mythbust with staff
Accessibility

- Set up mobile flu clinics
- Reimburse staff if they get their jab elsewhere
- Hold drop in clinics at staff events or training sessions
- Walk in occupational health appointments
- Make it available 24 hours
Rewards

• Incentives don’t need to cost a lot – be creative

• Give money to charity to buy jabs for third world countries for each staff jab

• Cakes, a cup of tea, a piece of fruit

• Local business / suppliers
Peer vaccination

• Get staff to vaccinate their peers

• Train clinical directors as vaccinators

• Utilise staff on light duties / adapted working

• Reward peer vaccinators with a certificate / half a days annual leave
Support – all hands on deck

• Have a champion from the board to provide support at a leadership level

• Seek involvement from the board to the ward

• Get buy in from line managers
Communication

- Have a communications strategy tailored to your organisation
- Mix up communications channels – emails, intranet, social media
- Keep staff update throughout the campaign
- Weekly all staff emails
- Get staff involved
Local Campaigns

- Use a mix of flu fighter and their own materials
- Local flu vaccination planning
- Local budget
- Local communications
- Support from flu fighter
Key learning

- “Flu mobile” was extremely valuable especially due to the multiple sites.
- Having the biggest prize from a draw at the start of the season is a great way to incentivise early vaccination.
- Having screensavers updated weekly with the uptake of different divisions incentivised friendly competition between divisions.

@FluFighterSWBH
Key learning

• Recruitment of peer vaccinators was a campaign in itself since the more peer vaccinators there are the higher the uptake!

• An opt out system was established. This is far from mandatory vaccination but it still causes the staff to really reflect on the vaccine.

• Using the animations was a key part of the communications campaign and created a positive vibe around the flu fighter campaign.

@MatronCarole
West Midlands Ambulance Service

- Kept a record of staff who haven't had their flu vaccination so they are able to approach them about the getting the jab.

- Promoted the flu vaccination by sending emails and texts to staff.

- Placed flu vaccinators in areas which were accessed by lots of staff.

- Placed photographs of staff having the vaccination in internal communications channels, including the staff newsletter, posters, and internal TV screens at every site.

- Gave staff a gift voucher after they had their flu jab.

- Adopted a "solution to every problem" approach
Birmingham Women’s and Children’s NHS Foundation Trust

• ‘Get a jab, give a jab’ created a distinctive message that stood out and delivered even better results than usual.

• Every jab given was matched with 10 jabs for UNICEF to give a tetanus vaccine to mothers and new born babies across parts of the African continent.
Inform and interact with staff through Facebook, Twitter, Youtube, LinkedIn, Vimeo, and Instagram.

Use staff personal stories telling ‘Why I have the Flu Jab’. The main objective was to put the frontline staff at the centre of the campaign.

Sunrise, sunset and twilight as well as mobile clinics - able to vaccinate staff anytime, anyplace, anywhere.

“Wall of fame” in the canteen

Calendar of events - raising a smile with the mobile clinic and the campaign positivity has been infectious leaving a lasting long effect amongst the staff.
The flu cycle

**OCTOBER - MARCH**
Across England, flu fighter teams run campaigns to vaccinate all frontline healthcare workers with direct patient contact.

**FEBRUARY**
The World Health Organization looks at the circulating strains in the early stages of the flu season. These are then used as indicators for the next flu season in the northern hemisphere.

**FEBRUARY**
Vaccine development begins, and is based on the World Health Organization’s recommendations for the flu strains that are likely to circulate later in the year.

**SEPTEMBER - OCTOBER**
From late September/early October the approved and licensed flu vaccines are delivered, and vaccinations can start before the new flu season begins.

**FEBRUARY - SEPTEMBER**
Vaccines are produced for the upcoming flu season. Because the flu virus can change, there is a risk that the vaccine does not match the virus that eventually circulates, although in the majority of seasons the match proves to be good.

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**THE FLU VACCINE IS THE BEST PROTECTION AGAINST THE VIRUS.**
During the last ten years, the vaccine has generally been a good match for the circulating strains.

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**Protect yourself, your family, colleagues and patients - be a flu fighter, get your flu jab.**

flu fighter
www.nhsemployers.org/flu

Public Health England

NHS Employers
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        #flufighter