

Healthcare workers and flu vaccine best practice case studies

NHS Fife Flu Fighters campaign 2018/19

NHS Fife's flu campaign, dedicated to driving up staff flu vaccinations during the 2018/19 flu season, saw uptake rates of 54.9%, up from the previous year.

The health board used a similar approach to the successful 2017/18 season, which involved encouraging key influencers such as Lead Nurses and Team Leads to champion the flu vaccination among staff, and increasing the number of peer vaccinators to provide additional opportunities for busy staff to get vaccinated.

This activity, along with a dedicated focus on raising awareness and myth-busting throughout the season, was lead jointly by the Immunisation and Communications teams.



Campaign highlights included:

- Branding: they developed their own localised branding based on the 'Flu Fighters' rock band concept. This was introduced on their intranet and social media in a quirky video in September, ahead of the clinics: <https://youtu.be/ndlrDPCs1co>
- Roadshow: they visited three key sites in east, central and west Fife with their roadshow to promote the role of their peer vaccinators.
- Information packs: they provided information packs to all peer vaccinators, senior charge nurses, community team leaders and third sector organisations. These included branded posters, consent forms, clinic dates and myth-busting Q&As, and were tailored for the different target groups.
- Selfies: foam selfie boards were printed and staff were asked to send their post-vaccination photos, which were used to promote the campaign on social media.
- Updates: fortnightly flash reports were published to update the senior leadership team on progress, and these were subsequently published on the intranet.
- Video: staff members who were particularly active in the campaign were asked to participate in promotion videos to continue the momentum of the campaign through the latter stages: www.youtube.com/watch?v=4GLWq5uLcow

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NHS Ayrshire & Arran

Vaccination of NHS Ayrshire & Arran staff was delivered by the Occupational Health Department (OHD).

No national target was set for vaccination of healthcare workers; however, the Chief Medical Officer recommended that NHS Boards should aim to vaccinate at least 50% of their frontline staff. A local target of 65% was set at the beginning of the 2018/19 campaign.

Seasonal flu vaccination for NHS Ayrshire & Arran staff continued to be delivered through a combination of occupational health vaccination clinics (drop-in or appointment based), occupational health staff going to key areas (such as wards or large meetings) to offer opportunistic vaccination and ward-based peer vaccinators supported by the occupational health department.

Focus groups and questionnaires were held prior to the campaign to assess the reasons why staff get and don't get the vaccine. This noted that communication and accessibility were barriers. It has been found that when a vaccinator is on site within the ward, this increases the accessibility for clinicians, which in turn increases the uptake rate.

The OHD continued to work with public health, flu champions, peer vaccinators and clinical managers, supported by the Seasonal Flu Vaccination Group and the Staff Flu Vaccination Group, to promote and encourage immunisation in high-risk clinical areas, in particular those with lower uptake.

As easy and frequent access to peer vaccinators supports higher department uptake, a campaign to recruit additional peer vaccinators was undertaken by the OHD. Local flu champions were identified and given information and leaflets with flu facts to help them provide information on vaccination myths. Staff from OHD delivered flu vaccination education sessions to flu champions, new vaccinators and other key colleagues at the beginning of the campaign, so they were equipped to promote the uptake of flu vaccination to all staff in NHS Ayrshire & Arran.

All wards were given vaccinator packs with information and leaflets including flu champion badges and posters to help identify the vaccinator within the ward. Line managers across the organisation were also asked to encourage staff to get vaccinated. Managers were sent a weekly report of uptake to help to identify low uptake early and allow dissemination of information at hospital huddles and meetings. A message on flu vaccination that could be added to electronic signatures in emails was shared with flu champions.

Flu clinic dates were advertised on posters as well as electronically on the Daily Digest electronic communication by the communications team. Additional mop-up clinics were held to encourage staff who had not already received their vaccine.

All staff were encouraged to return their flu vaccination form, whether or not they got the vaccine, to help identify staff getting the vaccine elsewhere or who didn't want to be vaccinated, asking them for their reasons for doing so. Areas of previous low uptake were identified and staff in these areas were offered a session to discuss the flu vaccine and the flu vaccination form.

Occupational health staff wore flu T-shirts throughout the campaign with the logo and the text 'Are you ready for flu? Ask me about the flu vaccine.' Flu banners were set up near dining rooms and other key areas. A national campaign on flu vaccination included specific messages for Ayrshire & Arran and healthcare workers and these were shared on TV, radio and in local newspapers. Specific messages for healthcare workers on flu vaccination were shared through social media. Staff were encouraged to publish their photos after receiving the vaccine with a background poster stating 'I've had my vaccine – why don't you?' Mini videos of staff encouraging flu vaccination were produced and shared through social media.

The 'Flu Bee' online game was offered to staff from NHS Ayrshire & Arran, with the aim of improving uptake by engaging, educating and encouraging staff to get vaccinated. It was customised with NHS Ayrshire & Arran's logo and included local information on where healthcare workers could get the flu vaccine.

NHS Dumfries & Galloway

In NHS D&G the staff flu activity is coordinated by the occupational health team, working with the communications team, flu champions, a dedicated team of nurses and an admin assistant. In 2017/18, they achieved an uptake of 64% among healthcare workers.

They delivered the flu vaccines through clinics. Clinics were timed so that they fell across the early and back shifts for all locations, with clinics for night/weekend shifts in larger hospitals. All staff were then sent an appointment with a time slot for their vaccine at flu clinics within the area that they work. There was a contact number for staff to call if they wished to alter their date and/or time slot.

All of this undoubtedly took a significant amount of time and resources (there are 4,500 staff) so they employed a dedicated admin staff member to handle this activity and between four to six nurses to administer the vaccine. Two to three nurses worked at larger flu clinics – they have found that this helps to create a buzz and encourages more peer-to-peer recommendations. As they had more than one nurse working at a time, staff didn't need to wait to get their vaccine. This was very important to staff who were busy. Drop-in clinics were also arranged for staff who, for whatever reason, hadn't managed to attend their allocated appointment and found it easier when they had a spare slot in their day to drop in to the onsite clinic.

In addition, the board used flu champions to help promote the vaccine. They helped to distribute materials and act as an on-the-ground point of call for any questions about the programme.

The OH team had a reporting system that allowed them to instantly see the numbers that had attended their flu appointment, and this could be broken down by site and staff group. This allowed OH to monitor the uptake and undertake work with groups where uptake was lower.

Finally, the board undertook a variety of promotional activity to help support the flu programme:

- An invitation sent to each person's home address, which contained:
 - appointment time and contact details to change
 - information about the flu programme
 - a letter from senior management informing them of the importance of the flu vaccine.
- Emails
- Intranet
- Pull-up banners in four main hospitals
- Posters
- T-shirts worn by occupational health at all meetings
- Communications team promoted the campaign halfway through

NHS Grampian

NHS Grampian's Flu Advisory Group coordinates the roll-out of the flu immunisation programme locally.

A wide range of promotional activity is undertaken each flu vaccination season. The following was undertaken to support the campaign in 2016/17:

- Web banner displayed on the intranet with link to Fluvax (www.nhsgrampian.org/fluvax).
- Weekly emails to NHS staff with updates on flu clinics as well as payslip messages directing staff to the Fluvax webpage.
- Virology presentation at the Infection Prevention and Control Week in October.
- Letter to managers and consultants to encourage their staff and clinical team to be vaccinated.
- Computer screen messages for all Aberdeen University medical students, RGU nursing and AHP students. The messages would change over the course of the season, firstly to advise that the flu vaccine would soon be available, then in December to remind people to be vaccinated.
- Podcast message by CEO.
- Before and after mini film clips of a range of managers who were vaccinated on the Fluvax page. Funding was secured for this last year and we can continue to use the clips.
- Flu roadshows across Grampian which were manned by healthpoint and sessional staff who took flu pull-up banners for display in heavy footfall areas for staff, such as canteens and reception areas. They took leaflets/information and laptops with them and encouraged staff to take up the opportunity to book their flu vaccination at the time.

- An email package of information was provided to all three councils. This enabled them to publicise flu vaccination to their relevant staff and included an article for newsletters/intranet, letter for managers, standard text message for staff and a PDF of a promotional poster.
- Issuing ID holders to all staff who were vaccinated in OHS.

In September 2017, the dedicated Fluvax web page for the occupational programme – www.nhsgrampian.org/fluvax – went live. This page contains:

- the appointment booking form to be completed online with a 'click to submit' function
- a list with contact details of over 50 community pharmacies offering staff vaccination
- information about the flu vaccination programme
- an intranet banner to direct staff to the Fluvax page.
- Community pharmacies: over 50 community pharmacies across Grampian provide flu vaccination for health and social care staff. These pharmacies are listed in the Fluvax page. NHS staff can be vaccinated on presentation of their ID badge. Social care staff (including private and voluntary sector) can be vaccinated by having their manager print and sign the authorisation letter from the Fluvax page and presenting that to the community pharmacist. The number of community pharmacies taking part has grown every year since its introduction around 10 years ago. This coming season we have 53 pharmacies taking part who have already undergone training and are signed up to our NHSG PGD. Last year over 2,000 health and social care staff were vaccinated in community pharmacies.
- GO Health Services arrange for clinic posters to be displayed in staff canteens and in the lifts at ARI and GO Health Services will tweet details of flu clinics.

NHS Western Isles

In 2016/17 NHS Western Isles employed a mixed-model approach to the flu vaccination programme which resulted in an 11% increase in uptake among their employees.

NHS Western Isles received positive support for the local programme by senior management as well as peer vaccinators, who were invaluable as the health board has a small number of staff that are spread over a wide geographical area, including many small island groups.

Tactics that were undertaken to promote the programme:

- OH provision of drop-in vaccination clinics.
- OH vaccination by appointment when staff were unable to attend the drop-in clinic.
- OH provided roving clinics through the day and flu champions/peer vaccinators were identified to cover OOH, GP practices and community staff settings enabling the vaccine to be available to staff 24/7 and at a time suitable to them.

- Campaign was launched with group photo of the Corporate Management Team (CMT) and OH, showing bared arms ready for vaccination in active support of the flu vaccine for all healthcare staff.
- Communications team provided key information to staff on vaccine including timetables. They were also kept up to date throughout the season via a team briefing.
- Information for staff, including all PowerPoint presentations, FAQs, CMOs, PGDs, consent forms and up-to-date research was readily accessible from the flu season page via the intranet platform.
- Current vaccine uptake was publicised using a 'Flu-jab-o-meter' which was set as the desktop background on all NHS WI computers. Stickers were given to those vaccinated to continue the promotion of the vaccine, stimulating further discussion between peers on the flu vaccination.