

Flu

Healthcare workers campaign briefing

2019 edition

Trust the facts. **Get the vaccine.**

nes.scot.nhs.uk/flu/hcw



Healthier
Scotland
Scottish
Government

Healthcare workers: Trust the facts. Get the vaccine.

Welcome to the 2019/20 healthcare workers campaign briefing.

This year's national flu campaign will run from October 2019, highlighting the importance of getting vaccinated against flu.

The flu vaccine remains the best defence against flu, protecting you, your patients and your family.

We have created a range of resources to help you and your colleagues promote the flu vaccination programme to staff, which can be accessed via nes.scot.nhs.uk/flu/hcw

Staff at every NHS Scotland health board will also have access to the Flu Bee app – an online game which encourages staff to get vaccinated.

We hope we can count on your support. By working together, and encouraging NHS staff to get vaccinated early, we can help stop the spread of flu this winter.

The ambition

To improve the vaccination uptake among healthcare workers, to meet the national target of 60% of healthcare workers being vaccinated during the 2019/20 flu season.

The campaign

The 'Trust the facts. Get the vaccine' campaign will run across television, radio, digital and printed materials this year.

Flu facts

- Influenza (flu) is a highly infectious disease that can hit anyone, with symptoms that come on very quickly.
- Infected healthcare workers can spread flu to their patients and colleagues even if they have very mild symptoms or have no symptoms at all.
- The vaccine contains no live viruses, so it can't give you flu.
- Patients with health conditions are 18 times more likely to die from flu than those without a health condition.
- Even for healthy people, flu can be serious, making them feel extremely unwell and unable to carry on with everyday activities.
- Scotland's Chief Medical and Chief Nursing Officers recommend that all healthcare workers have the flu vaccine.
- It's quick, safe and free in Scotland if you're employed by NHSScotland.
- You have to be immunised every year because the virus changes constantly and your immunity reduces over time.
- This year's flu vaccine protects against four different strains of flu.
- For further information visit nes.scot.nhs.uk/flu/hcw or contact NHS inform on **0800 22 44 88**

What you can do

1. Identify a champion in your team who will be in charge of all things flu

2. Raise awareness of the vaccine and the seriousness of flu among your workforce

There are a range of materials available to help with this, including social media posts, intranet copy and campaign images www.healthscotland.scot/flu/hcw

The Flu Bee app is also available – contact your Board's Immunisation Coordinator and/or look out for information from your comms team to access the mobile game.

Laminated posters and leaflets have been distributed to your NHS Board. To request more, email nhs.flufacts@nhs.net

3. Personally invite all staff to get their free vaccine

Sample staff invitation email wording is available at www.healthscotland.scot/flu/hcw

4. Make it easy for staff to get their vaccine – for example by organising your own peer vaccination clinic, and/or encouraging staff to attend OH led clinics

Guidance on planning local campaigns, along with best practice case studies, is available at www.healthscotland.scot/flu/hcw

5. Keep the conversation going throughout the flu season

Deliver reminders to staff through your social media channels and intranet throughout the campaign, reinforcing the importance of the flu vaccination and its benefits.

Also, staff at every NHSScotland health board will have access to the Flu Bee app – an online game which encourages staff to get vaccinated.

Contact

For further information, or to request campaign resources, contact nhs.flufacts@nhs.net