Flu Campaign 2018/19
High rated flu vaccination rates, how this was achieved using partnership working

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Aim

• Review what went well last year
• Improve on last year
• Adopt a partnership approach
• Communication, communication, communication
• Ongoing learning and improvement
• Build a strong foundation for 2019/20
Most Improved Trust Nationally

2016/17: 78%
2017/18: 70.7%
2018/19: 81%
Our approach

• Identify Executive Lead
• Regular meetings, reporting/assurance and communication
• Peer vaccinators
• Availability of and accessibility to flu clinics
• Staff engagement – values and behaviours
• Linked to Health & Wellbeing Group – Action Plan (NHSI)
Reporting and Assurance Arrangements

- Trust Board
  - QPES: Safe, high quality care
  - PODC: Value Colleagues
  - PFIC: Resources
SEVEN ELEMENTS TO RUNNING A SUCCESSFUL FLU CAMPAIGN

- Communication
- Balanced Flu Team
- Mythbusting
- Peer Vaccination
- Accessibility
- Rewards
- Support - All Hands on Deck

Caring for Walsall together
What we did

• Early planning from February – Board buy-in; ‘goody bags’
• Set in the context of the Trust’s Values
• Clear health and wellbeing message – about themselves, colleagues, families and friends as well as our patients
• Peer vaccinators – including evening and weekend clinics
• Intranet and ‘Daily Dose’ – staff stories; myth busting; flu clinics; celebrating peer vaccinators
• Staff side support
• Weekly flu meetings from October – Exec Director, HR, Staff side, Infection Control, Occupational Health, Internal Comms, Workforce Reporting
• Targeted clinics – induction, FY1/2 teaching sessions, clinical updates, Medical/Nursing students, regular meetings
• Completion of ‘GP/Other’ vaccination slips
Thank you for listening