The Annual influenza campaign 2018-19

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June 2019
Goal:

• To offer the influenza vaccine to all staff

• The NHS England strategic objectives, CQUIN

• To achieve a higher staff influenza vaccine uptake in order to enhance patient safety

• To help frontline staff to understand the importance of consenting to having the vaccination
The Plan:

• Coalition of Board support, involved department managers, strategic vision. Engagement with local management remains a key focus going forward particularly when looking at improving low uptake areas.

• Communications: A plans is in place to maintain communications throughout the year a well-thought out communications campaign plays a vital supporting role in the flu campaign and the uptake figures for this year demonstrate the value of this.

• Data analysis: It will be necessary to continue to collect evidence in coming years to ensure that we continue to see an increase in uptake figures going forward. For this to continue to be effective, regular updates from the IPC Team will be required. trends.
The Plan:

- Balanced flu team: Infection Control Team. OH, Pharmacy P2P vaccinators. The peer-to-peer vaccinators proved more effective and will be key to increasing uptake.

- Accessibility: demographic locations and staffs ability to take time out in particular Doctors, Nurses and remote staff

- Incentives tea, coffee and biscuits for staff groups with 75% uptake, offering vaccines via UNICEF

- Religion & Age, action taken to direct staff to their GP if certain vaccines are not available
Communication:

Send a clear message to help frontline staff to understand the importance of consenting to having the vaccination were as follows:

- Vaccination of service users / at risks groups would take priority.

- The safety of the vaccine was emphasised.

- Vaccination of staff provided personal protection against influenza.

- Regular communications were circulated to mitigate against any myths/barriers.

- Regular communications to ensure staff knew how, where and when they could get their flu jab.

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Not convinced about the flu jab?

Fair enough... you’ve heard it doesn’t work.

The fact is, it’s around 50-70% effective. These aren’t bad odds, and most importantly it’s the single best defence we have against flu. Is that not reason enough to give it a go?

We understand that you’ll want to make an informed decision when it comes to the flu jab, so you’ll find lots of information on Staffnet to help you with this, including where and how you can get your free vaccination.

Any questions? Email flucampaign.lyypt@nhs.net and help us to help you.
Promotional channels

Direct forms of communication, verbal, posters. Twitter, trust-wide email, myth busting, regular updates, Trust-wide campaign.

- Staff-net page.

- Poster campaign. Evidence suggests when a manager has been vaccinated their staff are more likely to opt in.

- PC desk top adverts.

- Blogs.
Data analysis:

The Trust had an established Flu Task Group:

- Clinical and corporate representation. The group met, before, during and after the Flu immunisation season.

- The group meet at regular intervals throughout the year

- Support from the IPCMDC & Board

- Throughout the campaign, weekly statistics, including uptake figures broken down by area, and clinic attendance, will be necessary if we’re to capitalise on any opportunities or mitigate against any downward
Understanding:

- Change can take time
- Understand your staff
Target groups:

Yearly Comparison of Uptake Clinical Staff ONLY
Staff groups:

There was however variations in the uptake rates defined by different occupational groups for the seasonal influenza vaccines

<table>
<thead>
<tr>
<th>Staff Group</th>
<th>Flu Jabs</th>
<th>Staff in Post</th>
<th>Jab Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Support</td>
<td>336</td>
<td>564</td>
<td>59.5%</td>
</tr>
<tr>
<td>AHPs</td>
<td>308</td>
<td>373</td>
<td>82%</td>
</tr>
<tr>
<td>Medical Staff</td>
<td>128</td>
<td>179</td>
<td>71.5%</td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>570</td>
<td>695</td>
<td>82%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>1342</td>
<td>1690</td>
<td>79.4%</td>
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Accessibility

Think about maximising opportunity:

• A choice of locations
• and specific clinics were provided
• Ad hoc requests
• Daily walk rounds.

• Provision of seasonal influenza vaccine for staff was provided by:
  - IPCT
  - OH
  - P2P Flu-fighters
  - Get managers involved- use familiar face

Don’t be a carrier - get your flu jab

Save the date

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 1 October</td>
<td>1pm - 3pm</td>
<td>Newsam Centre</td>
<td>Resource Room</td>
</tr>
<tr>
<td>Wednesday 3 October</td>
<td>7.30am - 8am</td>
<td>St Mary’s Hospital</td>
<td>Classroom</td>
</tr>
<tr>
<td>Thursday 4 October</td>
<td>1pm - 3pm</td>
<td>The Mount</td>
<td>Group Room 3</td>
</tr>
<tr>
<td>Friday 5 October</td>
<td>9.30am - 11.30am</td>
<td>Becklin Centre</td>
<td>Training Room 2</td>
</tr>
<tr>
<td>Wednesday 10 October</td>
<td>1pm - 3pm</td>
<td>St Mary’s Hospital</td>
<td>Boardroom</td>
</tr>
<tr>
<td>Friday 12 October</td>
<td>9.30am - 11.30am</td>
<td>The Mount</td>
<td>Group Room 3</td>
</tr>
<tr>
<td>Tuesday 16 October</td>
<td>1pm - 3pm</td>
<td>St Mary’s Hospital</td>
<td>Classroom</td>
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Challenges to the campaign:

The campaign has had its challenges locally and this can be attributed to a number of factors:

• Attitudes to flu vaccination are strongly associated with vaccination uptake within the Trust

• The lack of availability of vaccine in different forms may have accounted for some staff not having the vaccine, this was mitigated against by directing staff to their GP

• Lack of access to staff groups played a key part in the low uptake in previous years

• 9% of staff opted out and a number of staff would not complete opt out forms or anonymous feedback forms.
Recommendations for 2019-20:

1. Human factors have to be taken into account.
2. Evidence suggests that applying pressure will have a negative effect.
3. Extrinsic motivational factors, trust values, autonomy and getting them to see it as an opportunity to help others will be more effective for this group.
4. Language- remove barriers and anticipate feelings.
5. Use short term wins to create energy and momentum.
7. Keeping our campaign in line with national branding. The ‘Flu Fighter’ and bug graphics are well established and instantly recognisable.
8. By aligning ourselves with the national work, we reinforce the messages that staff will see when they are away from the workplace.
9. Adding in the personal touch using recognisable staff in posters and blogs created a shared responsibility with our colleagues.
The Infection Prevention and Control Team

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