National NHS staff seasonal flu vaccination campaign

Flu Fighter Awards
15 November 2011
What they did...
Last year they challenged lots of sceptical surgeons into having their vaccine - this year the team was being asked about vaccines even before they were available - what a turnaround!

Why Michelle is nominated...
Michelle takes a visible lead in encouraging and pushing the campaign from a Trust Board level, starting by vaccinating the Medical Staff Committee!

How Dan helps...
Dan boosts our social media campaign by retweeting our messages, getting others to talk about flu and updating us on the campaign at BCH.
Darent Valley Hospital NHS Foundation Trust
Clever resourcing

Flu vaccination team
Made up of occupational health nurses, paediatric nurses, senior staff nurses and retired nurses.

What they did...

Recognising that using existing staff would take them away from day-to-day work, the trust contacted previous vaccinators (including retired nurses) and those available went on immunisation, CPR and anaphylaxis update training.

A rota was made ensuring that two people were vaccinating in OH and four staff with two trolleys were visiting each hospital area at least twice a week.

The team ran educational sessions using a special flu presentation. They gave talks to student nurses, FY1, FY2 and specialist registrar doctors at induction, and to modern matrons and ward sisters so that they could be champions when ward visits took place.

OH extended hours by opening at 07.30 three days a week to catch night staff leaving. Drop-in sessions on these days until 12.00, as well as trolleys on wards. OH and an additional member of staff returned to work on Friday evenings throughout October from 20.00 - 24.00 to cover all the wards with the trolley system.

Staff were bribed into jabs with chocolates and a lucky dip for a free go on the massage chair. Over 1600 vaccinated (55% of frontline staff) in October.
**What they did…**

The team started as soon as the vaccines arrived - they set up walk-in clinics in OH, and staff in all divisions were trained to vaccinate. The team concentrated in low uptake areas from last year.

The communications department has undertaken a huge publicity campaign. They display the number of people vaccinated daily on the intranet, have produced leaflets and eye-catching posters, took photos of staff of all grades having the vaccination, had pin badges made and distributed these to vaccinated staff.

Vaccinators have walked floors, gate crashed staff meetings, travelled to satellite areas and proactively spread the word by going out to find staff so they don’t have to come off busy wards and departments to attend OH.
The Occupational Health team
planned a proactive campaign with three elements:
Communication, Improved Accessibility & Leading by Example

Communication…
Campaign was featured in magazine, was a topic in CEO lunchtime open forums and was on intranet. The team ordered flu champion badges and used flu bug in email signatures. Photographs of Medical Director and Director of Nursing having jabs were used as posters. Article in local newspaper, interview with BBC Essex, used Twitter and Facebook!

Improved accessibility…
50 nurses were trained as Flu Champions and given the knowledge to promote the campaign. They were each responsible for immunising their own colleagues.

Leading by example…
Director of Operations backed Flu Plan and CEO talked about it at staff briefings. Letters were sent from Director of Nursing to nursing staff, Medical Director to medical staff and Director of Operations to Clinical Managers.

V-Day…
The team named the first day of the campaign V-Day (Vaccination Day), made posters and set up stations from 7am at main entrances to catch as many staff as possible. Flu Champions were targeted with jabbing 20 colleagues on day one, with a prize for Flu Champion vaccinating most staff on V-Day. Intranet was updated with live figures and photographs. 1000 staff were vaccinated on V-Day.
Nottingham CityCare Partnership
Champion Programme

The Flu Fighter Champions & Infection Prevention and Control
Including Director of Governance and Nursing, health visitors, school nurses and many more!

What happened…

The champions were trained to vaccinate and each covered staff in their own base, taking vaccinations to staff at right place/right time, and increasing confidence.

Champions were provided with Flu Fighter materials to display with their details at their bases. A letter from the CEO went to all staff listing how to access the vaccination, and a myths/facts leaflet was developed.

Champions are supported by central Infection Prevention and Control, who launched the campaign at a CityCare Board meeting. Head of IPC was vaccinated there, followed by the rest of the Board - demonstrating top level support.

The central team offer vaccinations at all opportunities, attending inductions and team meetings. People queued for it at major staff engagement event, 42 people vaccinated on the day!

This really is a staff-led, whole organisation approach!
Calderstones Partnership NHS Foundation Trust

The whole vaccination team

What they did...

made use of the NHS Employers Action Plan. They allocated tasks and agreed deadlines, making it easy for everyone to recognise their own responsibilities.

Posters were displayed everywhere and team leaders distributed flyers to staff. The team sent global e-mails, promoted the jab in monthly Team Brief, ran drop-in sessions from 7.30am, did ward visits, encouraged staff to “buddy-up” to alleviate anxieties, organised lunch time clinics in staff restaurant, worked nights to catch the night staff and visited all Trust bases with clinics to enable widespread audit staff accessibility.

The training department allocated time for participants to get vaccinated, admin staff chased up missed appointments and vaccinators used equipment check days as a vaccinating opportunity.

With this approach, it’s no wonder that they exceeded last year’s uptake within two weeks!

Julie Smith (Domestic) - first staff member to have the flu jab
What they did...

Vaccination staff wore high visibility jackets doing clinics and walkabouts. Where there were groups of 10 or more colleagues in one place (ie a team meeting), group vaccination was arranged.

The Trust runs “Involve” sessions - senior team briefings - and Working Well attended this session and vaccinated 50 senior leaders including the Chief Executive, the clinical Divisional Directors and matrons.

Team leaders were given flu packs and asked to promote the vaccination among their own colleagues.

It was noted that many clinical staff do not access the intranet or emails often so hard copies of clinic times, posters, monthly newsletters and magazines were important.

Almost as many staff had the vaccine in the first three weeks this year as had it in five months last year.
What they did...

Gina and her vaccinators got vaccinated live in front of immunisation trainees, which resulted in 100% uptake of trainees. Gina spent time talking to people about concerns and doing some hand-holding. Chocolate bribes worked!

A video is running on Life channel in 60 practices throughout the county with a local GP talking about the benefits of immunisation. The video was also used at Midwifery presentations and CHEC sessions. Vaccinators attended midwifery team meetings to encourage midwives to get vaccinated and promote it to pregnant women.

A pack of flu information went to all practices - the team made great use of publicity materials supplied by NHS Employers which are displayed in all staff areas.

The nomination ended with: “Most importantly, they are working together as a team!”
Christian has... worked tirelessly to organise and coordinate communications utilising NHS employers materials and logos. He has also organised clinical vaccination sessions, input data on ImmForm, designed and organised marketing materials including Flu Fighter T-shirts and after all this has still enjoyed being part of the campaign!
How Elaine has helped…

Plans began in July when Elaine approached local ASDA to ask if they could loan a small flat bed trolley to enable her to take the vaccine, sharps box etc around Trust to wards and departments. ASDA agreed and the handover of the trolley was covered by local radio and television to promote the protection of NHS staff which certainly had an impact on the uptake of the vaccine.

Numbers have already surpassed expectation, mainly due to Elaine’s dedication, even returning to hospital in the evening to visit wards and departments with her trolley to catch staff on late shifts.

The ‘Flu Fairy’ is recognised wherever she goes and welcomed with smiles or groans but she manages to persuade the reluctant staff to be vaccinated as this will protect them, their patients and their families.
Southport and Ormskirk NHS Trust
Innovative incentives

Vanessa Elliott
Part-time member of the Occupational Health team

What Vanessa did...
Vanessa is a part-time member of staff in a small, busy team but has found time to help the campaign. With help from the communications team she ran early morning sessions to catch night staff and arranged ‘jab and go’ sessions with Danish pastries at staff break times.

The whole campaign team
Led by Angela Kelly, Deputy Director of Nursing, backed by Occupational Health staff and the Marketing and Communications Department

Some of the great ideas...
“Fizzy Fridays” – a champagne prize draw on six Fridays. In the seventh week there will be a final grand draw for an iPad.
Breakfast “jab and grab” sessions for night staff finishing shifts. Pastries and cupcakes provided!
The team is on course to vaccinate 85%.
University Hospital of South Manchester

**Occupational Health**

*What they did...*
Made sure that nurses in most departments were trained so that there were plenty of vaccinators around the trust. The team ran all day drop-in clinics in OH and led a great internal media campaign to inform staff of the benefits of the vaccine.

Sheffield Occupational Health Service

**Joanne, Yvette, Theran, Julie and Tracy**

*What they did...*
Organised the campaign across Sheffield Teaching Hospitals, Sheffield Children’s Hospital, the PCT and general medical and dental practice staff - (10,000+ frontline). Trained 78 vaccinators, organised sessions run by agency nurses and in-house OH clinics. In two weeks they did 1000!

Queen Victoria Hospital NHS Foundation Trust

**Nurse management team**

*Their campaign includes...*
e-mails, flyers, posters, fortnightly newsletter with reasons to have vaccine, FAQs and ‘myth busters'. Site practitioners were trained and do walk-about sessions at night for those who find it difficult to attend OH.
**Solent NHS Trust**

**Gill Ward and Anne White**

What they did…
Organised many clinics throughout Hampshire so Southern Health staff can access clinics locally. Within the first two weeks of the campaign the team had immunised over 1000.

**Mersey Care NHS Trust**

**Tracey Paxton**
Staff Health and Wellbeing Manager

How Tracey helps…
Tracey works endlessly to keep vaccination clinics operating - even when three Nurses were on sick leave and she had to run most of the clinics alone.

**Frimley Park Hospital NHS Foundation Trust**

**Christine Sizmur**
Supported by OH (Christine Hunter and Alan McLaughlin) and admin assistant Sharon Marshall

Christine wins because…
She designed and printed posters/flyers and implemented the plan with energy and charm. She has given 1000 vaccines, coming in on night duty and early morning shifts. The campaign wouldn’t have been as big a success without her.
**Luton and Dunstable Hospital NHS Foundation Trust**

**What they did...**
Jennie and her team lightened up the campaign by sending funny emails to cajole staff to get their jabs. Snippets include flu bug song lyrics, cartoons and underwhelming bribes (including a coaster from Jennie’s desk and a mug left by a rep). A cheese, grape and jab party has also proven successful!

**Kent Community Health NHS Trust**

**What worked so well...**
Targeted communications, extra clinic times (38 sessions), training packages so staff can vaccinate colleagues in their own services. Community Health Pharmacy Team organised procurement, distribution and finances. Peter has used and adapted the NHSE material and ensured messages are constantly in bulletins, magazines and intranet.
Northumberland, Tyne and Wear NHS Foundation Trust

What the nomination said...
Carole has worked tirelessly to promote the flu vaccination programme.
She has attended the sites prior to the clinics to encourage attendance and has attended the onsite clinics to support the vaccination delivery.
This hard work has had a significant impact on uptake.

Carole Rutter
Infection Control Matron

Leeds Community Healthcare Trust

What they did...
Set up a Flu Champions programme - 23 Champions act as role models, positively promoting the vaccine, answering any questions/concerns and dispelling myths. Each champion is responsible for administering vaccinations to their own teams in order to improve access.
Jo Snellin has vaccinated over sixty fellow staff members and has been pivotal in improving uptake.

Jo Snellin and Champions
Doncaster & Bassetlaw Hospitals NHS Foundation Trust

What they did…
- Played the flu bug screensaver back-to-back - nearly drove everyone mad!
- Downloaded and ironed Lego characters to front of vaccinators t-shirts.
- Included the "clown" logo and mythbusters in information leaflets.
- Dropped Flu fighter magazines in various wards and departments.

Ashton, Leigh and Wigan division of Bridgewater Community Healthcare NHS Trust

Carol’s story…
- Last flu season Carol battled for her life after experiencing swine flu, so this year she is determined not to let anyone else catch flu and is championing the vaccine.
- Carol allowed a short film to be made about her story which is on the intranet page and has encouraged a much higher vaccination rate than in previous years. Being brave enough to share her story has made a real different to the campaign.
The Flu Fighting Team

How they have made the campaign a success...
Raised awareness via briefing sessions, sent a letter from Directors of Nursing and Medicine to all professionally registered staff, gave a briefing Q&A sheet to managers and used flu bugs in an eye catching screen saver based on myth busting.
They reminded everyone in training sessions and inductions, published drop-in and mobile clinic times including times to capture staff working twilight/weekend shifts and carried a mobile phone so they could be found at any time.
Vaccinated over 1700 staff in 12 days (1475 in 5 months last year).

Rosie Dixon
Senior Nurse for Infection Control

Sheffield Health and Social Care

Rosie has...
worked night shifts, ensured that presentations on flu are made in Core Mandatory Training and new starter courses as well as using emails, posters, leaflets and team briefs.
Rosie’s bubbly personality makes it a relaxed experience - especially for staff who don’t do well with needles!
Bolton PCT

What worked…
A four week plan of nurses wearing yellow tabards going out onto wards, with a publicised route and timetable.
Community colleagues have a ’jab a buddy’ system in place and drop-in clinics at a range of venues and times, including up to midnight and over weekends.
NHS Employers resources have been useful - the team has emailed all staff/departments and printed and produced leaflets and signage. There is a flu section on the intranet and information is circulated in weekly bulletin.
Vaccinated about 100 a day in the first week.

Royal Liverpool Hospital

What they did…
Made a video based on Michael Jackson’s Thriller, entitled “Killa Bug”. It engaged staff across the organisation including Director of Nursing and Medical Director. The video stresses the importance of hand hygiene and the flu vaccination. They are on target to achieve 80% uptake by the end of November.
http://www.youtube.com/watch?v=leslRWZn6uk