Dorset County Hospitals NHS Foundation Trust innovative idea of using an ‘I’m a celebrity get me out of here’ theme, helped them to raise the profile of their local flu fighter campaign and increase uptake.

**The organisation**

The trust has 3,000 staff who work in different places, including GP surgeries, schools, residential homes and peoples houses, as well as the county and community hospitals.

**What have they been doing?**

**Innovation**

This out of the ordinary campaign was led by the HR department during their flu week. As part of their theme they held bush tucker trials, which had unappealing looking sweets that the nurses took around the hospital.

**It’s not all innovation**

Clearly, no matter how innovative some parts of the campaign are, the foundations of a successful campaign still needs to be present. For our trust this included:

- A dashboard for each division, with real-time uptake figures for each department. This had management involved and taking responsibility for uptake in their departments, especially high risk ones.
- To help create some competition, there were prizes for the top three peer vaccinators in the trust. HR asked local businesses to donate the prizes, which included a piece of jewellery, DVD player and a family pass to a local attraction.
- A balanced flu team that had representatives from the communications team, HR and infection control as well as peer vaccinators and the director of nursing.
Contact

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Key learning

• Raise the profile of the campaign in a fun way that gets staff involved and creates more conversation around flu.

• Talk to local businesses to see if they are able to donate prizes for competitions.

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