Stockport Metropolitan Borough Council’s health protection team achieved the highest uptake of the flu jab among all councils in England thanks to their efforts to improve vaccination rates across all groups.

What was done and why?

The team’s strategy was to have a very visible presence within the local community to raise awareness of the importance of having the flu vaccine amongst at risk groups. To achieve this, a member of the health protection team attended a wide range of events, including dementia coffee mornings, the local bingo and set up flu mornings in local GP practices.

In addition to having a staff member present at the events, the team also produced leaflets, posters and flu displays which were provided to out of hour’s services and district nursing teams.

The health protection team worked closely with data intelligence officers who pulled weekly vaccination uptake figures for flu from each GP practice in Stockport. Weekly ‘flu’ teleconferences were set up to discuss the data. This allowed the team to identify practices that were struggling with their uptake rate, enabling them to help them by offering support to keep momentum going throughout the flu season. The team helped by interpreting data, holding immunisation clinics and providing admin support within GP surgeries, such as ringing patients, and booking and assisting in clinics.
The health protection team held three mass immunisation sessions for Stockport Metropolitan Borough Council staff. The mass immunisation sessions were advertised on the staff intranet page, in payslips, posters and leaflets that were handed out in high traffic areas, such as the lunch room. The team also offered vaccinations to school staff, police, the fire brigade and council support staff, including refuse collection and highways staff. As a result, 2,636 individuals were vaccinated by the team.

**The results**

Thanks to all its hard work, the team achieved a 73 per cent uptake, the highest uptake of the vaccine among councils in England. They also had the highest uptake among several target groups, including those aged 65 years and over, those under 65 years at risk, pregnant women and among all three-year-olds.

**Top tips and learning points**

- As the campaign was a multi-professional effort involving a number of individuals, success came down to hard work and good communication between the team and finding opportunities to discuss problems and find solutions.
- The team maintained a presence in the community and held a number of briefings, weekly teleconferences and strategy meetings to discuss areas that had gone well or needed improvement.
- The team offered flu training sessions to care homes and held several strategy meetings to discuss how to make improvements in this area.

**Next steps**

- The team hope to improve uptake among care home staff members next season.
- The team also plan to increase their visibility by purchasing flu ‘uniforms’ which will be bespoke to the organisation.
- The team will ensure that all flu vaccines given for those in the at-risk groups are coded appropriately on GP systems, and will continue to work with individual practices, providing practical resource as and when required.

**Contact for more information**

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