

# flu fighter champion

Leeds Community Health (LCH) reached their 70 per cent CQUIN target by November 2017 thanks to the hard work and innovation of Jo Reynard, the acting lead for infection prevention. LCH works in collaboration with Leeds City Council to immunise social care staff across the city and surrounding areas across Yorkshire. They employ around 3,200 community staff.



## What was done and why?

Jo worked tirelessly to make LCH's flu campaign successful. As well as actively pushing the flu campaign for LCH, she demonstrated important elements of leadership and made efforts to develop a new tool for more streamlined useable documentation. Alongside a visible and proactive social media campaign, Jo also worked specifically with new starters to make sure the local workforce picked up good habits for the future.

## How it was done

Following the national flu fighter conference in 2017, Jo and the team took inspiration from a presentation by Nottingham University Hospitals, who had developed an iPad app to register flu vaccinations and to enhance the flu data they collected. Jo worked with LCH's IT team and by the first week of the flu campaign, the team had a working tool



which made documentation easier and data management far more accessible. It also aided the monthly change of the denominator in line with the CQUIN guidance.

Communication was key for the flu fighter campaign at LCH and Jo pushed for messages to be circulated across the trust to make staff aware of the campaign, and the financial incentive of the CQUIN. These messages were disseminated alongside general health and wellbeing messages and staff were encouraged to try and help the trust achieve their target by Christmas with an incentive-based flu prize draw.

Jo approached a small number of staff who she knew were needle phobic and let them know they could contact the flu team direct and arrange a visit to get their jab. They also arranged to pre-send forms to these people, thereby reducing the anxiety of waiting. This personal service resulted in several needle phobic staff getting their vaccinations.

From this, #dialajab was launched in December 2017. This enabled health and social care staff who had missed any of the planned clinics, or who were needle phobic, to arrange a mutually convenient time and place to be vaccinated. Jo drove this initiative through social media and posters throughout the community.

Jo also worked closely with Leeds City Council on their campaign and as a result, they also saw an increase in vaccination, with 261 more of their staff getting vaccinated in 2017/18 than in 2016/17. The team plan to collaborate further with the council next season, and potentially hold a joint health and social care launch.

## **The overall results**

LCH achieved the CQUIN target of 70 per cent uptake by the end of November 2017 and ended the season with the second highest uptake for a community trust with 76.8 per cent of their staff vaccinated. Jo's colleagues have said of her that she has worked above and beyond all expectations and that her exemplary effort and drive make her well worthy of the accolade of flu champion.

## **Top tips and learning to share**

- Local messages are important but using national campaign materials and branding allows for a recognisable campaign.
- It's not easy flu fighting in addition to your full-time job. But by spreading the work of planning over the year, you can ensure your campaign is a success and gain trust support.
- Use the flu fighter team for support. Being actively involved with them has aided sharing and networking, especially if you don't have access to a team internally.

## **Contact for more information**

Joanne Reynard  
Acting Lead - Infection Prevention  
[Joanne.reynard@nhs.net](mailto:Joanne.reynard@nhs.net)  
[@joannereynard](https://twitter.com/joannereynard)