NHS Salford Clinical Commissioning Group (CCG) focused their campaign on encouraging over 65s, to get their flu jab by using local children to emphasise the importance of protecting family, which resulted in 74.8 per cent of over 65s receiving their jab. The team consisted of communication and public health staff from different partners, including NHS Salford CCG, Salford City Council, Salford Royal NHS Foundation Trust and City West Housing.

What was done and why?

1. Baselining the data
The team gathered together the available data from previous years and baselined it against those eligible for the vaccination this year. A business intelligence team gathered the data via codes in the GPs clinical system which tracked how many people over the age of 65 were eligible to get their flu jab.

2. Planning and gathering information
The team visited community hub drop-in sessions, where members of the local community often raise concerns and ask questions. The attendees over 65 were asked what was
important to them about their health, if they got their flu jab, and if not, what would change their mind or who would influence them to change their behaviour. The results found that those over 65 are more likely to listen to their family so the theme ‘pester power’ was created.

The team used the national facing campaign ‘Stay Well this Winter’ and then localised it so it was more relevant to the people of Salford. The team also asked locals what they knew about the campaign and if they were aware of it, what made them pay attention to it.

3. Pester Power

As a result of this research, the team created a film called ‘Pester Power’, designed to pull on the heart strings of the elderly by using local children to encourage them to get their flu jab. The film was built around the concept of grandchildren pestering their grandparents to get their jabs. Resources for filming were kept to a minimum and the team relied heavily on children in the local community and staff to star in the film. The children were asked questions about how it would make them feel if their own grandparents got the flu, which created the dialogue for the film.

To date, the heart-warming film has been watched approximately 10,000 times and during the week it was launched, it was picked up by the Manchester Evening News as a feature in print, on their website and in their social media feed.

The flu team also gave their campaign resources a local feel by utilising the recognised magenta pink colour of Salford City Council and used local residents in the images, alongside clinicians from the neighbourhood.

The results

This year, the team vaccinated 74.8 per cent or 27,804 registered patients aged 65 and above, compared to 73.8 per cent of people during the 2015/16 campaign.

Using SMART objectives as measurement, the flu team’s work to successfully raise awareness of the importance of flu immunisation saw a positive change in people’s behaviour and attitude, as shown by the increased flu jab uptake for this group.

In total, the flu team engaged face-to-face with 435 people over the campaign period, gaining a better understanding of the wants, needs, interests and motivations of the people within the communities of Salford. The team also received some great endorsements from their ‘Pester Power’ film.

“A make – you – smile video shot in Salford” Bob Diepeveen, Salford

“Probably the cutest health campaign you’ll ever see” Andrew Bardsley, MEN journalist

“I don’t normally bother, the flu jab usually makes me ill – but having seen my grandson on that film talking to me, I couldn’t exactly refuse. I got the jab and I was fine after it.” Peter Connor, Swinton
Top tips and learning to share

- Make sure you know your target audience is. By tweaking the national campaign materials to include members of the local community, the team were able to make the campaign locally recognised.
- Working in partnership allowed the teams to utilise each other’s resources and channels and was a good opportunity to learn from each other.
- Next year, the team will aim their flu campaign at younger people, to increase the uptake of the nasal spray, and plan to use lessons learnt alongside new innovative ideas.

Contact for more information

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