flu campaigning in a social care setting

a flu fighter guide for social care
Introduction

This guide is aimed at social care organisations, city councils and Clinical Commissioning Groups (CCGs). It will take you through all the elements of delivering a successful staff facing flu fighter campaign in a social care setting, from planning, through to delivery and finally, evaluation.

Whether you’re a large or small organisation, taking the time to consider how you will get as many of your staff vaccinated against flu as possible is important and will help boost your winter resilience.

This guide includes tips and information on:

• the reasons for getting the vaccination and the most common myths
• how to get started, even if it's your first-year fighting flu
• how to write a campaign action plan, including what you need to consider and how to go about your campaigning
• how to communicate your campaign effectively to your staff
• how NHS Employers can help you, including where to find free resources
• evaluating your campaign and learning from your successes and challenges.

www.nhsemployers.org/flufightercare
The evidence for the flu vaccine

The flu vaccination is the single best protection against flu. Getting the vaccine not only protects you as a member of social care staff, but also protects those around you including your patients, family and friends.

Understanding the evidence behind the flu vaccine will ensure you are well prepared to explain to staff why it’s important they get vaccinated. A successful flu fighter campaign will remind staff that the vaccination not only protects them, but also those around them including your service users and their friends and families.

Our Why it matters webpage explains all the facts and latest evidence about flu and the flu vaccine. Here are a few highlights:

- **77 per cent of people with flu show no symptoms**
  - A Lancet study indicates up to 77 per cent of people with flu have no symptoms. In addition, one third of influenza deaths are in healthy people.

- **8000 flu deaths on average each year**
  - Public Health England estimate that an average 8,000 people die from flu in England each year. Some years that figure reaches 14,000.

- **10 per cent increase in staff flu vaccinations led to a 10 per cent reduction in staff sickness absence rates**
  - A 2017 study by Imperial College London discovered that a 10 per cent increase in staff flu vaccinations led to a 10 per cent reduction in staff sickness absence rates.
The truth about flu

During your flu fighter campaign, you are likely to hear lots of different myths about the flu and the vaccine. Responding with facts is a great way to challenge these myths, educate people and avoid any repetition of inaccurate information. Below are a few common myths you may encounter and some factual responses you can use in response. You can find further information and evidence about flu and the vaccine on the Why it matters webpage.

<table>
<thead>
<tr>
<th>Myth</th>
<th>Fact</th>
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<tbody>
<tr>
<td>Flu isn’t such a big deal.</td>
<td>On average 8,000 people die of flu in England every year, some years that figure reaches 14,000.</td>
</tr>
<tr>
<td>The flu vaccine gives you flu.</td>
<td>The adult flu jab doesn’t contain live virus so it’s impossible to get the flu from it.</td>
</tr>
<tr>
<td>The side effects of the flu vaccine are really bad.</td>
<td>The side effects of the jab are usually mild or non-existent.</td>
</tr>
<tr>
<td>Eating well and washing my hands will protect me from the flu.</td>
<td>Hand washing and a healthy diet are both beneficial, but the vaccine is the single most effective protection against flu.</td>
</tr>
<tr>
<td>You must avoid other people after your flu jab because you’ll be infectious.</td>
<td>The vaccine cannot give you flu so you won’t be infectious. You can carry on as normal.</td>
</tr>
<tr>
<td>It’s only old people who need the flu jab.</td>
<td>Anyone can have the flu jab and it’s especially recommended for frontline healthcare workers and people who are vulnerable.</td>
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</table>
Planning your campaign

Planning well for the flu season will help to ensure you vaccinate as many of your staff as you can. Taking the time to creatively plan your flu strategy, or what you are going to do to ensure you vaccinate as many of your staff as you can, will keep you on track throughout the season.

Depending on the size of your organisation, you may find it useful to put together a flu team to work with you to deliver the campaign. If you’re in a smaller organisation, it may be feasible to single-handedly run your campaign, but incorporating colleagues who are passionate will help you reach more staff and will help keep you motivated.

This section of the guide will take you through a couple of very quick exercises to help you ensure that your campaign is tailored to the needs of your organisation and will help you to meet your aims for the coming flu season.

Developing your campaign strategy
Your campaign strategy should outline your overall aims and objectives for your flu campaign, and will be a helpful document to refer to in team meetings, and during evaluation.

Campaign aim
Your overarching aim might be to achieve 60 per cent uptake of the flu vaccine in staff in your organisation, or to ensure that every member of staff has personally been asked if they want the flu vaccination.

When discussing your aim with your team, it may help to refer to the information gathered during the evaluation from last season, if available. If staff feedback was that the campaign wasn’t visible enough, your aim might then be to improve communication about the campaign with staff.

Campaign objectives
Your objectives should be a series of actions that enable you to meet your overall campaign aim. Some objectives will be relatively simple and easy, others may require input from other departments. Having a range of staff from different departments on your flu team will help to get input and support from across your organisation. Identifying your objectives and getting your team together early will help you to put your plans in place and meet your aims for the coming flu season.

Once you have decided on your team’s campaign objectives, check that they are SMART:*  

- **Specific** – target a specific area for improvement.  
- **Measurable** – quantify or at least suggest an indicator of progress.  
- **Assignable** – specify who will do it  
- **Realistic** – state what results can realistically be achieved, given available resources.  
- **Time-related** – specify when the result(s) can be achieved.

*George T Doran, There’s a S.M.A.R.T. way to write management’s goals and objectives.
Example 1:
Care home X is a small care home with 15 members of permanent staff. Last year only two members of staff received the vaccine, and when the others were asked why they didn’t, they said they weren’t aware that they were able to access it for free. The manager of the home has taken responsibility for the flu campaign this season.

Aim: To vaccinate at least 50 per cent of care home staff this year

Objectives:
- ensure information about our flu fighter campaign and the vaccination is as visible as possible in all staff areas, for example, kitchen, staff room, locker area, using the free resources available to download on the flu fighter care website
- organise vaccination sessions at times suitable to staff or allow staff some time off to go and get vaccinated
- reward staff who get their flu jab with flu fighter goodies such as stickers or items from the flu fighter shop to showcase they got their flu vaccine
- educate staff by mythbusting and using information from the Why it matters webpage
- plan time in to speak personally to all staff about the value of getting protected or ask key members of staff to raise in staff meetings.

Example 2:
Care organisation Y are a large employer with over 200 staff who provide domiciliary, round-the-clock care to vulnerable old people across a large and sparsely populated rural area. Staff work shifts and rarely come into the central office. Last year 21 per cent of staff had their flu vaccination (generally because they were invited to have the jab by their GP practice when they visited for other reasons) and organisation Y did not have a flu campaign.

Aim: To ensure efforts have been made to offer the flu vaccine to all staff in the organisation

Objectives:
- establish a flu team consisting of one member of staff from each department
- appoint a number of frontline care workers to act as “champions”
- prominently promote the flu jab among all staff, using free resources available to download from NHS Employers website to make the flu campaign more visible and raise staff awareness
- hold vaccination sessions in rural areas which can be reached by a number of staff easily
- ask a senior member of staff to email all staff asking them to get their flu jab and provide details of vaccination times near them.
Seven elements to running a successful campaign

We have identified seven elements which are key to running a successful flu fighter campaign. On the flu fighter care website, case studies can also be found with examples of successful campaigns in the social care sector.

SEVEN ELEMENTS TO RUNNING A SUCCESSFUL FLU CAMPAIGN

COMMUNICATION
- Tailor your strategy to your organisation
- Mix up your communications channels – Twitter, intranet, email
- Keep staff updated throughout your campaign

BALANCED FLU TEAM
- Include staff from all parts of your organisation
- Get a good skills mix – think communications to clinical
- A diverse team will strengthen your campaign

MYTHBUSTING
- Include mythbusting in your communications
- Use clinical evidence for support
- Challenge misconceptions

ACCESSIBILITY
- Set up a mobile flu vaccination clinic
- Reimburse your staff if they buy their jab externally
- Hold drop-in clinics at staff events

SUPPORT – ALL HANDS ON DECK
- Have a champion to provide leadership at a senior level
- Seek involvement from the board to the ward
- Get buy-in from management to lead by example

PEER VACCINATION
- Use peer vaccinators
- Train clinical directors to vaccinate staff
- Utilise staff on adapted working / light duties

REWARDS
- Use incentives in your campaign
- Incentives don’t need to cost a lot – be creative
- A small treat can have a big impact

Download the good practice infographic on the flu fighter website
It’s all about behaviour change

Trying to persuade someone to have their flu vaccination is not always easy, but by using the EAST framework you can help encourage more people to get their jab.

EAST has been developed by the Behavioural Insights Team, a social purpose company owned by the government and NESTA (an innovation charity), and its employees. It can help you plan and implement your communications to make sure they have the maximum impact.

Easy
When planning your communications, make it as easy as possible for your staff to get involved by:

- keeping your message simple so they can easily see what you want them to do
- minimising any hassle by keeping the process simple.

Attractive
To make something attractive you need to make the action more appealing by:

- highlighting the benefits of an action
- using rewards to attract people to take part.

Social
We are social beings and are heavily influenced by what those around us do and say. When we tell someone else we are going to do something, we are much more likely to see it through. Make your campaign social by:

- showing people performing the desired behaviour eg getting their flu jab
- using the power of your networks
- encouraging people to make a commitment to others
- getting key influencers on board with the campaign eg team leaders, managers, chief executives.

Timely
We are much more likely to respond to something if it comes at a convenient time, and are more likely to change our habits during times of transition. You could:

- prompt people when they are likely to be most receptive, for example, avoid busy periods
- highlight the immediate costs and benefits, for example, getting your jab early on in flu season is another job off your list
- tie into wider national events like #jabathon or link your flu communications in with the change of season.
Ways we can vaccinate staff

In 2017/18, NHS England funded flu vaccinations for more than one million eligible care staff.

The information below outlines the various options available for delivering flu vaccinations to your staff should funding not be available in the future.

Option 1:
Staff go directly to a pharmacy to get the vaccination and claim the cost back through expenses or through a voucher scheme.

Advantages:
- Staff have a choice as to when they can go to receive their jab.
- Managers will have an accurate record of who has been vaccinated as staff will be able to provide proof of vaccination.
- Comparatively easy to implement compared with other options.

Disadvantages:
- Staff have to travel elsewhere to get vaccine, which may disincentivise going.
- There is limited evidence that voucher schemes can increase uptake.
- Limited choice if only one supplier provides the voucher.
- Success will require communications support to address awareness, attitudes and behaviours.

Option 2:
Contracting an occupation health service or pharmacist to arrange clinics in your care setting.

Advantages:
- Potential to buddy up with other organisations and negotiate good rates.
- On-site provision of vaccine clinics making it considerably easier for staff to take up the jab.
- Pharmacists have experience of delivering the jab.

Disadvantages:
- Needs procurement, organisation and planning.
- Likely to be a cost involved but does usually increase uptake if communicated properly.
- Heavy on admin for the care homes and likely you’ll need to hold multiple clinics to take shift workers into account.
Involve your staff in planning

Holding discussions about the progress of your flu campaign in your team meetings will enable your colleagues to input to your campaign, and will help you gain support and gather suggestions and improvements. Here are some example questions that you may want to ask at team meetings:

- Are we on target to achieve our objective by the original set time frame? If not, why not?
- Is there anything we can do to change this? If not, what is a realistic deadline by which we can achieve our objective?
- If we have already achieved this objective, what went well and what could we improve in the future?

**Option 3:**
Using your own trained nursing staff to administer the vaccine where appropriate authorisations exist (Patient Specific Directions, Patient Group Directions, training).

**Advantages:**
- Easy to update staff records and monitor uptake.
- Easy to offer alternative mop up clinics.
- Research has shown this to be very effective method of overcoming recipient resistance and, once established, is probably the most cost-effective.
- Method has been tried and tested in acute and primary healthcare services and works well.

**Disadvantages:**
- Reliant on having enough trained staff to deliver and clinical governance structure to sign off the legal authorisations.
- Organisations would have to be able to train their staff appropriately and store the vaccine in the ways described in the Green Book, Chapter 19.
- Relies on the availability of your own trained staff to plan and run the clinic.
- May not be a realistic option for many homes particularly residential and small nursing homes.
- Requires ordering of vaccines directly from the vaccine manufacturer, some have a minimum order amount of 100. However, pooling with other providers could be considered.
Cost calculator

Using an online cost calculator can help you determine how much you could save by vaccinating your staff for flu.

By completing details specific to your organisation, such as number of employees available for vaccination, average daily costs of employees and estimated vaccine uptake, cost calculators provide an estimate amount of money the flu vaccine could save your organisation by calculating a sum based on available research evidence.

This short scenario explains clearly how cost savings can be made:

**Scenario**

Scenario created by Lynne Benton, Screening & Immunisation Co-ordinator, Public Health England – South West

One resident of Lynne’s care home was showing signs of flu. The following week three permanent members of staff were signed off ill with flu.

The virus has also spread to some residents. All the residents were vaccinated but elderly people tend to have poorer immune responses so some were still at risk of getting ill.

**The cost-analysis**

Lynne’s care home had to call in agency staff to cover rosters @ £15 per hour per member of staff. A total of 18 x 12 hour shifts have had to be covered, costing an extra £1,684.80.

Normal wages per hour: £10.50 for Team Leaders and £7.20 for Team Members. Standard weekly wage bill = £5,392.00.

The local pharmacy is charging £9.99 for a flu vaccine, and if an employer books 10 or more they get one free.

Total cost for vaccinating 20 staff would have been £189.81.

**Summary**

<table>
<thead>
<tr>
<th>Outbreak with unvaccinated staff</th>
<th>Preventing the outbreak by vaccinating staff</th>
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</thead>
<tbody>
<tr>
<td>An extra £1,684.80</td>
<td>£189.81</td>
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</tbody>
</table>
Communicating your flu fighter campaign

Now you have planned your campaign, it’s time to start telling people about it. This section contains ideas, information and tools to help raise awareness of your local flu fighter campaign and the flu vaccination. Just pick and mix what works best for you and your organisation and use it to help plan your communications strategy.

Key messages

Having key messages will help your staff understand exactly what it is you want them to do. Here are some flu fighter messages you may want to use in your organisation.

The three ways to fight flu this winter

1. Get your vaccination
Having your flu jab protects you and those around you. It’s a serious illness that can result in death. In recent years, the vaccine has been up to 70 per cent effective, depending on the strains of flu circulating each year. So be a flu fighter and have the jab.

2. Wash your hands
As well as getting your jab, you can help reduce the spread of flu by regularly washing your hands, particularly after sneezing or coughing. You can pass flu on without having any symptoms.

3. Stay away
If you have flu, stay away from work until you are better. The virus is highly infectious and outbreaks can happen quickly.

Top tip:
Devon County Council linked their campaign’s key messaging with national news, information from Public Health England and flu fighter to keep staff informed.
Resources available

You don’t need to develop your own brand for your flu campaign. NHS Employers offers a wide range of free resources as part of the flu fighter campaign. Not only does this help in terms of cost, but it also has the advantage of allowing your local campaign to carry the weight of a national campaign. Refer to our flu fighter communications toolkit for further tips and ideas.

Take advantage of the free flu fighter resources, which include:
- newly designed posters and payslip leaflets that you can download and print from our website. You can even include your own logo on them!
- digital resources such as email banners, web banners, the jab-o-meter, and all our six different colour flu bugs
- videos, blogs and case studies to share with staff
- branded promotional artwork for lanyards, sashes, banners, t-shirts, mugs and pens
- an online area you can point staff to, which contains the latest facts, clinical evidence, letters from clinical leaders and answers to FAQs about flu and the vaccine.

Platforms

When considering how to spread the flu fighter message far and wide, you may want to consider using the existing platforms you already use when communicating with staff. This will help to raise the profile of your campaign and keep staff who are spread across a wide geographical area informed. Here are some example platforms you may already use that you can utilise in your flu fighter campaign:
- email signatures
- e-bulletins
- exhibition stands
- intranet
- magazines
- newsletters
- noticeboards
- plasma screens
- screensavers
- team briefings
- social media
- website.
Choosing your channel

It’s important to think about how your staff like and are able to receive communications. To help, we have a few key questions that you might want to consider when developing your communications strategy:

- How will you reach different staff groups? Will the same message work for everyone?
- Where are your staff based? Do they work remotely or out in the community and do they regularly check emails or have access to the intranet?
- Are posters or payslip leaflets the best way to reach your staff? (The flu fighter team offer these to download for free!)
- Would a letter from a senior member of staff be a good way of encouraging staff to get their jab?
- Can you ask line managers to communicate key messages, for example, in team meetings?
- How can staff communicate with their local flu team? Do they have contact details for the flu lead, or is there a dedicated inbox for enquiries?

Using what’s available to you

It can be hard to identify exactly what will encourage your colleagues to get their flu jab. As a general rule, the more relatable the statistic or personal the story, the better.

Statistics

Follow @NHSflufighter for the most recent statistics relating to flu. We also tweet regularly to help bust common myths about flu.

Personal stories

Often it is the personal stories that help people to really understand the benefits of a programme. Collecting quotes and testimonials from colleagues is a great way of highlighting the benefits to your audience. A series of blogs from clinical leaders as well as patients are also available on the flu fighter website.

Leadership

Leadership is key to creating a flu vaccination culture and helping you communicate your key messages. Engage your line manager, board and leadership team by asking them to help promote your flu fighter activity. Use board meetings, or key briefings as an opportunity to talk to them about your flu fighter plans.

Podcasts and videos

A podcast is a digital audio file that the audience can access via different internet platforms, such as Soundcloud. They can be recorded using specialist equipment or a standard smartphone or tablet.

Videos can be cost effective and easy to produce using smart phones and tablets, or for a more professional finish, you could employ the services of an audio-visual company such as the NHS Employers AV services. You can also use the flu fighter videos on our website.

Before you create or publish any of these products, please get in touch with your communications team. They may be able to provide support and advice on how to create something that is in keeping with the organisation’s guidelines.

Podcasts and videos can help showcase real-life stories that staff can identify with, in a way that uses a person’s own words and conveys their emotions. Get your key messages across by creating fun videos that involve the flu champions and key influencers in your organisation.

Let the flu fighter team know if you create any videos or podcasts, so we can highlight them on the flu fighter videos webpage.

One of the best ways to communicate with staff is face-to-face. Use line managers and staff-side reps to reach those people who may otherwise be difficult to pin down.
Social media, social media, social media

Social media can be a great tool for communicating your flu fighter message, as it can create discussions and can also make staff feel like they can take ownership of the campaign. You may not want to use all these platforms, but a good mix will help you to engage with more staff. To help keep staff informed you can even promote regular Q&A sessions on these channels.

Communicating with your multi-generational workforce

There are four different generations in the workplace, each with their own preferred communication channels. Communicating through a generation’s preferred channels will help increase awareness and engagement of what you offer.

Twitter
- Allows you to engage with a wide range of people and to tap into national campaigns, such as #jabathon, which could be helpful in spreading your message.
- A more conversational style that moves quite fast.
- Use hashtags to become part of bigger conversations.
- Work with your communications team to create a Twitter account specific to flu, or to post tweets on your organisation’s account as most staff will already be following their own employer.
- Be a part of the national #flufightercare conversation and follow @NHSflufighter.

Facebook
- Allows you to create more detailed posts as there is no character limit.
- Most people have a personal Facebook account, so it will be easier for them to join your group or page.
- Work with your communications team to create a Facebook page, or to post on your organisation’s page.
- Facebook is helpful for creating open and closed groups for discussions and conversations with your audience.
- Create event pages to promote clinic times or activities and invite followers to attend.
- Keep up to date with everything flu by liking our flu fighter Facebook page.
- Link with other flu leads and tackle common problems by joining our closed Facebook group.
This week-long social media campaign by NHS Employers aims to encourage positive conversations around flu. During #jabathon, staff are encouraged to share why they've had their flu jab using the #jabathon hashtag and to nominate two colleagues to get their jab. It lasts a week, so make sure to use this campaign to your advantage.

As well as retweeting #jabathon posts on social media you could:

- offer the chance for colleagues to get the flu jab during #jabathon week, at any time, any place (within reason)
- encourage staff to take part in #jabathon by organising an internal competition between departments
- encourage managers to write a blog on why they've had their jab, or share a picture of themselves having their jab
- during the week, make flu the main topic in your organisation and organise key activities around this theme
- share our jab-a-thon images and flu fighter resources using the #jabathon hashtag.

To make sure you get the best from social media, you will need to:

- adhere to your organisation's social media policy if you have one (speak to HR or your communications team for more details)
- write appropriately for the channel you are using – scan Twitter or Facebook to get a feel for language and tone
- remember social media is a two-way communication channel – reply, mention and follow others to engage and build your online community
- use short hashtags that are relevant and memorable to spread your message, for example: #flufightercare #flu
- use images, graphics, videos and GIFs (a graphic image on a web page that moves) to help your content go further
- drive traffic back to your website by including links – use free tools such as Ow.ly or Bitly to make long links shorter
- tag people or organisations in your posts so they can share your post too
- keep momentum going, so consider creating a social media calendar of activity before you get started
- schedule tweets using websites such as HootSuite or TweetDeck.

#jabathon

Using these platforms can help you create a more engaging campaign that can encourage staff to get their flu vaccination.
Celebrate success

If your campaign is successful, make sure to let people know! Share your successes with us so we can add it to the good practice flu fighter web page.

Remember to share successes with communications colleagues in your organisation so they can spread the word internally, or externally with local media, if relevant to the wider community. The following could be of interest inside and outside your organisation:

- events that you want people inside or outside your organisation to get involved in
- photographs from events e.g. staff receiving their vaccination, your chief executive or care home manager receiving their flu jab
- colleagues’ personal stories about why they got their flu jab
- anything you might be doing to support #jabathon.

Before approaching any media, get in touch with your communications colleagues. They will already have strong contacts.

flu fighter awards

In past years our flu fighter awards have celebrated individual members of staff, teams and trusts for their hard work and efforts in fighting flu.

The awards have been an opportunity to share some of the amazing stories behind the success of flu campaigns, shine a light on a range of achievements and celebrate the innovative approaches that have been developed locally.

There is a category for #flufightercare which looks to celebrate the achievements of an individual, a team or an organisation that has led the way in the care sector by increasing flu vaccination uptake amongst staff.

Take inspiration from past flu fighter award winners.

flu fighter conference

The annual flu fighter conference is the largest flu event of the year. The event provides NHS and social care staff with an opportunity to listen to and learn from carefully selected speakers. It provides organisations a chance to share good practice and network ideas.
Evaluation is nothing to be worried about, even if things didn’t quite go as planned. It is important as there is always something to be learnt.

**Evaluation helps you to:**
- understand what worked and didn’t work which will help you plan next year’s campaign
- gain feedback from staff, including those who aren’t involved in the campaign, which may identify things that you hadn’t considered
- gather information which will allow you to demonstrate the impact that your excellent work has had on the organisation and identify any areas that require improvement. This could also be used to build a business case for next year’s campaign.

Each year flu fighter teams strive for the highest vaccination uptake possible and commit valuable time and resources to achieve this. Make sure you take a bit of time to make your work easier next year, by evaluating your efforts and those of the team.

This part of the guide aims to outline the importance of evaluating your campaign, provide some quick and easy evaluation tools and as well as ideas about how you can use the information you gather to tailor future flu vaccination campaigns.

**Why not hold focus groups to gather opinion, or share a questionnaire about your campaign to get the direct view from staff?**
1. Your staff know best

**Questionnaire**

Questionnaires can be done on paper, via email or online. Survey websites are often free and have the added advantage of collating the information into helpful summary documents.

Remember to include questions that will improve your knowledge or understanding in a pre-specified area.

By directly asking staff what should be done differently to improve uptake, you will gain an interesting insight from their perspective, especially from those who have not had the flu vaccination before.

**Focus groups**

Another way of gathering staff opinion is by holding focus groups. If you have limited time and resources, you could gain in-depth information by running a one-off focus group that targets a specific set of people (such as the staff group or department with the lowest uptake). You could then focus the discussions on a key area, such as establishing what would encourage those individuals to have the vaccination.

If there are resources available, you could run a series of focus groups that aim to answer a number of questions. You can also take this opportunity to invite people from areas that have a high uptake, so you can find out what encouraged them to be vaccinated.

To generate a more diverse set of ideas for the next campaign, why not advertise the focus group to all staff? This may give you excellent insights into the opinions from different areas of the workforce.

To help maintain focus you could use pre-set questions to spark conversation. Alternatively, you could choose to run an exploratory focus group with a general topic and see where the conversation takes you.

However, if you decide to run focus groups, keep the environment relaxed and open, and offer participants anonymity.

2. The ‘light bulb’ box

Not all staff will be able to take the time to complete a questionnaire or attend a focus group. So, a simple and less time-consuming way to capture honest opinion is to place ‘light bulb’ boxes in communal staff areas, where staff can drop in anonymous suggestions or thoughts about the campaign.

These boxes can be used for collecting ideas and feedback about your campaign. You can also change the feedback topic by creating a sign that asks staff about specific aspects of your campaign, such as how could we make the vaccine more available? Staff can then write their thoughts on a piece of paper and post it into the box. The feedback you gather can then be discussed at the next flu team meeting.

**TOP TIP:**

Ensure that you have defined the outcome of your strategy so that you are able to test it throughout the season and reliably measure the impact.

This can be done by using uptake figures but you can also break it down into smaller categories, such as how accessible the vaccine was, how effective your posters were or how well you were able to address and dispel myths.

It’s important to keep testing your strategy, learning from challenges and successes and adapting it, across the flu season and each year.
Contact us

The flu fighter team are here to help with all aspects of the campaign. Our website includes downloadable posters, evidence to help bust common flu myths amongst your staff and case studies from other organisations.

www.nhsemployers.org/flufightercare

If you have any questions about the flu fighter campaign, you can contact us in the following ways:

Email via flufighter@nhsemployers.org
or via phone on 0844 334 52 52
Tweet us @NHSflufighter and join the #flufightercare conversation.