

Board of Directors (in Public) Item 4.5*

Subject: Flu Campaign Report 2019
Date of Meeting: Tuesday 28th January 2020
Prepared by: Helen Martin, Risk and Safety Lead
Presented by: Dr Margarita Perez-Casal, Director of Research & Innovation (Chief Risk Officer)
Purpose of Report: To Note

BAF Ref	Impact on BAF
1.1	None

1. Executive Summary

The 2019 Flu vaccination campaign commenced on 24th September 2019 and is anticipated to complete in February 2020. A CQUIN target of 80% of vaccinated frontline staff is attached to the success of the campaign.

A number of methods to ensure staff had full access to the vaccination are being deployed, such as walk rounds to the areas, vaccination station and drop in sessions in occupational health.

A comprehensive communications strategy is accompanying the campaign.

2. Background

The 2019 flu vaccination campaign commenced on 24th September 2019. Planning for the campaign started in April 2019 (appendix 1). As with other years, a CQUIN target is attached to the success of the campaign, with a total value of £73,201

Each year, the NHS runs a flu vaccination campaign targeted at healthcare workers. This is to ensure protection of staff, patients and others who may be vulnerable to catching the flu virus. A CQUIN target of 80% of eligible staff (frontline healthcare workers) has been decided nationally.

3. The 2019 Flu campaign

The flu vaccination campaign is led by the Risk and Safety Lead in conjunction with Team Prevent. The campaign will run to the end of February 2020.

Peer vaccinators were sought in April 2019. At least one peer vaccinator has been identified from each of the four Divisions.

The campaign consists of walk round sessions, in which each area of the hospital is visited; drop in at occupational health and the siting of a vaccination station at the switchboard entrance.

Flu vaccination is also offered at corporate induction from October 2019 to February 2020.

Monthly reporting by Risk and Safety Lead on ImmForm (the National vaccination reporting platform) commences on 1st November 2019 through to March 2020.

Incentives are being provided in collaboration with an external company with whom the Trust worked with in 2018. They supplied an Echo Dot, an Amazon tablet and an Alexa to be awarded to staff for achievement of specific targets via random selection of staff who had received the vaccine. Verification was provided that the company also work in collaboration with other NHS Trusts.

From August 2019, a Flu Team commenced meetings to discuss the campaign strategy and identify any ideas for achieving maximum vaccination rates across the organisation.

The comprehensive communications strategy for the campaign commenced in late August and includes weekly updates on the vaccination rate in each Division, myth busting, the schedule for walk rounds and drop in clinics as per the best practice management checklist (appendix 2).

4. Conclusion

The 2019 Flu vaccination campaign commenced on 24th September 2019 and will complete in February 2020.

A number of methods to ensure staff have full access to the vaccination are being deployed, including walk rounds to the areas, vaccination station and drop in sessions in occupational health.

A comprehensive communications strategy accompanies the campaign.

5. Recommendations

Members of the Board of Directors are requested to review the contents of this paper and add their support to the 2019 flu campaign.

Appendix 1 - Action Plan for Flu campaign 2019

Date	Issue	Action	Responsible person	Completion date
April 2019	Peer vaccinators required to support the 2019 flu campaign	Call for volunteers to support the 2019 flu campaign	Risk and Safety Lead	April 2019
April 2019	Identify Board Lead for flu campaign	Director of Research and Innovation (Chief Risk officer) identified as Executive Board Lead	Director of Research and Innovation (Chief Risk officer)	April 2019
June/July/August 2019	Training required for peer flu vaccinators	Training developed for PGD, flu awareness and BLS	Risk and Safety Lead	September 2019
August 2019	Identify Flu Team	Flu Team members identified from four Divisions and dates arranged to meet weekly once the campaign commences. Members include Matrons, Peer vaccinators, union representatives.	Risk and Safety Lead	August 2019
Late August 2019	Communications strategy	Communications regarding the forthcoming campaign start to appear in staff bulletin from late August	Risk and Safety Lead	August 2019
September 2019 onwards	Communications and engagement	Weekly communications appear in the staff bulletin regarding walkround/drop in schedules/myth busting/vaccination rates	Risk and Safety Lead/Communication Manager	September 2019 to end of campaign
November 2019 – March 2020	Monthly Immform reporting	Report figures for vaccination rates on Immform	Risk and Safety Lead	November to end of campaign

Appendix 2 - Healthcare worker flu vaccination best practice management checklist – for public assurance via trust boards by December 2019

A	Committed leadership	
A1	Board record commitment to achieving the ambition of 100% of front line healthcare workers being vaccinated, and for any healthcare worker who decides on the balance of evidence and personal circumstance against getting the vaccine should anonymously mark their reason for doing so.	Recorded in Board minutes
A2	Trust has ordered and provided the quadrivalent (QIV) flu vaccine for healthcare workers	Complete – Team Prevent have ordered the vaccine
A3	Board receive an evaluation of the flu programme 2018/19, including data, successes, challenges and lessons learnt	Complete – Report sent to April 2019 Board
A4	Agree on a board champion for flu campaign	Complete – Dr Margarita Perez-Casal
A5	All board members receive flu vaccination and publicise this	Complete
A6	Flu team formed with representatives from all directorates, staff groups and trade union representatives	Complete – Flu team meetings commenced August 2019
A7	Flu team to meet regularly from September 2019	Complete – Schedule of meetings prepared from September
B	Communications plan	
B1	Rationale for the flu vaccination programme and facts to be published – sponsored by senior clinical leaders and trades unions	To be sent out in regular bulletins throughout the campaign
B2	Drop in clinics and mobile vaccination schedule to be published electronically, on social media and on paper	Will publish the schedule when the campaign commences
B3	Board and senior managers having their vaccinations to be publicised	Complete
B4	Flu vaccination programme and access to vaccination on induction programmes	Complete – slot agreed on Corporate Induction
B5	Programme to be publicised on screensavers, posters and social media	Programme will be published when campaign

		commences
B6	Weekly feedback on percentage uptake for directorates, teams and professional groups	To start when campaign commences
C	Flexible accessibility	
C1	Peer vaccinators, ideally at least one in each clinical area to be identified, trained, released to vaccinate and empowered	Peer vaccinators identified and trained with a commitment to support the campaign
C2	Schedule for easy access drop in clinics agreed	Complete
C3	Schedule for 24 hour mobile vaccinations to be agreed	Complete
D	Incentives	
D1	Board to agree on incentives and how to publicise this	Complete
D2	Success to be celebrated weekly	To start when campaign commences