

Board of Directors

Item 5.2

Subject: Flu Campaign report 2018
Date of Meeting: 30th April 2019
Prepared by: Helen Martin, Risk and Safety Lead
Presented by: Dr Marga Perez-Casal, Interim Director of Research and Innovation (Chief Risk Officer)
Purpose of Report: For note

BAF Ref	Impact on BAF
1.1	No impact

1. Executive Summary

The 2018 Flu vaccination campaign commenced in September 2018 and completed at end December 2018. A CQUIN target of 75% was attached to the success of the campaign. LHCH achieved 76.8% vaccination of frontline staff.

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

A comprehensive communications strategy accompanied the campaign.

2. Background

The 2018 flu vaccination campaign commenced on 14th September 2018. Planning for the campaign started in June 2018. As with other years, a CQUIN target is attached to the success of the campaign.

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 75% of eligible staff (frontline healthcare workers) has been decided nationally.

3. The 2018 Flu campaign

The flu vaccination campaign is led by the Risk and Safety Lead in conjunction with Team Prevent. The campaign ran to the end of February 2019.

Peer vaccinators were sought in June 2018 and one new peer vaccinator volunteered from the Surgery Division.

The campaign consisted 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 2018 to February 2019 and the Fall into Autumn staff health and wellbeing event on 8th October 2018.

A comprehensive communications drive accompanied the campaign, which included myth busting along with a schedule of drop in clinics and walk round sessions.

Monthly reporting by Risk and Safety Lead on ImmForm (the National vaccination reporting platform) commenced on 1st November 2018 through to March 2019.

The organisation followed a best practice checklist as set out in a letter from NHSE to CEO's sent in September 2018 (see appendix1).

Incentives were provided in collaboration with an external company who 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.

A CQUIN target of 75% of staff was set by commissioners. LHCH achieved 76.8% vaccination of staff.

Challenges of the campaign.

Following the best practice guidance increased the administration attached to campaign. This included weekly flu team meetings; written bulletins; weekly updates to Divisions. All elements of the campaign are managed/supported by the Risk and Safety Lead, this includes administration.

The staff member who trained as a peer vaccinator was unable to take part in the campaign due to annual leave and increased sickness in their work area, meaning they could not be released to participate in the campaign.

For the 2018 campaign, staff who did not take up the offer of the vaccination were asked to complete a form anonymously. The options provided and the number of staff who completed them is provided below.

Reason	Number
I don't like needles	8
I don't think I'll get flu	19
I don't believe the evidence that being vaccinated is beneficial	20
I'm concerned about possible side effects	29
I don't know how or where to get vaccinated	0
It was too inconvenient to get to a place where I could get the vaccine	0
The times when the vaccination is available are not convenient	0
Other reason	6

Some staff refused to complete the form citing that the vaccination is not mandatory for frontline staff and they didn't have to give a reason for not wanting the vaccination.

Planning for 2019 flu campaign.

A CQUIN target of 80% of frontline staff has been set for 2019.

Planning for the campaign will commence in April 2019 with a call out for volunteers to become peer vaccinators. Ideally at least 2 volunteers are required from each Division. The staff members who volunteer should be released from duties for at least part of one shift per week in the first 8 weeks of the campaign to participate fully in the campaign walkround schedules. This would free up the Risk and Safety Lead to manage the administration and planning of the schedules.

4. Conclusion

The 2018 Flu vaccination campaign commenced in 14th September 2018 and completed at end December 2018. A CQUIN target of 75% was attached to the success of the campaign. LHCH achieved 76.8% vaccination of frontline staff.

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

A comprehensive communications strategy accompanied the campaign.

5. Recommendations

Members of the Board of Directors are requested to note the content of this report.

Appendix 1 NHS England: Best practice Checklist

A	Committed leadership	Trust self-assessment
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.	√
A2	Trust has ordered and provided the quadrivalent (QIV) flu vaccine for healthcare workers (1).	√ Ordered by Team Prevent
A3	Board receive an evaluation of the flu programme 2017-18, including data, successes, challenges and lessons learnt	√ See separate report
A4	Agree on a board champion for flu campaign	√ Dr M Jackson
A5	Agree how data on uptake and opt-out will be collected and reported	√ Spreadsheet developed by Info team
A6	All board members receive flu vaccination and publicise this	√ Published in staff bulletin
A7	Flu team formed with representatives from all directorates, staff groups and trade union representatives	√ Matrons from each clinical Division to meet with trade union reps and Flu Lead on a regular basis
A8	Flu team to meet regularly from August 2018	√ (meetings commenced in Oct)
B	Communications plan	
B1	Rationale for the flu vaccination programme and myth busting to be published – sponsored by senior clinical leaders and trade unions	√ Published in staff bulletin
B2	Drop in clinics and mobile vaccination schedule to be published electronically, on social media and on paper	√ Schedule published at least twice per week in bulletin and also notice on OH room
B3	Board and senior managers having their vaccinations to be publicised	√ Published in staff bulletin
B4	Flu vaccination programme and access to vaccination on induction programmes	√ Flu vaccination programme commenced 14 th Sept. Flu vaccination available on Corp. induction from Oct 2018 – March 2019
B5	Programme to be publicised on screensavers, posters and social media	√ Publicised by Comms team
	Weekly feedback on percentage uptake for	√

B6	directorates, teams and professional groups	Publicised on staff bulletin and for Flu team
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 trained in Surgery and Medicine
C2	Schedule for easy access drop in clinics agreed	√ Facilitated by Team Prevent
C3	Schedule for 24 hour mobile vaccinations to be agreed	Shift patterns covered to include early, late and night shifts
D	Incentives	
D1	Board to agree on incentives and how to publicise this	√ Awaiting confirmation from HR that Staff benefits scheme can utilised for incentives
D2	Success to be celebrated weekly	√ Published via staff bulletin.