

Board of Directors (in Public)

Item 5.3

Subject: 2023 Flu and Covid Vaccination Campaign Summary report
Date of Meeting: 30th April 2024
Presented by: Karan Wheatcroft, Director of Risk and Improvement
Purpose: To note

BAF Ref	Impact on BAF
BAF 1, BAF 4	Assurance regarding the accessibility and uptake of the Flu vaccine and Covid boosters.

1. Executive Summary

The 2023 Flu and Covid vaccination campaigns commenced in September 2023 and concluded in January 2024 for Covid and March 2024 for Flu vaccines.

A number of methods were deployed to ensure staff had full access to the vaccinations including peer vaccinators in each of the clinical areas, administration of the flu vaccine within the Tockman clinic along with the Covid 19 vaccination, walk arounds to the areas and drop in at occupational health. A comprehensive communications strategy accompanied the campaign.

In the 2023 vaccination campaigns, LHCH achieved 50% for flu (c.f. 51% in 2022) and 16% for covid (c.f. 31% in 2022) vaccination of staff. While this is the lowest figure achieved for some years, LHCH were not alone as other healthcare organisations achieved similar percentages. In regional network meetings, this was attributed to vaccination fatigue as the request for staff to have several vaccinations per year for covid has been ongoing for three years. The regional network meetings will continue to share learning and ideas for increasing the number of staff who are willing to receive the vaccinations.

The Board of Directors is asked to note the delivery and outcome of the 2023 vaccination campaigns.

2. Background

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. For 2023, as with 2022 it was delivered in conjunction with the covid vaccination campaign.

The Trust develops a flu vaccination campaign targeted to all LHCH staff every year. It usually commences in the Autumn and is run in partnership with Team Optima, our Occupational Health provider.

For the 2023 campaigns, the planning started in May 2023 (appendix 1).

3. The 2023 Flu and Covid vaccination campaigns

The flu and covid vaccination campaigns are led by the Head of Risk Management and the Patient Safety and Emergency Planning Lead Nurse in conjunction with Team Optima. The campaigns ran until end January 2024 and March 2024 respectively.

To support the vaccination of high numbers of staff across the Trust, peer vaccinators were sought in May 2023. At least one peer vaccinator was identified from each of the ward areas, with other peers identified in the clinical areas to ensure each of the Divisions had adequate representation.

The campaign also included different ways to facilitate the access to vaccination for our staff:

- walk round sessions in which each area of the hospital is visited
- drop in at occupational health
- flu/covid vaccination at the Tockman clinic
- Peer vaccinators in each of the ward areas

From August 2023, the Vaccination Team commenced meetings to discuss the campaign strategy and identify any further ideas for achieving maximum vaccination rates across the Trust.

A comprehensive communications strategy for the campaigns commenced in September including weekly updates on the vaccination rate in each Division, along with myth busting and drop in at occupational health clinics as per the best practice management checklist (appendix 2). Social media tools were used to further publicise the campaign.

Monthly reporting by the Head of Risk Management on ImmForm (the National vaccination reporting platform) commenced on 1st November 2023 through to March 2023.

The Trust received £5,000 as a one-off payment from the ICB to help with the flu campaign. This money was used to book bank staff to conduct walk rounds at night and weekends as well as during the week to increase the opportunity staff had to receive the vaccination.

The 2023 flu campaign resulted in vaccination of 50% (c.f. 51% in 2022) of LHCH staff. The covid vaccination campaign achieved 16% (c.f. 31% in 2023). This is one of the lowest percentages the flu campaign has achieved in the past few years. This correlates with other healthcare organisations in the region. The low uptake of the vaccinations was attributed to vaccination fatigue as staff had been offered a number of flu and covid vaccinations since Spring 2021.

In order to gain an understanding of why staff were not accepting the invitation to get vaccinated, those staff who refused were asked if they would be willing to share their reasons for not getting the jabs. Reasons provided were

- they didn't want to;
- they didn't think they would get flu;

- they had already had covid and it wasn't too bad so they didn't feel concerned about getting it again; and
- they didn't think they would become seriously ill if they caught either flu or covid and so didn't want to receive either or both vaccines.

Staff were also asked what, if anything would encourage them to get vaccinated to which the reply was nothing.

An incentive of £50 high street vouchers was available to provide to a member of staff if the targets of 75%, 80% and 90% (CQUIN target for flu = 75%) was reached. As the target was not achieved, the vouchers were not accessed. LHCH were not an outlier in this under achievement as other healthcare organisations achieved similar percentages.

LHCH is a member of the regional flu and covid network meetings. The regional network meetings will continue to share learning and ideas for increasing the number of staff who are willing to receive the vaccinations.

4. Conclusion

The 2023 Flu and Covid vaccination campaigns commenced September 2023 and concluded March 2024. A number of methods to ensure staff had full access to the vaccination were deployed and a comprehensive communications strategy accompanied the campaigns. The LHCH flu campaign vaccinated 50% (c.f. 51% in 2022) of eligible staff, and the covid campaign achieved a vaccination rate of 16% of staff (c.f. 31% in 2022).

5. Recommendations

The Board of Directors is asked to note the report and to continue to demonstrate commitment to achieving higher levels of vaccination in future campaigns.

Appendix 1 - Action Plan for Flu campaign 2023

Date	Issue	Action	Responsible person	Completion date
May 2023	Peer vaccinators required to support the 2023 flu campaign	Call for volunteers to support the 2023 flu campaign	Head of Risk Management	June 2023
May 2023	Identify Board Lead for flu campaign	Director of Risk and Improvement identified as Executive Lead	Director of Risk and Improvement	May 2023
July/ August 2023	Training required for peer flu vaccinators	Training developed for PGD, flu awareness and BLS	Head of Risk Management	September 2023
August 2023	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, and union representatives.	Head of Risk Management	August 2023
Late August 2023	Communications strategy	Communications regarding the forthcoming campaign start to appear in staff bulletin from late September	Head of Risk Management	September 2023
September 2023 onwards	Communications and engagement	Weekly communications appear in the staff bulletin regarding walkround/drop in schedules/myth busting/vaccination rates	Head of Risk Management /Communication Manager	September 2023 to end of campaign
November 2023 – March 2024	Monthly Immform reporting	Report figures for vaccination rates on Immform	Head of Risk Management	November to end of campaign

Appendix 2 - Healthcare worker flu vaccination best practice management checklist – for public assurance via Trust Boards

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.	Will be recorded in Board minutes
A2	Trust has ordered and provided the quadrivalent (QIV) flu vaccine for healthcare workers	Complete – Team Optima ordered the vaccine
A3	Board receive an evaluation of the flu programme 2023/24, including data, successes, challenges and lessons learnt	Complete – Report sent to April 2024 Board
A4	Agree on a board champion for flu campaign	Complete
A5	All board members receive flu vaccination and publicise this	Complete
A6	Flu team will be formed with representatives from all directorates, staff groups and trade union representatives	Flu team meetings commenced August 2023
A7	Flu team to meet regularly from September 2023	Schedule of meetings prepared from September 2023 to campaign end
B	Communications plan	
B1	Rationale for the flu vaccination programme and facts to be published – sponsored by senior clinical leaders and trades unions	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	Schedule published to end of campaign
B3	Board and senior managers having their vaccinations to be publicised	Complete
B4	Flu vaccination programme and access to vaccination on induction programmes	Complete
B5	Programme to be publicised on screensavers, posters and social media	Complete
B6	Weekly feedback on percentage uptake for directorates, teams and professional groups	Complete
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	Complete