

Board of Directors (in Public) Item 5.4

Subject: 2024 Flu/Covid Vaccination Campaign Summary report

Date of Meeting: 29th April 2025

Prepared by: Helen Martin, Head of Risk Management

Presented by: Ben Vinter, Director of Risk and Corporate Governance

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 2024 Flu/Covid vaccination campaigns commenced in September 2024 and concluded in January – Covid - 2025 and February – Flu - 2025.

A number of methods to ensure staff had full access to the vaccinations were deployed, such as: peer vaccinators in each of the clinical areas; administration of the flu vaccine within the Tockman clinic along with the Covid 19 vaccination; walk rounds to the areas and drop in at in occupational health.

LHCH worked in collaboration with LUFHT for the first time, offering the staff working at BGH the opportunity to receive the respiratory vaccinations at the Tockman clinic. LHCH staff were offered the opportunity to visit the BGH/RLH and Aintree sites to receive the vaccinations.

A comprehensive communications strategy accompanied the campaign.

In the 2024 vaccination campaigns, LHCH achieved 37% for flu (50% in 2023) and 10% for covid (16% in 2022) vaccination of staff. While this is the lowest figure achieved for some years, LHCH were not an outlier 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.

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 2024, as with 2022/23 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 for the first time, was run in conjunction with LUFHT.

For the campaigns, the planning started in May 2024 (appendix 1).

3. The 2024 Flu/Covid vaccination campaigns

The flu/covid vaccination campaigns are led by the Head of Risk Management and the Patient Safety Lead Nurse. This year, LHCH collaborated with LUFHT for the first time. The campaigns ran until end January 2025 and February 2025 respectively.

A registered nurse, employed via the bank supported the primary campaign while other members of the bank team provided supplemental shifts.

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 (BGH)
- flu/covid vaccination at the Tockman clinic

From August 2024, the Vaccination Team commenced meetings to discuss the campaign strategy and identify any ideas for achieving maximum vaccination rates across the organisation. This included meetings with the Occupational health team at LUFHT.

A comprehensive communications strategy for the campaigns commenced in September and included 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 be 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 2024 through to March 2025.

The 2024 flu campaign vaccinated 37% (50% in 2024) of LHCH staff. The covid vaccination campaign achieved 10% (16% in 2024)

This is one of the lowest percentages the flu campaign has achieved in several 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 flu and covid vaccinations since Spring 2021.

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.

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

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 2024 Flu/Covid vaccination campaigns commenced September 2024 and concluded February 2025.

The LHCH flu campaign vaccinated 37% (50% in 2023) of eligible staff. The covid campaign achieved a vaccination rate of 10% of staff (16% in 2023).

A number of methods to ensure staff had full access to the vaccination were deployed including collaborating with LUFHT to offer the vaccines to staff employed by BGH.

A comprehensive communications strategy accompanied the campaigns.

5. Recommendations

Members of the Board of Directors are requested to review the contents of this paper and to continue to demonstrate commitment to achieving higher levels of vaccination.

Appendix 1 - Action Plan for Flu campaign 2024

Date	Issue	Action	Responsible person	Completion date
May 2024	Identify Board Lead for flu campaign	Director of Risk and Improvement identified as Executive Lead	Director of Risk and Improvement	May 2024
July/ August 2024	Training required for vaccinators	Training developed for PGD, flu awareness and BLS	Head of Risk Management	September 2024
Late August 2024	Communications strategy	Communications regarding the forthcoming campaign start to appear in staff bulletin from late September	Head of Risk Management	September 2024
September 2024 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 2024 to end of campaign
November 2024 – Feb 2025	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 – LUFHT ordered the vaccine
A3	Board receive an evaluation of the flu programme 2024/25, including data, successes, challenges and lessons learnt	Complete – Report sent to April 2025 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 was be formed	Flu team meetings commenced August 2024
A7	Flu team to meet regularly from September 2024	Schedule of meetings prepared from September 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	Staff trained to deliver vaccinations	Bank staff identified and trained
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

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