

## **Flu campaign 2020**

### **Background**

The flu campaign runs from October to March every year. Each year, the aim of the campaign is to advertise the benefits of the flu jab and to encourage staff to have their vaccination. The uptake for LPT staff in 2019/20 improved and we achieved 62% for front line health care workers, however this was below the nationally set target of 75%..

A communications plan is required to support the Trust and National campaign in achieving the target for 2020/21 which has been set at 90%. Last year, the flu campaign for staff within LPT was supported by a limited number of resources which are produced by Public Health England (PHE). To increase the commitment of LPT to offer a flu vaccine to every member of staff within the organisation, as part of the flu group action plan a communication plan was developed using posters and supporting materials that encapsulated the message of putting the patient and staff at the heart of the campaign, using a 'thank you for protecting me by having the flu vaccine' as the strapline.

This year we will continue to use PHE resources to support our flu vaccination campaign using the 'Protects you, your family and those you care for from the flu' strapline. We will also take into account the Covid messaging. 'I have my vaccination to protect you.'

### **Objective**

The purpose of the communications plan is to facilitate engagement with the flu campaign and to support the increase the uptake of the vaccine across LPT, through positive messaging and providing updates and frequently asked questions.

### **Key Target Audiences**

- Internal – all staff, particularly clinical staff (including bank staff) who work with vulnerable groups

### **Logistics**

Once the flu jab dates, locations and times are confirmed we can start comms with a call to action.

### **Key messages**

- **Internal** – Protects you, your family and those you care for from the flu (as per national messaging). Please have the flu jab as it protects not just you but also those around you: You can be a carrier and not have any symptoms. This means that the virus can be passed on to vulnerable people without you even knowing (e.g. elderly, pregnant, those with a compromised immune system and

mental health patients). Having the vaccine protects you against the major strains of flu for this season.

- National messaging: Flu kills over 11,000 people every year\*, on average; some years it's much more and it hospitalises many more each year. This is anything but an average year. The flu virus spreads from person to person, even amongst those not showing any symptoms. It can cause severe complications, particularly for high risk groups. Keep your guard up against the flu virus. Get the flu jab. Whilst the threat may be invisible, the protection against it is clear. Protect yourself and others with the flu vaccination [for those eligible]

### **Strategic Approach**

- Develop and deliver a multi-media awareness raising campaign to encourage staff to have the flu vaccine, using PHE resources.
- Use of thank you cards, stickers and lollipops alongside a Flu league chart to encourage peer vaccinators and staff per directorate to incorporate some competition.
- We will work in partnership with the flu group to develop, deliver and keep evaluating the success of the campaign so that it is responsive and dynamic, whilst remaining impactful and true to the objectives we want to reach.

### **Channels of communication - tactics to be used**

- **Creation of a multi-media campaign:**

The main campaign will be launched in the first week in October using the PHE campaign materials. This will include:

- **Integrated campaign that covers Covid and Flu – messaging to be agreed**
- **High-impact printed posters** for display around LPT sites, which will be translated into other media: web graphic version of poster for Facebook and Twitter, a thumbnail version for the newsletter,
- **Targeted monthly emails** on the flu campaign with copy of poster images of 'at-risk' groups.
- **Use of Facebook live Q&A session and a webchat at start of campaign and mid-point**
- **Social media campaign that mimicks the posters with stickers on your arm (flu arm-ies instead of flu selfies?)**
- **Screensavers and dedicated StaffNet page**

### **SOCIAL MEDIA CAMPAIGN**

Following on from IPC Greatest Hits, we will continue to use songs so staff can relate to these and will talk about the campaign. Every other week, we will use a song (short

list below) to push the campaign. Every week in between we will use facts, myths and also staff stories (as videos) to promote the campaign.

We will use the resources that PHE have supplied but we will adapt these.

Songs to be used:

- We are family, Sister Sledge
- I'll be there for you, The Rembrants
- You've got a friend in me, Randy Newman (Toy Story)
- With a little help from my friends, The Beatles
- Say you'll be there – Spice girls  
Anymore?

- **Regular polls dispelling myths**
- **Real staff stories**
- **Promotional resource pack for peer vaccinators** including Empty belly posters to take to their site/promotional materials and tips sheet on how to promote themselves.
- **Screensaver** – at the start and mid-way through the campaign
- **Flu group** as advocates and comms champions – use these regular meetings to check on the progress of the campaign and if there needs to be any change in direction, and as active advocates to get the message out to frontline staff in face to face ways
- **Text message** at start, mid-way and towards end of flu campaign telling staff/bank staff about their free flu vaccination
- **Endorsing messages** from exec team including launch message from Anne Scott, Director of Nursing, AHPs and Quality and Avinash Hiremath, Medical Director.
- Inclusion in Covid Bulletins with weekly rates in different areas

**Communications support for peer vaccinators will include:**

- Promotional resource packs for peer vaccinators including Empty belly posters to take to their site/promotional materials and tips sheet on how to promote themselves.
- General tip sheet for peer vaccinators – part of the promotional pack – regarding logistics of giving the flu vaccines (to be included in packs)

**What partnerships and relationships would be useful to support this approach?**

Infection prevention and control, health and safety, HR and clinical staff (the flu meeting group). Send out information to centralised staffing solutions to send out to bank staff.

**Timeline for delivery**

Action	Timeline	Lead
Posters to be distributed and made available on Staffnet to print.	28 August on Staffnet - VP ASAP when printed poster arrive- AP to advise	VP and AP
Email to be constructed for directorates to send: Call out for peer vaccinators	ASAP	AP and VP
Promotional pack for vaccinators	Start of September	AP
Banner on Staffnet to promote flu vaccine booking system?	End of September (when system is confirmed)	VP
Dedicated page with information on Staffnet	End of September (when system is confirmed)	VP
Confirmation if any incentives?	End of Spetember	
Flu campaign launch screensaver	5 October no incentives	VP
1 x all staff email per week Push staff stories once sourced (through XXX) - Inclusive of message from ET	Monthly from 5 October	VP
1 x enews piece per week Push staff stories once sourced (through XXX) - Inclusive of message from ET	Monthly from 5 October	VP
1 x FB closed group piece per week (dupe of all staff email) Push staff stories once sourced (through XXX) - Inclusive of message from ET	Monthly from 5 October	VP
1 x Staffnet piece per week (dupe of all staff email) Push staff stories once sourced (through XXX) - Inclusive of message from ET	Monthly from 5 October	VP
Flu campaign screensaver	7 December	VP

**Resources** - <https://campaignresources.phe.gov.uk/resources/campaigns/92-health-and-social-care-workers-flu-immunisation->



## Evaluation

- Percentage of vaccine uptake across the Trust
- Numbers through booking facility and cinnamon programme
- Feedback from surveys
- Social media activity
- Website traffic
- Eblast open rates