

## Paper Q - Appendix 2

### LPT Flu campaign/ Covid booster campaign 2021/22

#### 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 2020/21 was 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 2021/22 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 captured 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 could look at making the campaign more personal to LPT staff. We could do this by identifying 'LPT Flu Stars' and creating a campaign around them rather than using the PHE resources.

We will be running the Covid booster campaign alongside the Flu campaign.

The 'LPT Flu Stars' should be a diverse group of people that represents the wide range of staff at LPT.

The 'LPT Flu Stars' could be staff around the Trust who are seen as influencers and also staff who have a story (previously had needle phobia, has a personal reason such as family being affected by the flu) behind getting the flu jab. The Stars will need to be among the first to get the jab to push the vaccination in their work areas plus on social media from their personal accounts. We need to ensure that we have Flu Stars from bases that traditionally have a lower uptake.

The 'LPT Flu Stars' campaign would include a photoshoot. The images created could then be used to create posters, empty belly posters, leaflets, screensavers and weekly emails.

Highlighting facts will be key in communications.

#### 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 and covid booster dates, locations and times are confirmed we can start comms with a call to action.

## **Key messages**

- **Internal** – Please have your vaccinations 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). Boost your immunity this winter and protect yourself, your patients and your family.
- 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. Boost your immunity this winter by getting your vaccinations and protect yourself, your patients and your family.

## **Strategic Approach**

- Develop and deliver a multi-media awareness raising campaign to encourage staff to have the flu vaccine, using our own resources.
- Use of thank you letters, stickers and pens alongside a Flu league chart (after reaching over 50%) to encourage peer vaccinators and staff per directorate to incorporate some competition.
- We will work in partnership with the flu/ covid booster 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 October using our resources. This will include:

- **Integrated campaign that covers Covid and Flu – Boost your immunity this winter**

- **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 emails** on the campaign
- **Social media campaign that profiles our 'LPT Flu Stars'**
- **Dedicated StaffNet page**
- **Team background**
- **Real staff stories**
- **Highlighting Facts**
- **FAQs – Covid booster FAQs complete**
- **Flu handbook**
- **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
- **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.
- **Endorsing messages** from LPT Flu Stars
- 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
Identify Flu Stars	ASAP	Flu group/Comms
Organise date for photoshoot and videos of Flu Stars	August	Comms
Posters to be distributed and made available on Staffnet to print.	End of August	Comms and Eden/Anita?

Email to be constructed for directorates to send: Call out for peer vaccinators	ASAP	Comms and Eden/Anita?
Promotional pack for vaccinators	Start of September	Eden/Anita
Banner on Staffnet to promote clinics	October	Comms
Dedicated page with information on Staffnet	TBC <a href="https://staffnet.leicspart.nhs.uk/support-services/infection-prevention-control/boost-your-immunity-and-get-your-flu-jab-this-winter-here-is-how/boost-your-immunity-this-winter-posters-and-resources/">https://staffnet.leicspart.nhs.uk/support-services/infection-prevention-control/boost-your-immunity-and-get-your-flu-jab-this-winter-here-is-how/boost-your-immunity-this-winter-posters-and-resources/</a>	VP
Unbranded pens and stickers to be used as incentives	TBC	Eden/Anita
Flu campaign launch screensaver	4 October	VP
1 x all staff email every other week or weekly dependant on clinics scheduled - Inclusive of message from ET	4 October	VP
1 x enews every other week or weekly dependant on clinics scheduled - Inclusive of message from ET	4 October	VP
1 x FB closed group piece every other or weekly dependant on clinics scheduled week (dupe of all staff email) - - Inclusive of message from ET	4 October	VP
1 x Staffnet piece every other week or weekly dependant on clinics scheduled (dupe of all staff email) - Inclusive of message from ET	4 October	VP
Flu campaign screensaver	Change monthly	VP

## 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