

Cover page	
Meeting	Trust Board
Paper Title	Flu Campaign 2019
Date of meeting	3 October 2019
Date paper was written	17 September 2019
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Executive Summary
<p>The annual Flu Campaign 2019 is due to officially launch at SaTH on October 1 2019.</p> <p>The national CQUIN target is that 80% of all frontline health care workers should be immunised against flu to protect themselves, their family and patients this winter.</p> <p>It has been requested by the Trust’s Non-Executive Directors that the target at SaTH should be increased to 90% of all frontline healthcare workers to be vaccinated.</p> <p>Despite the targets focusing on frontline healthcare workers, it is proposed that this year’s Flu Campaign is made available to all SaTH staff, in line with previous years.</p> <p>The Executive Team has agreed to implement an incentive scheme to encourage staff to be vaccinated.</p>

The Board is asked to:			
<input type="checkbox"/> Approve	<input type="checkbox"/> Receive	<input checked="" type="checkbox"/> Note	<input type="checkbox"/> Take Assurance
To formally receive and discuss a report and approve its recommendations or a particular course of action	To discuss, in depth, noting the implications for the Board or Trust without formally approving it	For the intelligence of the Board without in-depth discussion required	To assure the Board that effective systems of control are in place

Link to CQC domain:

Safe

Effective

Caring

Responsive

Well-led

Link to strategic objective(s)

Select the strategic objective which this paper supports

- PATIENT AND FAMILY Listening to and working with our patients and families to improve healthcare
- SAFEST AND KINDEST Our patients and staff will tell us they feel safe and received kind care
- HEALTHIEST HALF MILLION Working with our partners to promote 'Healthy Choices' for all our communities
- LEADERSHIP Innovative and Inspiration Leadership to deliver our ambitions
- OUR PEOPLE Creating a great place to work

Link to Board Assurance Framework risk(s)

We need positive staff engagement to create a culture of continuous improvement (CRR 423)

Equality Impact Assessment

- Stage 1 only (no negative impact identified)
- Stage 2 recommended (negative impact identified and equality impact assessment attached for Board approval)

Freedom of Information Act (2000) status

- This document is for full publication
- This document includes FOIA exempt information
- This whole document is exempt under the FOIA

Main Paper

Situation

The annual Flu Campaign 2019 is due to launch on 1 October 2019.

It has been requested by the Trust's Non-Executive Directors that the Trust achieves higher than the set national CQUIN target of 80% this year. Instead they would like to see a 90% uptake of the flu vaccination by frontline staff.

Background

The Flu Campaign for 2018/19 achieved its target of vaccinating 75% of frontline health care workers. 75.37% of frontline healthcare workers were vaccinated with 12% of the total sample opting out. The main reason for opting out was that staff were concerned about the possible side effects of the vaccine, followed by needle phobia.

At Trust Board on April 4 2019, it was discussed that SaTH should be aiming to have even more staff vaccinated in 2019.

A communications plan has been created by the Communications Team - working alongside the OD and IPC teams who are co-ordinating the immunisation campaign - which encourages staff to have their free flu vaccination. The Flu Busters campaign includes posters, newsletters, staff messages, pledge boards and social media activity as well as a refreshed intranet page, which aims to bust the myths around having flu jabs. There will also be desktop backgrounds on all Trust computers and Staff App push notifications, detailing the dates of clinics.

The communications for the campaign will be themed around 'Don't Make Flu your No1 Hit this Winter'. Vaccinators will be 'Flu DJs' and images of well-known record album covers will be mocked-up with images of SaTH medical staff members in place of the original stars.

The first wave of vaccinations is due to begin the week commencing October 7, 2019 led by Team Prevent. This will be followed up by SaTH's own team of peer vaccinators, led by peer vaccinator champion Medical Director Dr Arne Rose. They will be giving staff the vaccine at static drop-in clinics and walkabouts.

In order to achieve the 90% target and possibly higher – the communications team proposed an incentive scheme for staff in the form of a Caffé Bistro voucher. That incentive would also act as an early thank you to staff as the Trust moves into winter. At a meeting of the Execs on September 13, it was agreed that staff who have had their flu jab should be gifted a £3 voucher to spend in Caffé Bistro as a thank you.

As a way of assessing intent to have the vaccination and to assist with stock planning and distribution, calendar invitations will be sent to all staff of the vaccination clinics. This will also help with managing changes in timings or locations of the clinics.

Recommendation

The recommendation is to note the report.

