

Trust Board

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| Subject: | 2023/24 Staff Flu Vaccination Plan | | Date: 5th October 2023 | | |
| Prepared By: | Victoria Kirkbride – Deputy Head of Occupational Health Adam Grundy – Head of Occupational Health Debbie Kearsley – Deputy Director of People | | | | |
| Approved By: | Robert Simcox – Director of People | | | | |
| Presented By: | Robert Simcox – Director of People | | | | |
| Purpose | | | | | |
| The paper is to provide the Board of Directors with detail associated with the Staff Flu Vaccination programme for 2023/24 and relevant assurance that a robust program is in place. | | | | Approval | |
| | | | | Assurance | X |
| | | | | Update | |
| | | | | Consider | |
| Strategic Objectives | | | | | |
| Provide outstanding care in the best place at the right time | Improve health and well-being within our communities | Empower and support our people to be the best they can be | To continuously learn and improve | Sustainable use of resources and estate | Work collaboratively with partners in the community |
| X | X | X | X | X | X |
| Identify which Principal Risk this report relates to: | | | | | |
| PR1 | Significant deterioration in standards of safety and care | | | | |
| PR2 | Demand that overwhelms capacity | | | | |
| PR3 | Critical shortage of workforce capacity and capability | | | | X |
| PR4 | Failure to achieve the Trust's financial strategy | | | | |
| PR5 | Inability to initiate and implement evidence-based Improvement and innovation | | | | |
| PR6 | Working more closely with local health and care partners does not fully deliver the required benefits | | | | |
| PR7 | Major disruptive incident | | | | |
| PR8 | Failure to deliver sustainable reductions in the Trust's impact on climate change | | | | |
| Committees/groups where this item has been presented before | | | | | |
| Wellbeing and Belonging Sub-Cabinet – 3 rd August 2023 People Cabinet – 8 th August 2023 People Committee – 26 th September 2023 | | | | | |
| Acronyms | | | | | |
| HCW – Healthcare Worker CQUIN – Commissioning for Quality and Innovation QIVc – Quadrivalent Inactivated Seasonal Influenza Vaccine (Cell Based) aQIV – Adjuvanted Quadrivalent Inactivated Seasonal Influenza Vaccine OH – Occupational Health SFH – Sherwood Forest Hospitals | | | | | |

Executive Summary

This report sets out the plan agreed by the SFH Staff Flu vaccination Group.

Introduction

The annual flu campaign is firmly embedded within the culture of the Trust, with a track record of front-line staff uptake that is consistently well above the national average year on year.

Although 2022/23 campaign saw a lower-than-normal uptake of flu vaccine at SFH (62.2%) this still compared favourably against our regional partners and the national average (49.9%). The CQUIN target for 2023/24 for front line healthcare uptake is 80%. This plan aims to set out and provide assurance as to the plan for working towards that target.

Vaccine

For the 2023/24 campaign 7300 vaccines have been ordered. This represents sufficient vaccine for us to achieve the CQUIN target (80%) but also acknowledges that in previous years there has been significant vaccine wastage due to previous approach of ordering enough vaccine for 100% uptake, there is also a financial loss with the vaccine wastage.

Vaccines will be available for all staff with a specific vaccine available for colleagues ages 65 years and above.

Approach for 2023/24 season

Clinics offering flu vaccination commenced on Wednesday 20th September 2023 with Vaccination will be offered up to the end of February.

This campaign will aim to return to the approach used pre COVID which was more visible and with a higher degree of accessibility. The following sets out the key points to the approach:

- Annual flu vaccination programme will be led by OH.
- The organisation and co-ordination of the campaign will be achieved via a Trust HCW flu vaccination group chaired by the Deputy Head of OH
- The campaign will be supported by a strong and innovative Communication strategy which includes using Trust staff in publicity material.
- Trained teams of peer vaccinators spread throughout the Trust will proactively vaccinate colleagues.
- OH will aim to provide a large number of the very successful drop in 'grab a jab' pop up flu clinics.
- Grab a jab clinics will be held in high traffic staff areas
- OH and peer vaccinators will attend opportunistic events throughout the season to offer vaccination (e.g.at mandatory update training for front line staff)

- SFH Hospital Vaccine hub will offer staff flu vaccines alongside COVID vaccine.
- Any staff member who attends OH for any reason during the flu season will be offered a flu vaccine

Incentives

A range of incentives will be offered:

- Every staff member who has the job before Christmas will be entered into a monthly prize draw to win a prize (donated by Unison Dukeries Branch).
- Ward/peer vaccinators are also incentivised – when they have vaccinated 50 colleagues a £20 high street voucher can be claimed
- Every staff member who receives a flu vaccine before 31st December 2023 will also receive a Meal Deal voucher.

The Flu plan also includes Appendix 1 which is the National Best Practice Management Checklist for Flu vaccination campaigns.

Communications Plan (appendix 2)

The SFH Communication team have worked closely with the Flu Planning Group to agree the right approach to communications. Support from the Communications Team has been integral with the Flu campaign being a priority.

As well as consideration of the communications during the campaign a piece of work was undertaken during planning with the support of the workforce analytics team to identify any trends in staff who did not receive a vaccine last year. This will allow the Communications Team to tailor communications to colleagues in a way that will hopefully increase uptake in those groups not engaging with the campaign last year.

Recommendation

The Board of Directors are to note the with detail associated with the Staff Flu Vaccination programme for 2023/24 and take relevant assurance that a robust program is in place.

2023/24 season

Healthcare worker (HCW) flu vaccination approach with completed best practice management checklist – for public assurance via Trust boards by November 2023.

Introduction

The annual flu campaign is firmly embedded within the culture of the Trust, with a track record of front-line staff uptake that is consistently well above the national average year on year.

The 2022/23 HCW flu vaccination campaign resulted in a 62.2% front line staff uptake – although a lower uptake than historically for the Trust this was still significantly higher than the national average (49.9%) and locally in other Nottinghamshire NHS Trusts (47.7%).

The CQUIN target for 2023/24 for front line healthcare uptake is 80%.

As social contact has now returned to pre-pandemic norms, it is anticipated that a resurgence in flu activity will be seen for winter 2023 to 2024 with levels at or above those seen before the pandemic.

The potential for significant co-circulation of Flu, COVID-19 and other respiratory viruses could substantially affect the pressure on the NHS from winter 2023 to 2024.

This means that the 2023/24 HCW flu vaccination programme remains a priority this year to reduce morbidity and mortality associated with influenza, and to reduce hospitalisations during a time when the NHS and social care may also be managing winter viral infection outbreaks.

Vaccine

7000 cell-based egg free vaccines (Quadrivalent Inactivated Seasonal Influenza Vaccine (QIVc)) have been ordered as well as 300 vaccines that will be available for over 65s (Adjuvanted Quadrivalent Influenza Vaccine (aQIV)). Both vaccines are manufactured by Seqirus and will not have traditional brand names but be known as described above.

The first flu vaccine delivery is expected to be received in pharmacy week beginning 18th September 2023. Clinics are planned to start the same week.

QIVc egg free vaccine will be available for Peer Vaccinators to use however the vaccine intended for 65 years and over (aQIV) will only be available from the Occupational Health Team. The aQIV vaccine is not egg free.

Approach for 2023/24 season

The approach will be based on previous seasons as this has historically proved very successful.

- Annual flu vaccination programme will be led by OH.
- The organisation and co-ordination of the campaign will be achieved via a Trust HCW flu vaccination group chaired by the Deputy Head of OH
- The campaign will be supported by a strong and innovative Communication strategy which includes using Trust staff in publicity material.
- Trained teams of peer vaccinators spread throughout the Trust will proactively vaccinate colleagues.
- OH will aim to provide a large number of the very successful drop in 'grab a jab' pop up flu clinics.
 - Grab a jab clinics will be held in high traffic staff areas
 - OH and peer vaccinators will attend opportunistic events throughout the season to offer vaccination (e.g.at mandatory update training for front line staff)
 - Work is being undertaken with the SFH Hospital Vaccine Hub for this service to support the delivery of the flu programme
 - Any staff member who attends OH for any reason during the flu season will be offered a flu vaccine
- A range of incentives will be offered:
 - Every staff member who has the job before Christmas will be entered into a monthly prize draw to win a prize (donated by Unison Dukeries Branch).
 - Ward/peer vaccinators are also incentivised – when they have vaccinated 50 colleagues a £20 high street voucher can be claimed
 - Every staff member who receives a flu vaccine before 31st December 2023 will also receive a Meal Deal voucher. This year there will be no option to donate the value of the voucher to Street Health.

Weekly uptake rates will be communicated to the Trust, starting from the end of October 2023 and performance will be reported through the Integrated Performance Report to Trust Board.

Recommendation

The Board of Directors are to note the with detail associated with the Staff Flu Vaccination programme for 2023/24 and take relevant assurance that a robust program is in place.

Appendix 1

Healthcare worker flu vaccination best practice management checklist – for public assurance via Trust boards by November 2023

| A | Committed leadership | Trust self-assessment |
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| A1 | Board record commitment to achieving the ambition of vaccinating all front-line healthcare workers | Yes – planned commitment to be recorded at Trust Management team meeting (date TBC) |
| A2 | Trust has ordered and provided the quadrivalent (QIV) flu vaccine for healthcare workers | Yes – 7000 cell-based QIV and 300 adjuvanted QIV vaccines ordered. Planned delivery W/C 18 th September 2023. |
| A3 | Board receive an evaluation of the flu programme 2022/23, including data, successes, challenges and lessons learnt | Yes – summary of last year's flu programme presented to Board |
| A4 | Agree on a board champion for flu campaign | Yes – Chief Nurse |
| A5 | All board members receive flu vaccination and publicise this | Yes – to take place at Trust Board meeting (5 th October 2023) |
| A6 | Flu team formed with representatives from all directorates, staff groups and trade union representatives | Yes – long established group reconvened with trade union representation |
| A7 | Flu team to meet regularly from September 2023 | Yes – group will meet regularly from July 2023 |
| B | Communication plan | |
| B1 | Rationale for the flu vaccination programme and facts to be published – sponsored by senior clinical leaders and trades unions | Yes – Comms strategy in place to commence mid - September |
| B2 | Drop in clinics and mobile vaccination schedule to be published electronically, on social media and on paper | Yes – OH availability given to Comms for publication via social media and dedicated Intranet page |
| B3 | Board and senior managers having their vaccinations to be publicised | Yes – To be arranged for next available board meeting |
| B4 | Flu vaccination programme and access to vaccination on induction programmes | Yes – all front-line staff throughout flu season are offered flu vaccination at induction |
| B5 | Programme to be publicised on screensavers, posters and social media | Yes – Comms strategy in place to commence mid - September |

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| B6 | Weekly feedback on percentage uptake for directorates, teams and professional groups | Yes – uptake percentages to be communicated from mid-October |
| C | Flexible accessibility | |
| C1 | Peer vaccinators, ideally at least one in each clinical area to be identified, trained, released to vaccinate and empowered | Yes – established peer vaccinator model in place and will be mobilised again this year. |
| C2 | Schedule for easy access drop in clinics agreed | Yes – drop in clinics will be co-ordinated across the Trust in a number of accessible areas. |
| C3 | Schedule for 24 hour mobile vaccinations to be agreed | Yes – peer vaccinators often work a range of hours across the shift spectrum which will increase availability. |
| D | Incentives | |
| D1 | Board to agree on incentives and how to publicise this | Yes – Incentives agreed and publicised as part of communication plan |
| D2 | Success to be celebrated weekly | Yes - Weekly uptake will be celebrated through CEO blog and staff bulletin along with monthly prize draw winner communications |

Appendix 2

Comms Plan Staff flu vaccination programme

Background

Each year the Trust delivers flu vaccinations to colleagues as per government guidance. All clinical and non-clinical colleagues are eligible for the vaccine to help prevent the transmission of flu between colleagues and the patients they care for. The flu vaccination campaign is a priority of the Trust to help reduce morbidity and mortality associated with flu and reduce hospitalisations during a time where the NHS is under increased pressure.

Last year as a Trust we followed national guidance which included the 'Boost your Immunity campaign'. This campaign was to encourage healthcare workers to get both their flu and covid jabs that over the winter period. Possible that by grouping both covid and flu vaccinations together colleagues were more reluctant to have their flu jab.

Vaccination leads and NHSE have led research into staff-facing vaccination campaigns. They found there is real importance of face-to-face conversations whether this be collectively, in a team or online. This gives colleagues the opportunity to ask questions or raise concerns that they may have. This shouldn't be one off offer; colleagues should have the opportunity to come back with any further questions they may have.

National best practice suggests providing full Q&A materials the cover the common questions (side effects; fertility; faith; ingredients; waning immunity; transmission etc), signposting translated and faith sources. This can also be done through the one-to-one conversations. These conversations can be had with vaccinations leads but also with clinical champions such as midwives etc. They need to be as easy and as normal as possible to not make it feel like it's abnormal to have questions.

Aims and objectives.

Aims:

- To raise awareness among colleagues that they can receive a free flu vaccine
- To inform colleagues of the importance of having a free flu vaccination and encourage as many colleagues as possible to have their free flu vaccination.
- To communicate how colleagues can receive the vaccine.

Objectives:

- Maximise awareness of this year's flu campaign among Trust colleagues.
- Support the Trust to recruit peer vaccinators.
- Increase the number of staff reporting having their flu jab outside the Trust.
- To reduce the inequality gap between low uptake groups and the overall Trust average receiving their flu jabs.

We will deliver our communications to the Trust in two phases:

- **Pre-campaign promotion**

This will include the promotion of the vaccine before clinics begin to raise awareness that the campaign is coming, as well as giving colleagues the opportunity to ask questions and know when to expect clinics.

- **Once the campaign is live**

The second phase will include the promotion of how colleagues can get their vaccination when the programme begins on the 18 September 2023.

Once the flu campaign begins, our communications will target colleagues in two ways:

- Targeting the whole Trust through our usual communication channels such as the Bulletin, Team Brief, the #TeamSFH Facebook group.
- Discreetly targeting low uptake groups, weighting targeted communications more towards these groups as the flu campaign moves on.

Tactics

- The Communication team will support with the communications aspects of this programme, supporting the flu vaccination team with the operational elements of this programme.
- We will use national campaign materials to support our Trust specific messaging.
- The Nottingham and Nottinghamshire ICB will lead on public facing communications. We will support by sharing any messaging on our public facing channels when appropriate.
- We will act on data and insight to understand why uptake last year may have been lower than previous years and adapting our messaging around the findings.
- We will be responsive to data as it becomes available, adjusting and targeting our communications as we go.
- We will encourage colleagues to notify the Trust if they have chosen to have their vaccination elsewhere (i.e. at their local pharmacy rather than receiving their vaccine within the Trust).
- Ensuring we are including colleagues working at both the Newark and Mansfield sites.

Measuring success

- How many people have had the vaccine. Data to be provided by Occupational Health each week.
- Have lower uptake groups from last year improved after a more targeted approach?

- Employee awareness. Are colleagues aware they can have their vaccine and how to access it.