

Airedale NHS Foundation Trust  
 Evaluation of the 2017 Flu Campaign

Traditionally the flu campaign has been led by our Employee Health and Wellbeing Service with progress being reported formally each month from October 2017 to Public Health England. The final reporting month was February 2018 and this final figure informed our commissioners that we had exceeded the 2017 flu vaccination CQUIN target by achieving 74.56%.

The preparation for the annual flu programme commenced in March 2017 and this early meeting confirmed our vaccination requirements for the 2017 – 2018 campaign and considered the marketing campaign to raise awareness across the Trust. In the background the flu team continued to manage the programme and work towards the receipt of the vaccines during the first week of October.

Recognising the need to deliver in excess of 1400 vaccines, Peer Flu vaccinators were recruited to support the programme by providing additional capacity into wards and departments especially Out of Hours. In reality the numbers of vaccinators who expressed interest reduced from 45 to 33 but notwithstanding this reduction they made a positive contribution to the 2017 campaign.

The Trust is required to complete a monthly submission to Public Health England and for the 2017 campaign this required the support of additional administrative staff within Employee Health to support this process. This was largely due to the manual processes involved in recording the vaccinations and capturing this information within a basic spreadsheet to meet the minimum data set of the ImmForm.

The formal ImmForm requires the Trust to report by occupational staff groups and the definitions of these groups are set using a formulary which is consistent with the NHS national workforce census. Using this methodology the Trust completed the monthly submissions and this data is illustrated in Table 1.

Table 1 – Monthly ImmForm submission to Public Health England

|   | <b>Oct-17</b> | <b>Nov-17</b> | <b>Dec-17</b> | <b>Jan-18</b> |
|---|---------------|---------------|---------------|---------------|
| All Doctors   | 48.2          | 63.2          | 66.2          | 74            |
| Qualified Nurses, Midwives & Health visitors                  | 45.2          | 60.9          | 66.1          | 71.6          |
| All other professionally qualified clinical staff (i.e. AHPs) | 47.4          | 62.1          | 67.3          | 75.3          |
| Support to clinical staff                                     | 49.5          | 64.7          | 70.7          | 76.2          |
| <b>Total</b>  | <b>47.5</b>   | <b>62.8</b>   | <b>68</b>     | <b>74.1</b>   |

In the first month of the 2017 flu campaign good progress was made with the Trust reporting 47.5% for front line clinical staff. This figure was 2.5% higher than the

2016 -17 campaign and illustrates that there was a good proportion of staff who were interested in supporting the programme.

As in previous years the Employee Health and Wellbeing team offered a series of drop in sessions in an accessible central location and through the first two weeks of the 2017 campaign they received a good level of attendance. Supported by the Communications team the availability of these sessions continued to be published although by the last week in October attendance started to decrease.

In addition the communications team continued to share the importance of receiving the flu vaccination and these messages used content from a variety of sources including the national NHS Flu Fighter campaign.

Through the month of November there was some further uptake of the vaccine by 15.3% which equated to 297 vaccines. Whilst this was positive progress the December report only moved by 5.2% or 86 vaccines to 68%.

Historically the flu uptake has only moved marginally through December and January however reports of Australian flu reaching parts of Yorkshire in December 2017 renewed interest amongst clinical colleagues. This contribution generated a final figure of 74.1% in January 2018.

The Trust has had a number of challenges in delivering the 2017 annual flu campaign and this was not a resourcing issue but an unwillingness of some staff to participate in the programme. Our communications team continued to be very proactive reinforcing the benefits and myth busting but this was not sufficient to change the views amongst some of our clinical staff. The manual processing of the individual forms was labour intensive and this created delays in the reporting of meaningful information on either a weekly or monthly basis to colleagues.

These challenges have been considered and for the flu programme of 2018-19 the following steps will be developed:

- The provision of additional peer vaccinators with a target of 50 people to be trained across the Trust to provide capability across the Acute and Community setting
- The development of a consent form which includes the reasons why a decline has been made
- Simplified data entry for the Employee Health and Wellbeing team to improve internal efficiencies
- The creation of a database which is responsive and can provide an overall Trust position together with ward and department specific data by clinical staff groups.