

### Suggested template design for each trust to complete

1. Total uptake and opt-out rates (all trusts) [DN: this may not be required as is published monthly]

	Total numbers	Rates
Number of frontline HCW	4460	100%
Uptake of vaccine by frontline HCW	3790	84.9%
Opt-out of vaccine by frontline HCW	670	15.1%

2. Higher-risk areas (only trusts with relevant areas – a minimum of which are set out in 7 September letter)

Area name	Total number of frontline staff	Number who have had vaccine	Number who have opted-out	Staff redeployed? Y/N	Actions taken
maternity	306	184	122	N	Written reminder/invitation. Peer vaccinator involvement.
neonates	88	55	33	N	See above
oncology	39	27	12	N	See above
Gynae-oncology	98	67	31	N	See above

3. Actions taken to reach 100% uptake ambition (all trusts)

- **Trust Board and staff involvement** in campaign development, new campaign agreed and new posters with members of both dressed in costumes to promote campaign across Trust.
- **Development of new campaign** – ‘May the four be with you’ incorporating the quadrivalent flu vaccine with a Star wars themed based campaign.
- **Helium balloons** prior to start of campaign put up in staff areas (staff canteen, coffee outlets) with number ‘4’ to encourage staff inquisitiveness’ i.e. why the balloon, why the ‘4’.
- **Trust staff September payslips** – attached myth busting leaflet, consent form, poster with details of launch dates, drop in sessions from October – November. OH contact details for staff unable to attend any planned sessions.
- **Two launch dates** at main hospital sites arranged (volunteers dressed as characters, encouraging staff to attend event, large cardboard characters set up, flu vaccinators ready and waiting, star wars cupcakes.
- **Bank Flu vaccinator team** – held drop in sessions, walk about sessions at main hospital sites from October – December.
- **Use of NHS Employers** flu stickers, sweets given after vaccines.
- **Attendance** of a vaccinator at training sessions, Trust inductions, meetings.
- **Night walk** about sessions by OH Flu vaccinators.
- **Use of Peer vaccinations** – Nurses, Doctors, AHP. (encouragement emails sent by Senior OH

nurse regularly throughout campaign). These staff made vaccines available 24 hours day/7 days per week. Competition between Peer vaccinators

- **Trust Communications** Team – advertised regularly throughout campaign the drop in sessions and also using videos, and staff experiences of having flu to encourage staff to have their vaccine,
- **Posters** displayed around Hospital sites, and also taken to departments.
- **Asking staff** via Communication bulletin, to let us know if received vaccine elsewhere.
- **Weekly vaccination figures** in conjunction with ESR published via communications team, used to also target areas of low uptake.
- **Wards/departments** visited by Flu vaccinators regularly throughout campaign,
- **Drop in** sessions in OH department
- **OH Team** – asked staff attending for other reasons, if they wanted flu vaccine.
- **Use of social media** – twitter.
- **Senior OH Nurse** – film taken for Community group.
- **Use of 'Flu bus'** – to take flu vaccines to Community staff.
- **Pop up tent** used for pop up sessions ( Jab-in-the-hut – again used star wars theme to offer privacy to staff by canteen)
- **Incentives** – prize draw for all Trust staff who had a flu vaccine. Voucher for £1 off canteen or for staff to give to Trust Charity. Peer vaccinators – extra annual leave for giving 50+ vaccines.

#### 4. Reasons given for opt-out (all trusts)

Reason	Number
I don't like needles	4
I don't think I'll get flu	1
I don't believe the evidence that being vaccinated is beneficial	1
I'm concerned about possible side effects	0
I don't know how or where to get vaccinated	0
It was too inconvenient to get to a place where I could get the vaccine	0
The times when the vaccination is available are not convenient	0
Other reason	67
Left blank	261