

<b>Report Title</b>	Flu Update: Route to 85%		
<b>Sponsoring Executive</b>	Raffaella Goodby, Director of People and OD		
<b>Report Author</b>	Bethan Downing, Deputy Director of People and OD		
<b>Meeting</b>	Trust Board	<b>Date</b>	2 <sup>nd</sup> January 2020

### 1. Suggested discussion points *[two or three issues you consider the Trust Board should focus on]*

The uptake of flu vaccination has increased over the last month with over 70% of our patient facing employees having had the vaccine. We remain behind prior years.

Continued focus is required in the first two weeks of January ensuring that the number of employees identified in the report are vaccinated to enable the Trust to achieve 85%. A series of actions have taken place over the last month including the introduction of #jabathon and increased communications about flu. The greatest gain in uptake appears when a senior clinical representative takes part in #jabathon. For example the Chief Nurse jabbed over 80 employees in one day in mid-December. There remains some resistance to the vaccine with the most documented reason being 'personal choice' and 'previous bad reaction'.

This paper describes the actions to increase our uptake of flu vaccination by extending #jabathon to other clinical groups and also identifying additional support to our lowest uptake areas to make sure they stay flu safe during the flu season. A new flu video has been launched where a pregnant patient describes being seriously unwell with flu and the effect on her child. The video was launched at TeamTalk on 18<sup>th</sup> December and managers asked to ensure teams watch the video and reiterate the importance of flu vaccination.

### 2. Alignment to 2020 Vision *[indicate with an 'X' which Plan this paper supports]*

Safety Plan		Public Health Plan	X	People Plan & Education Plan	X
Quality Plan		Research & Development		Estates Plan	
Financial Plan		Digital Plan		Other <i>[specify in the paper]</i>	

### 3. Previous consideration *[where has this paper been previously discussed?]*

n/a

### 4. Recommendation(s)

The Trust Board is asked to:

- a. **NOTE** the determination to achieve 85% coverage during January
- b. **RECOGNISE** the challenging context regionally of flu uptake

### 5. Impact *[indicate with an 'X' which governance initiatives this matter relates to and where shown elaborate]*

Trust Risk Register		n/a				
Board Assurance Framework		n/a				
Equality Impact Assessment	Is this required?	Y		N	X	If 'Y' date completed
Quality Impact Assessment	Is this required?	Y		N	X	If 'Y' date completed

# SANDWELL AND WEST BIRMINGHAM HOSPITALS NHS TRUST

## Report to the Trust Board: 2<sup>nd</sup> January 2019

### Flu Update: Route to 85%

#### 1. Introduction

- 1.1 At SWB Trust we aim to ensure that 85% of all patient facing employees are vaccinated against flu before the flu season starts. We are now in week 13 of our flu vaccination plan and have vaccinated over 4333 employees.

#### 2. Last year and Flu to Date

- 2.1 The flu vaccination percentages for 2018 and 2019 are detailed below in a week by week comparison. Week 1 is usually the first week in October.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
<b>2019</b>	5%	17%	31%	37%	48%	51%	54%	56%	62%	65%	68%	70%
<b>2018</b>	17%	40%	56%	56%	61%	71.00%	77%	80%	82.00%	83.00%	83.6	

There was a national shortage of vaccines during the first few vaccinating weeks which I part explains the lower take up in weeks 1-4 but following this the vaccines have been readily available.

- 2.2 At week ending 20<sup>th</sup> December 2019, we reported that 70% of patient facing employees have received the flu vaccination with a further 782 patient facing staff requiring vaccination to reach 85%. This is the number reported externally to NHS England and NHS Improvement.



- 2.3 Of the 41 Trusts reporting flu immunisation rates across the Midlands region, SWB Trust has improved its position week on week over the last month compared to other Midlands Trusts.

- Week 10 – rank 23
- Week 11 –rank 20
- Week 12 – rank 17
- Week 13 – rank 14 (predicted)

2.4 Our internal reporting confirms that our Medicine and Emergency Care Group have the highest overall group flu vaccination rate at 70.7%. Medicine and Emergency Care have recently completed a #jabathon with senior clinical and non-clinical staff out talking to teams about the importance of flu vaccination and providing the vaccinations out in our clinical areas. This approach has worked well for Medicine and Emergency Care, however where other teams have tried this approach it has not worked so well for example in Ophthalmology where only 44.6% of staff are vaccinated. The combination of senior leadership and good communications support yields the greatest number of vaccinations. The group percentage of vaccinations are detailed below:

• Medicine & Emergency Care	70.7%
• Primary Care, Community and Therapies	70.0%
• Corporate	64.7%
• Surgical Services	61.9%
• Imaging	61.7%
• Woman and Child Health	58.6%

2.5 The Chief Nurse and Medical Director have recorded videos used in daily communications to encourage employees to have their flu vaccination and describing the importance of protecting ourselves against flu.

2.6 The Chief Nurse took part in a #jabathon and vaccinated over 80 people in one day. This achieved a good number of vaccinations; however feedback suggested a higher level of resistance to having the vaccine this year.

2.7 Most common reasons reported for declining the vaccination are detailed below:

- Don't like needles 41
- Don't think they will get the flu 86
- Don't believe the evidence that being vaccinated is beneficial 229
- Concerned about possible side effects 57
- The times to get the vaccine are inconvenient 1
- Other reason 78, of which 4 were because of personal choice

Additional communications regarding symptoms reported following flu vaccination compared with symptoms reported in a flu diagnosis may support an increase in uptake.

### 3. Flu - Route to 85%

3.1 Groups are required to ensure the following numbers of employees are vaccinated during the first two weeks of January 20

<b>Group</b>	<b>No. of vaccinations required (patient facing) - Total</b>	<b>Jan week 1</b>	<b>Jan week 2</b>
Imaging	30	15	15
Medicine and Emergency Care	199	100	99
Surgical Services	245	123	122
Primary Care, Community and Therapies	123	62	61
Woman and Child Health	99	50	49
Corporate	86	43	43
<b>Total</b>	<b>782</b>	<b>391</b>	<b>391</b>

3.2 A new flu video was released at TeamTalk on 18<sup>th</sup> December 2019. The video highlights the importance of flu vaccination through a story of a pregnant lady who contracted flu and the impact on her child. Managers who attended TeamTalk were asked to ensure teams watch the video and discuss how to improve uptake of vaccination in their areas.

3.3 #jabathon has proven to be successful in some areas, however it is most successful with a combination of a senior clinical person and increased communications support to gain maximum uptake. The Jabathons will be targeted to all seven Trust Directorates where less than 60% of staff are vaccinated, those Directorates include: Theatres; Ophthalmology; Maternity and Perinatal; iCares, iBeds; Diagnostic Radiology and Corporate Nursing (Ward Service Officers). If the seven areas increase their compliance by 20% this would contribute 430 additional vaccinations against the total target of 782.

3.4 Central reports are provided to Groups weekly detailing area uptake, this enables areas to plan locally and effectively utilise their Peer Vaccinators. All Clinical Groups have submitted local plans to achieve 85%, however uptake remains low in Woman and Child Health and Surgical Services as large employer groups. Surgical Services and Woman and Child Health to replicate the #jabathon as Medicine and Emergency Care have.

3.5 The Occupational Health Team continue to provide flu clinics and walking around clinical areas over the next few weeks. In particular the teams will increase their presence at City Site.

3.6 Daily communications are required to maintain a focus on flu to reach 85%. In addition to general daily communications, more targeted communications to staff in low uptake areas is required and will take place during the week commencing 30<sup>th</sup> December 19, this will include focus on vaccination symptoms and flu symptoms.

#### **4. Summary / Conclusions**

4.1 Progress on uptake of vaccinations has continued to improve over the last 4 weeks, however has not yet reached 85% and is currently reported at 70%. An additional 782 patient facing employees are required to have the vaccination to reach 85%.

- 4.2 #jabathon by our Chief Nurse and leaders in Medicine and Emergency Care has gained good uptake of flu vaccination and the concept is being rolled out to lower uptake areas over the next few weeks.
- 4.3 Dissemination of a new flu video was launched at TeamTalk on 18<sup>th</sup> December 19. Managers were asked to ensure they watch with their teams and promote the importance of flu vaccination.

## 5. **Recommendations**

- 5.1 The Trust Board is asked to:
  - a. **NOTE** the determination to achieve 85% coverage during January
  - b. **RECOGNISE** the challenging context regionally of flu uptake

Bethan Downing  
Deputy Director, People and OD

23<sup>rd</sup> December 2019