

# FLU

Flu.  
I'm Ready  
For You.



2018/19

## Healthcare Workers Campaign Briefing

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## Welcome to this year's healthcare workers campaign briefing.

This year's national flu campaign will run from October 2018, highlighting the importance of getting vaccinated against flu, particularly after last year's bad flu season.

The flu vaccine remains the best defence against flu, protecting you, your patients and your family and stop the spread of flu.

We have created a range of resources to help you and your colleagues promote the flu vaccination programme to staff, which can be accessed via **nes.scot.nhs.uk/flu/hcw**.

This year, staff at every NHS Scotland health board will also have access to the flu bee app – an online game which encourages staff to get vaccinated.

We hope we can count on your support. By working together, and encouraging NHS staff to get vaccinated early, we can help stop the spread of flu this winter.

## The ambition

To improve the vaccination uptake amongst healthcare workers, to meet the national target of 60% of healthcare workers being vaccinated during the 2018/19 flu season.

## The campaign

The campaign 'Flu, I'm ready for you' healthcare workers creative will run across digital and printed materials again this year.

In addition, a new healthcare workers digital film, featuring an A&E Clinical Director discussing the importance of frontline staff getting vaccinated, will be available via **nes.scot.nhs.uk/flu/hcw** to help promote the vaccine.

## The messaging

### Primary

- Getting the flu vaccination early can help stop the spread of the virus and protect you, your patients and your family
- The vaccine being offered this year will protect against four strains of flu
- We have a duty to ensure those in our care are safe and protected, patients are likely to be particularly vulnerable to complications if they get flu
- If there is another bad flu season this winter, we'll all feel the strain
- Act now and play your part in ensuring NHS Scotland is ready to fight flu this winter
- For further information visit **nes.scot.nhs.uk/flu/hcw** or contact NHS Inform on **0800 22 44 88**

## Secondary

- The flu virus can be both serious and unpredictable
- The vaccine remains the best defence against flu
- It's important to get the vaccine each year as the flu virus changes, and immunity reduces over time.
- Don't risk your health, the health of your patients or the health of your family

# What you can do

## 1. Identify a champion in your team who will be in charge of all things flu

## 2. Raise awareness of the vaccine and the seriousness of flu amongst your workforce

There are a range of materials available to help with this, including social media posts, intranet copy and campaign images [www.healthscotland.scot/publications/healthcare-workers-flu-vaccine-promotional-resources](http://www.healthscotland.scot/publications/healthcare-workers-flu-vaccine-promotional-resources)

The flu bee app is also available – contact your Board's Immunisation Coordinator and/or look out for information from your comms team to access the online game.

Laminated posters and leaflets have been distributed to your NHS Board, to request more, email [nhs.healthScotland-FLU@nhs.net](mailto:nhs.healthScotland-FLU@nhs.net)

## 3. Personally invite all staff to get their free vaccine

Sample staff invitation email wording is available here [www.healthscotland.scot/media/1597/nhs-11716-hcw-toolkit-staff-invitation-email.pdf](http://www.healthscotland.scot/media/1597/nhs-11716-hcw-toolkit-staff-invitation-email.pdf)

## 4. Make it easy for staff to get their vaccine – for example by organising your own peer vaccination clinic, and/or encouraging staff to attend OH led clinics

Guidance on planning local campaigns is available here [www.healthscotland.scot/media/1598/nhs29184-plan-your-local-campaign-a4.pdf](http://www.healthscotland.scot/media/1598/nhs29184-plan-your-local-campaign-a4.pdf), along with best practice case studies [www.healthscotland.scot/media/1595/nhs-11716-hcw-best-practice-case-studies.pdf](http://www.healthscotland.scot/media/1595/nhs-11716-hcw-best-practice-case-studies.pdf)

## 5. Keep the conversation going throughout the flu season

Deliver reminders to staff through your social media channels and intranet throughout the campaign reinforcing the importance of the flu vaccination, and its benefits.

Utilise the hints, tips and reminders provided by the flu bee team throughout this year's flu season

# Contact

For further information, or to request campaign resources, contact Smarts Communicate on **0141 222 2040** or email [flu@smartscommunicate.com](mailto:flu@smartscommunicate.com)