

# FLU CAMPAIGN



# Key objectives



- **INFORM**: to raise **awareness** of flu vaccination across **key audiences** informed by data
- **EDUCATE**: tailored educational messages to help **overcome barriers** to accepting the offer of a vaccination
- **INSPIRE**: encouragement from staff and wider community to **increase uptake**



# INFORM

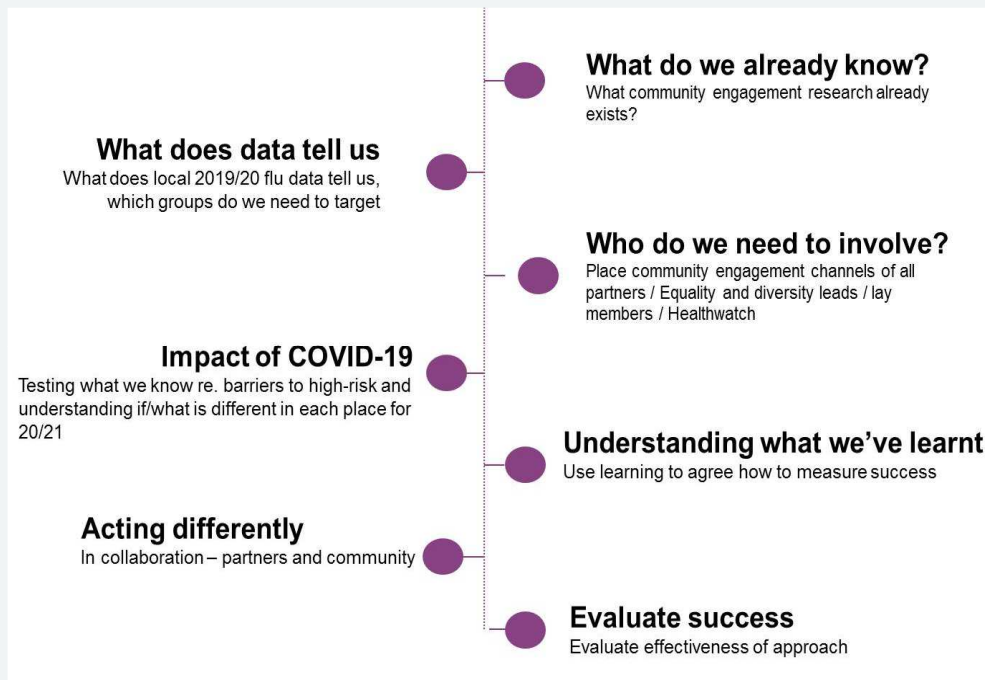


Communications strategy is deliberately targeted and tailored to support to allow prioritisation of those in 'at-risk' groups first.

**NOTE:** The aim to further extend the vaccine programme in **November and December** to include the 50-64 year old age group **is subject to vaccine supply.**

NEED: to manage expectation

# Community engagement



**Southend Borough Council is working with colleagues in CCG and SAVS to undertake some research within our ‘at-risk’ groups to understand barriers.**

Resulting insight will be used to help shape action re. local communications – working alongside community leaders to co-producing assets to help educate/inform/drive action.

# Engagement and reach



Partnership working in order to be successful in reaching intended audiences.

**Partnership working** – with local health and social care, local authorities, councils and school networks. Strategic partnerships e.g. south east Essex includes:

**CAVS, RRAVS, SAVS, Healthwatch Southend, PCNs, Schools (primary, pre-schools and children's centres), Essex County Council, Local Authorities, Community Services, Essex Child and Family Wellbeing Centres, School Nurses.**

- **Southend Healthy Schools Network**
- **Southend Borough Council – Early Years Network**
- **A Better Start Southend (ABSS).**



# SEE Community Engagement channels



Area	Existing
Partner engagement channels - Southend	<ul style="list-style-type: none"> <li>• Bang the table – SBC engagement platform</li> <li>• Southend Hospital Patient Council</li> <li>• Southend Hospital – LD/Autism/Aspergers committee meeting – chaired by Shields</li> <li>• SAVS – community newsletter</li> <li>• EPUT –MH user experience forum</li> <li>• Mental Health Partnership Board (Simone Longley, EPUT/Georgina Beadon MH commissioning) - all community services</li> <li>• LD Partnership Board</li> <li>• Healthwatch Southend</li> <li>• SBC Interfaith Group</li> <li>• South Essex Homes – community hubs</li> <li>• Southend Youth Council</li> <li>• SEND Local Off</li> <li>• A Better Start Southend – Parent Champions</li> <li>• Education</li> <li>• 'Talking Heads' community engagement platform</li> <li>• Southend Borough Council Livewell platform</li> <li>• Family Voice</li> <li>• YMCA Youth Board</li> <li>• Scope monthly meetings supporting people with a disability</li> <li>• Patient Participation Groups</li> <li>• Shoebury/Westborough Residents Associations</li> <li>• Project 49</li> <li>• Southend Carers Newsletter</li> <li>• CCG Patient and Community Reference Group</li> </ul>

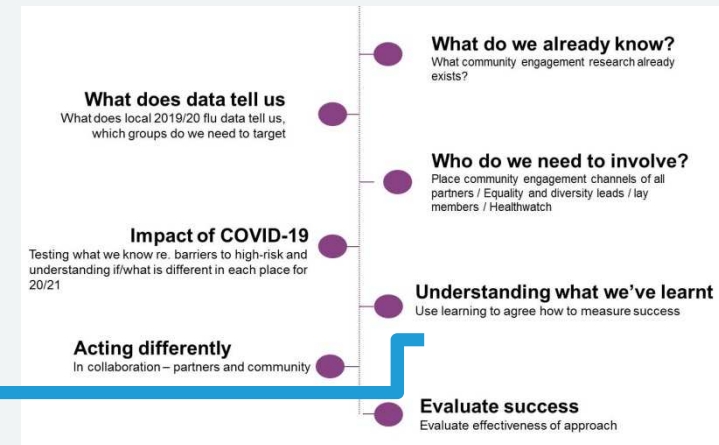
# EDUCATE



**CENTRAL  
WEBPAGE/SOCIAL  
MEDIA** : tailored  
educational messages to  
help **overcome barriers**  
to accepting the offer of  
a vaccination



**STAFF ENGAGEMENT**: Subject  
to final budget approval: promote  
FLU BEE GAME, explore system  
clinics (tbc pending IPC advice).  
Use [HCP staff facing website](#) with  
links to public facing page.



# EDUCATE



**Targeted text** communications to at-risk groups registered at GP practices using relevant read codes (gathered as part of COVID-19 response)

160 characters – 2p per text

## **At-risk group**

Over 65's:

Pregnant women:

Parents of Children 2/3:

Total texts:

## **2019/20 MSE stats**

235,848

11,265

29,514

Approx: 276,627



# FLU BEE



**Flu Bee** **Focus GAMES**

## What is Flu Bee Game?

- A digital game to encourage NHS staff to get vaccinated against flu.
- Developed with James Paget University Hospitals NHS FT in 2016.
- Simple quiz-style game that busts common myths and misconceptions.
- Delivers key messages to staff on their own smart phones and tablets.

[www.FluBeeGame.com](http://www.FluBeeGame.com)  
@FluBeeGame

**Flu Bee** **Focus GAMES**

## Award winning game now in its 4<sup>th</sup> Year

- Used by NHS Trusts, Care Homes, Local Authorities and Universities
- NHS England, NHS Scotland, NHS Northern Ireland.
- International versions in France and Spain
- NHS Flu Fighter Awards 2018 – NHS Frimley “most improved Flu campaign”
- Finalist Health Service Journal Awards 2020

<b>HSJ VALUE AWARDS 2020</b> FINALIST IT & Digital Innovation Award	<b>PATIENT SAFETY AWARDS 2020</b> FINALIST Best Partnership Solution Improving Patient Safety
<b>PATIENT SAFETY AWARDS 2020</b> FINALIST Infection Prevention and Control Initiative of the Year	<b>PATIENT SAFETY AWARDS 2020</b> FINALIST Patient Safety Innovation of the Year
<b>PATIENT SAFETY AWARDS 2020</b> FINALIST Best HealthTech Solution for Patient Safety	<b>PATIENT SAFETY AWARDS 2020</b> FINALIST Best Emerging Solution for Patient Safety

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@FluBeeGame

**Flu Bee** **Focus GAMES**

## Example of landing web page

- 2019/2020 – themed web page

[www.FluBeeGame.com](http://www.FluBeeGame.com)  
@FluBeeGame

**Flu Bee** **Focus GAMES**

## Public facing game

- Use of Flu Bee and promoted on a public facing website in a geographical area.
- Update questions in the game to support a public campaign
- Branding and graphics pack to support marketing (game images etc.)
- Run public and staff games together.

[www.FluBeeGame.com](http://www.FluBeeGame.com)  
@FluBeeGame

# INSPIRE



- ❖ **FREE** masks offered to community partners, NHS volunteers & social influencers & influential/respected clinicians post-jab

# EVALUATING SUCCESS



\*ultimate measure will be impact on flu vaccinations for those at risk



X

People took part in community engagement.



X

Played FLU BEE game engaging in key messages around 2020 flu myths.



1

Engagement report to inform campaign messaging



X

Masks disseminated to partners.



X

Impressions/people reached (total) across social media



X

Page views on campaign webpage.