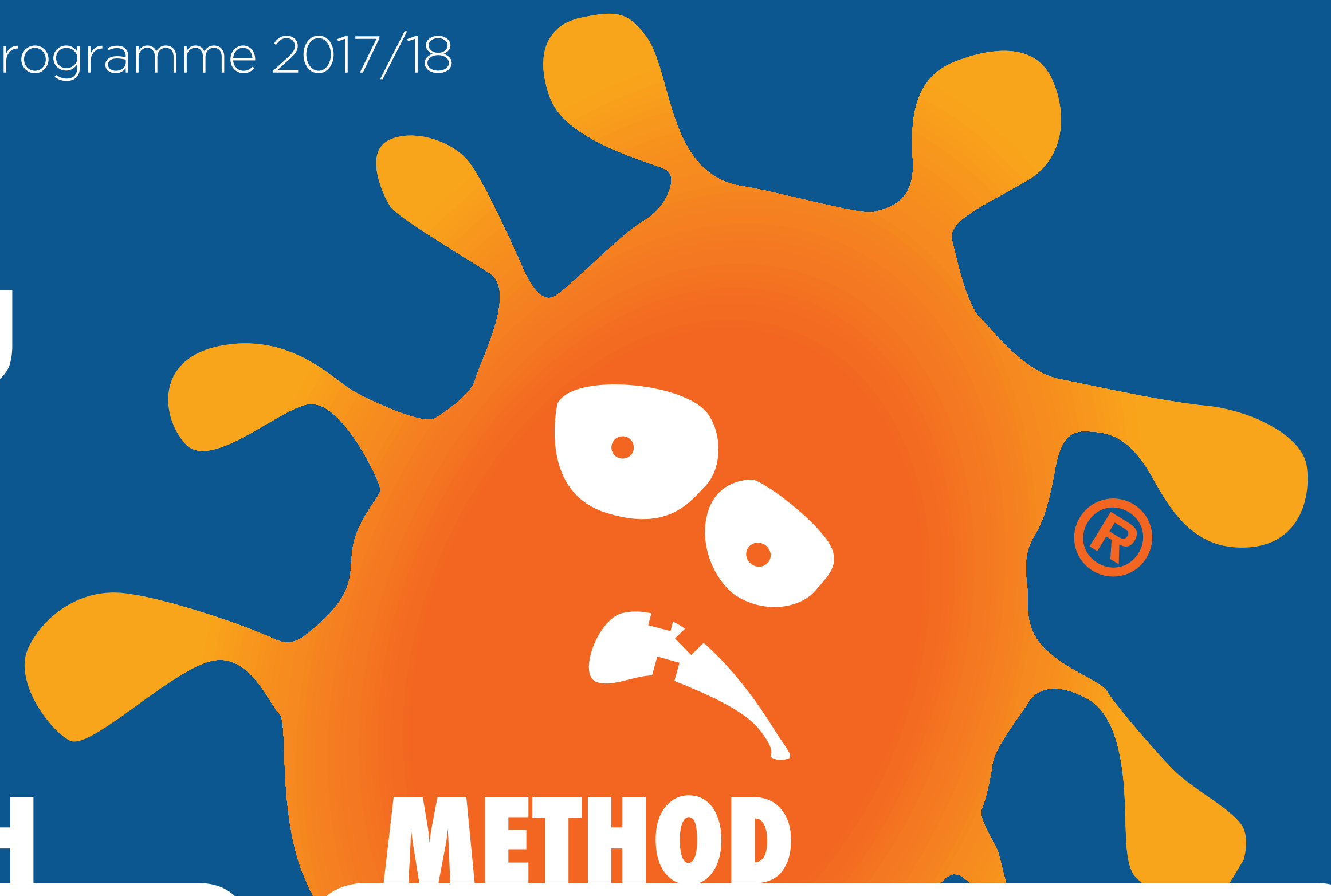


BMBC fighting the flu – how did we do?



BACKGROUND

What is flu?

- Flu is an acute viral infection of the respiratory tract (nose, mouth, throat, bronchial tubes and lungs).
- It is a highly infectious illness which spreads rapidly in closed communities.
- Even people with mild or no symptoms can infect others.
- The incubation period can be one to five days (average two to three days).
- Most cases in the UK occur during an 8 to 10 week period during the winter.
- Individuals can be protected directly from flu through individual immunisation and also indirectly through herd immunity.

DATA

BMBC staff flu vaccination uptake data for the period 1st October 2017 to 19th January 2018 is 6%.

Data continues to be collated and analysed until the end of the flu season.



OUR APPROACH

The vaccination of Council workers is essential not only to protect them from getting flu but reducing the risk of them passing it on to other staff, family and often vulnerable patients and service users.

Vaccination of the workforce helps reduce the level of sickness absenteeism that can jeopardise the health and care services. This is essential in the winter when pressures on our services increase.

SUCCESSSES

- Securing senior management support across the Council.
- Improved payroll mechanisms to facilitate reimbursement, monitoring and evaluation.
- Communications and social media campaigns.
- Attended face-to-face team meetings to dispel myths and discuss lessons learnt to improve future programmes.
- Data on vaccination uptake collected and analysed.
- Engagement with wider workforce e.g. care home staff.
- System leadership and influence across the Council.

NEXT STEPS

Future Plans

- Staff survey to gain insight into the 2017/18 flu vaccination programme.
- Analysis and feedback of staff groups uptake.
- Planning for 2018/19 new model of delivery to bring vaccination programme in-house.

METHOD

A targeted approach was used to identify and offer a free vaccination to the following Council staff who were not in an eligible group for a free NHS flu vaccination:

- health and social care workers
- front facing staff
- business critical staff.

Council managers identified their eligible staff members, who were made aware of the offer to attend a local pharmacy for a vaccination and to submit a receipt for reimbursement.

Staff awareness campaign using team meetings, weekly communications bulletin and regular social media posts.

Flu Champions were identified in teams to ensure an efficient communication of the programme.

CHALLENGES

- Differing levels of engagement.
- Myths about the vaccine.
- Opt in not mandatory for Council staff.
- Communication to staff.
- Accessing flu vaccination as a private patient.
- Overall uptake.

MYTH

Flu can only be transmitted by sneezing and coughing.

FACT

Coughing, sneezing and talking all spread flu but hard surfaces can also carry the flu virus for up to 24 hours.



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