



CATEGORY OF PAPER

Specific action required:		Provides Assurance:	✓	For Information:	✓
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Board of Directors – Thursday 30th January 2020

Report title:	Seasonal Flu Campaign 2019/2020 Update
Purpose of report:	The report offers the Trust's Board of Directors a compliance update on the Seasonal Flu Campaign for 2019/2020. It provides an update on what the Trust committed to and the Trust's compliance with our undertaking to NHS England/Improvement.
Key issues: <i>(key points of the paper, how this supports the achievement of the Trust's corporate objectives, overview of risk implications, main risk details on page 2)</i>	<p>Key Issues for noting include:</p> <ul style="list-style-type: none"> As at week ending 19th January 2020, the Trust average Flu Vaccination take up is 62.6%. This breaks down by service area as follows: <ul style="list-style-type: none"> ✓ Unscheduled Care – 65.5%; ✓ Scheduled Care – 54.5%; ✓ EOC – 62.2%; ✓ Support Services (eligible staff) – 78.6% The Trust's update of the Healthcare worker flu vaccination best practice management checklist is attached at Appendix 1. <p>Assurances:</p> <ul style="list-style-type: none"> The campaign has a few weeks left to run for us to continue the efforts to reach the 80% target. <p>Risks:</p> <ul style="list-style-type: none"> The principal risk is that the Trust will not achieve its 80% target.
Issue previously considered by:	Executive Team, Seasonal Flu Project Board
Recommended actions:	Members of the Trust Board of Directors are asked to note this update. A full report will be submitted to the Trust Board of Directors in March 2020 following the conclusion of this year's Seasonal Flu Campaign at the end of February 2020.
Sponsor / approving director(s):	Joanne Baxter, Director for Quality and Safety
Report authors:	Mark Walsh, Project Manager Lesley Ellison, Occupational Health Manager

Governance and assurance

Link to Trust Priorities: <i>(please tick)</i>	Improving Quality and Safety	NHS 111 and CAS	Clinical Care and Transport	Developing a Sustainable Workforce	Communication and Engagement	Organisational Sustainability
	✓	✓	✓			✓
Link to CQC / KLOE: <i>(please tick)</i>	Caring		Responsive	Effective	Well Led	Safe
	✓		✓	✓	✓	✓

Link to Trust values: <i>(please tick)</i>	Pride	Strive for excellence	Respect	Compassion	Take responsibility & be accountable	Make a difference – day in & day out
	✓	✓	✓	✓	✓	✓
<i>(Please explain how this paper supports the application of the Trust's values in practice)</i>	By ensuring employees who deliver frontline services, from the EOC to Scheduled and Unscheduled Care, have the flu vaccination, we can minimise the spread of the flu virus to and from patients, between staff and their families and friends, thereby reducing the demand of health and social care services across the north east region.					
Any relevant legal / statutory issues? <i>(Such as relevant acts, regulations, national guidelines or constitutional issues to consider)</i>	The Trust is accountable to the regulator for its flu vaccination performance during the Seasonal Flu Campaign.					
Equality analysis completed If this is not relevant please explain why:	Yes		No		Not Relevant	
					✓	
There are no equality issues to address as the flu vaccination is made available to all members of staff.						
Key considerations	Details					
Confirm whether any risks that have been identified have been recognized on a risk register and provide the reference number:	The risk of not achieving the 80% target is recorded on the Seasonal Flu Campaign Risk Register.					
Please specify any Financial Implications Please explain whether there are any associated efficiency savings or increased productivity opportunities?	In this year's campaign, a budget of £1,000.00 was set to cover communication materials, UNICEF measles vaccinations as part of the "get a jab, give a jab" staff incentive. To meet our UNICEF obligation, Finance has agreed that our budget can meet additional costs to ensure that the full MMR jabs are paid for, equating to one child per one member of NEAS staff who has the flu vaccination. This will increase the budget to approximately £1,500.00, with the final figure being confirmed at the conclusion of this year's campaign.					
Are any additional resources required e.g. staff capacity?	Managed within current staff resources.					
Is there any current or expected impact on patient outcomes/experience/quality?	Reduced flu infection and reduced demand on health and social care services.					
Specify whether appropriate clinical and/or stakeholder engagement has been undertaken: <i>(stakeholders could include staff, other Trust departments, providers, CCGs, patients, carers or the general public)</i>	Significant engagement with Operational managers, such as CCMs, to act as Peer Vaccinators as well extensive promotion/communication of the importance of the Flu Vaccination with staff, especially frontline staff in Unscheduled Care, Scheduled Care and EOC, as well as across other service lines.					
Are there any aspects of this paper which need to be communicated to our stakeholders (internal or external)?	Yes	No	Positive		Negative	
	✓		✓		✓	
	Proactive	Reactive	Internal		External	
	✓		✓		✓	

(Please tick – if 'yes' then please complete all boxes. Please briefly specify the key points for communication and ensure the Comms team are informed via <mailto:publicrelations@neas.nhs.uk>)

We provide updates to NHS England/Improvement and to Public Health England.

Trust Board of Directors Meeting

Seasonal Flu Campaign 2019/2020 – Update

Thursday 30th January 2020

1. Introduction

- 1.1. This report provides an update to the Trust Board of Directors on the Seasonal Flu Campaign 2019/2020.
- 1.2. In particular, the report refers to our Healthcare Worker Flu Vaccination Best Practice Management Checklist compliance update to NHS England/NHS Improvement, which is contained in full at **Appendix 1**.

2. Executive Summary

- 2.1. The Seasonal Flu Campaign take-up is the highest ever at 62.6% as at week-ending 19th January 2020.
- 2.2. All vaccinations have been received and distributed to Peer Vaccinators and the Occupational Health Nurses.
- 2.3. The UNICEF “get a jab, give a jab” incentive campaign has proved successful, based on anecdotal evidence from staff receiving the jab.
- 2.4. Communications have been extensive across numerous channels to promote the Seasonal Flu Campaign.
- 2.5. A Lessons Learned event will be scheduled after the campaign has ended.

3. Key issues

3.1. *Flu Vaccination Take Up*

- 3.2. As at week ending 19th January 2020, the Trust average take up is 62.6%. This breaks down by service area as follows:

- Unscheduled Care – 65.5%;
- Scheduled Care – 54.5%;
- EOC – 62.2%;
- Support Services (eligible staff) – 78.6%

- 3.3. This is the highest level of flu vaccinations that the Trust has achieved and is something to be celebrated.
- 3.4. At the same time, we are aware that we are below the 80% target, though there are 5-6 weeks left in the campaign.
- 3.5. ***Healthcare Worker Flu Vaccination Best Practice Management Checklist***
- 3.6. This is attached at Appendix 1 for the Board of Directors information.
- 3.7. Key points to note are:

- All vaccines have been received by the Trust and distributed across the Peer Vaccinators;
- We have 56 Peer Vaccinators and three Occupational Health Nurses issuing the flu vaccinations;
- The UNICEF “get a jab, give a jab” incentive campaign is being delivered successfully and, anecdotally, has had an impact to encourage staff to have the flu jab who have previously declined it;
- The communications plan has been successfully delivered with numerous updates being issued via various channels, including the Summary, Siren, The Lamp, Terrafix, and social media;
- A lessons learned event is to be scheduled to learn from this season’s campaign to take forward recommendations for next season’s campaign.

4. Strategic impact

- 4.1. The Trust has planned and implemented the Seasonal Flu Campaign extensively across all staff groups but especially frontline staff.
- 4.2. As a consequence, this season’s campaign has seen the highest ever take-up of the Flu Vaccination in NEAS with an increase of over 10% on last season’s campaign.

5. Assurances

- 5.1. The campaign has another 5-6 weeks to run until the formal end on 29th February 2020. Efforts will continue to vaccinate staff who have not had the flu jab and to achieve our 80% target.
- 5.2. However, we can also celebrate the Trust having reached its highest ever take-up of the Flu Vaccination, which is a significant achievement.

6. Risks

- 6.1. For the Trust, the principal risk is that we do not achieve the 80% target of eligible frontline staff having the Flu Vaccination.

7. Recommendations

- 7.1. The Trust Board of Directors are recommended to:
 - a) Note the Seasonal Flu Campaign 2019/2020 update;
 - b) Note that a more detailed report will be provided to the Board of Directors in March 2020.

Document Information

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Sponsor Name(s):	Joanne Baxter
Sponsor Title(s):	Director for Quality and Safety

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Appendix 1 Healthcare Worker Flu Vaccination Best Practice Management Checklist

A	Committed leadership (number in brackets relates to references listed below the table)	Trust self-assessment
A1	Board record commitment to achieving the ambition of 100% of front line healthcare workers being vaccinated, and for any healthcare worker who decides on the balance of evidence and personal circumstance against getting the vaccine should anonymously mark their reason for doing so.	Board have recorded that they wish to achieve 100% of front line healthcare workers being vaccinated
A2	Trust has ordered and provided the quadrivalent (QIV) flu vaccine for healthcare workers	QIV flu vaccine has been ordered and is currently being administered to healthcare workers
A3	Board receive an evaluation of the flu programme 2018/19, including data, successes, challenges and lessons learnt	Evaluation undertaken via Lessons Learned attended by the Board sponsor. Reports also sent to Workforce Committee
A4	Agree on a board champion for flu campaign	Board Champion has been agreed as the Director of Quality & Safety (Executive Nurse)
A5	All board members receive flu vaccination and publicise this	Completed
A6	Flu team formed with representatives from all directorates, staff groups and trade union representatives	Flu team have been formed and include representatives from all directorates. Unions have not been involved
A7	Flu team to meet regularly from September 2019	Flu team continues to meet on a weekly basis and has done so since September 2019
B	Communications plan	
B1	Rationale for the flu vaccination programme and facts to be published – sponsored by senior clinical leaders and trades unions	Actioned and continuing
B2	Drop in clinics and mobile vaccination schedule to be published electronically, on social media and on paper	Actioned and continuing
B3	Board and senior managers having their vaccinations to be publicised	Actioned and continuing
B4	Flu vaccination programme and access to vaccination on induction programmes	Actioned and continuing
B5	Programme to be publicised on screensavers, posters and social media	Actioned and continuing
B6	Weekly feedback on percentage uptake for directorates, teams and professional groups	Actioned and continuing
C	Flexible accessibility	
C1	Peer vaccinators, ideally at least one in each clinical area to be identified, trained, released to vaccinate and empowered	56 Peer vaccinators have been trained and are continuing to vaccinate alongside 3 Occupational Health Nurses. The Peer vaccinators and Occupational Health have used

		a "Flu App" this campaign developed by in-house Informatics It enables the recording of those staff that intend to have the vaccine, those staff that have been vaccinated and those staff that do not wish to have the vaccine and the reasons for the same. Information is real-time and provides anonymous data for wider circulation.
C2	Schedule for easy access drop in clinics agreed	Schedule agreed and publicised
C3	Schedule for 24 hour mobile vaccinations to be agreed	Schedule agreed and publicised from an operational perspective
D	Incentives	
D1	Board to agree on incentives and how to publicise this	Supporting Unicef campaign: Get a jab, give a jab
D2	Success to be celebrated weekly	Weekly updates provided