

Seasonal Flu Joint Communication Plan 2018-19

Background:

Flu is a key factor in NHS winter pressures. It impacts on both those who become ill, the NHS services that provide direct care, and on the wider health and social care system that supports people in at-risk groups. Flu occurs every winter in the UK. Seasonal Flu immunisation is one of the measures that help to reduce illness in the community and unplanned hospital admissions, and therefore pressure on health services generally and A&E in particular.

In 2018/19 changes to the programme are as follows:

- As part of the phased roll-out of the children's programme, this year children in school year 5; 9-10year olds (but not 10 on 31st August 2018) will also be offered the vaccination.

Essex Partnership University Trust (EPUT) will be our new provider for school Influenza vaccination programme.

In 2018/19, the following are eligible for flu vaccination: people aged 65 and over, people aged under 65 with specific clinical conditions, all pregnant women, all two and three year-olds, healthcare workers with direct patient contact, carers and children in reception class and school years 1, 2, 3, 4 and 5.

Purpose:

A communications strategy is developed to support this year's Flu plan and to provide communications colleagues in NHS and non NHS organisations with information and resources ahead of the 2018/19 winter flu season for use at local level.

Communication and campaign has been planned to implement delivery of national strategic aim of providing public health information to prevent and protect against flu and to ensure that we are communicating the benefits of the vaccine among all recommended groups.

Objectives:

1. Support national and local strategic decisions of:
 - a. Improving uptake for those in clinical risk groups, particularly with **long-term liver (crude mortality rate 15.8/100,000)** and **neurological disease (crude mortality rate 14.7/100,000)**, and people with Immuno-suppression (**crude mortality rate 20/100,000**).
 - b. Raising awareness of the new elements and recently introduced elements of the flu programme. This will include effective communications at local level with education partners and schools through local authorities' children and education services for

promoting offers of flu vaccination to 2- 9 years old children and school year 1,2, 3,4 and 5 children of Bedfordshire and Milton Keynes.

- c. Improving uptake in **pregnant women**.
- d. Promoting uptake of flu vaccination **among older people in residential or nursing care**; and promoting uptake of **flu vaccination among those staff providing care** for people in residential or nursing care.

Bedfordshire and Milton Keynes Social Marketing plan: Targeted messages every month within the programme period in collaboration with PHE.

Local key target groups in priority order agreed as:

- 1. People age above 65
- 2. Pregnant women
- 3. Children of age 2-9 years
- 4. Under 65 At risk (chronic liver disease, people with Immuno-suppression, chronic neurological disease and chronic respiratory disease).

Agreed key activity and leads for 2018-19:

Task	Lead agencies
Letter of invitation and recall by service providers (GPs/school health service provider)	GPs/EPUT
GP Packs – Local and National	BCCG/MKCCG
Pharmacy Packs – Local and National	LAPH and LPC
Packs to MKUH/L&DUH/BGH occupational health/midwifery/children services/ through communication leads	LAPH/Acute trusts' communication team
Packs to MKUCS and Bedoc/Community trusts	LAPH
Packs for Community centres/LA sites/	LAPH
Packs for local businesses under CSR	LAPH
Social marketing and digital media campaign	LAPH/CCG/PHE
Public Engagement sessions <ul style="list-style-type: none"> a. BME group meetings ACCM UK Bedfordshire b. King's Church Milton Keynes c. Meetings organised by faith leaders (Mosque Queens Park/Gurdwara Queens park/ d. MK Health Watch- Central Bedfordshire Bedford, Bedford Borough and Milton Keynes e. Older person festival Central Bedfordshire f. Bedford River festival g. Family fun day MK Dons h. Outreach work Hospital Trusts 	LAPH

i. Carers in Bedfordshire/Milton Keynes	
j. Others (TBC)	
Newsletter updates – CBC/ BBC/ MKC/ CCGs	BBC,CBC,MKC, CCGs, PH
Press releases	BCCG/MKCCG/LAPH
Facebook / Twitter – localised: BBC/CBC/MKC; National PH retweets / Facebook	BBC/CBC/MKC/LAPH
Real Time screens for GP practices/hospital waiting area	LAPH
Bus Stops /Train station	BBC/MKC
Myth busting	LAPH
Updates to parents and head teachers through LA children and education services	LAPH/LA children services/Education services
National campaign “ Stay well this winter”	All
Panning details are given below*	

Call to action thoughts:

- Ask your GP or Pharmacy for the Jab
- Don't Wait till Winter
- Call your GP
- Book your appointment
- Visit your Pharmacy
- Pregnant?Protect your unborn child
- Get your child vaccinated....it doesn't hurt!

Monthly plan of action plan delivery

JULY

	Owner	Action
GP Packs	CCGs	Selection of posters, banners and leaflets to be supplied to all GP practices
Finalise Plan	PH	Produce time line with key milestones.

Investigate Flu stats	PH	Press Release to incorporate the following details: <ul style="list-style-type: none"> • “Around 2/3rd of the deaths in patients admitted with flu or its complications are from people above 65 years of age” • Children are renowned “infection spreaders” – immunisation will help prevent / minimise Flu outbreak within schools, nurseries and other child care settings • Front line health and social care workers and carers (formal and informal) are key to supporting vulnerable individuals – Flu immunisation of this key group could help maintain support networks and services across the local economy throughout the Flu season • MKCCG & BCCG –Flu admissions/ Statistics from last season • DON'T WAIT TILL WINTER – plan your Flu Job
Bank of Quotes	CCGs	Develop a bank of Quotes regarding Flu for use across the Flu campaign, required by end of July for digital messaging.
Determine National timetable regarding Campaigns	PH	Contact PHE / NHS England for confirmation of national activity to ensure that local planning merges into national plans.
Digital resource pack	PH	Disseminate digital flu pack on resources collated and send updates when required to all stakeholders and collaborating bodies (Communication Steering Group)

AUGUST

Action	Owner	Action
Press Release	CCGs	<ul style="list-style-type: none"> • DON'T WAIT TILL WINTER - to include key points as advised by PH (see July above for 5 key points) and key quotes as gathered by the CCG.
Facebook campaign - initial	LA Comms with PH	Prepare and Launch Facebook campaign <ul style="list-style-type: none"> • Pregnant women / 2-9 year olds (parents / carers / guardians) • 4 ads, one for each target audience, • Call to action at this stage in the year would be 'Call you GP to make an appointment.
Community Magazine	LA Comms	<ul style="list-style-type: none"> • Advertising in relevant community Magazines • Pregnant Women and Parent / guardians of 2-9 year olds. . • Agreed general release date for the Pregnant women: • PH will provide the 4 ads, one for each target audience.
Benefit messages	PH	To feed into newsletter articles e.g. CCG GP newsletter each month targeting 65+, Under65 at risk, Pregnant women and children age 2 and 3 and frontline care workers.

HP Update on vaccination uptake	PH	PH to provide a “thought for the month” regarding Flu – initially outlining priority areas to be used in CCG & LA Newsletters with practices.
Digital resource pack	PH	Social media resource pack update for the month

SEPTEMBER

	Owner	Action
Pregnant Women/ Children 2 - 9	BBC/CBC/MKC	Initial Press releases within the first 2 weeks of September Beds/last two weeks MK Call to action – see your GP or Pharmacist
Workplace – Health/Social Care	BBC/CBC/MKC/ CCGs	BBC – call to action for staff to attend in house clinic or see their GP or pharmacist CBC – call to action for staff to attend in house clinic or see their GP or pharmacist BCCG – call to action for staff to attend in house clinic or see their GP or pharmacist MKC- call to action for staff to attend in house clinic or see their GP or pharmacist MKCCG- call to action for staff to attend in house clinic or see their GP or pharmacist
HP Update (Flu)	PH	Health Protection team to provide an update on progress
Digital resource pack	PH	Social media resource pack update for the month

OCTOBER

	Owner	Action
65 at risk group <ul style="list-style-type: none"> • COPD • Immunosuppression • Chronic liver disease • Chronic neurological disease – Stroke, MS, Parkinson • Morbid Obesity (new category not publicised adequately) 	PH	<ul style="list-style-type: none"> • Social media resource pack update for the month • Work with Smoking Cessation and Breathe easy group re COPD • PH to supply myth busters for key conditions • Harm reduction case study re COPD (CCG)
Carers	CCGs	<ul style="list-style-type: none"> • Work with Carers Bedfordshire/carers MK

		<ul style="list-style-type: none"> • PH – providing a talks through public engagement(BME groups/AgemK/religious centres) • CCG to work with Carers Champions in practices • Call to action: “Protect yourself and your people you are looking after..... get a flu jab”
Health Protection Update	PH	<ul style="list-style-type: none"> • Based on initial data start to plan Facebook activity for November.

NOVEMBER

	Owner	Action
Facebook Key targeted work based on 1 st month evaluation Digital resource update pack	PH	Funding requested and approved. Social media resource pack update for the month
Health Protection Update		Determine target groups for January: <ul style="list-style-type: none"> • Facebook activity and • reaching out the demography with poor performing practices • Practices recalling patients who have not responded
Stay well this winter campaign	CCG	Winter preparation/self-care/keep warm/who to contact for help/avoid A&E

Training and professional updates Plan:

Training	Owner /support	Action
<ul style="list-style-type: none"> • Infection control and prevention champion training 	PHE /LAPH	Front line social care workers and carers trained (Bedfordshire & Milton Keynes) <ul style="list-style-type: none"> • 22nd May -30 people registered – Care homes • 12th June- 41 people registered - Primary Care • 10th July-24 people registered- Care Homes
<ul style="list-style-type: none"> • Infection control and outbreak management 	PHE/LAPH	Primary Care workers (June)

<ul style="list-style-type: none"> Updating health care providers about benefits of Flu immunisations to communicate further 	NHSE/ LAPH	September/October
<ul style="list-style-type: none"> Professionally updating midwives about benefits of flu Immunisation 	NHSE/Acute Trusts	TBC

Author: Christina Gleeson, Public Health Bedfordshire and Milton Keynes

Lead Partners in delivery of the plan: Dr Bharathy Kumaravel, Dr Cath Fenton and Barbara Hamill NHSE, Dr Amelia Cummins and Dr Victor Aiyedun PHE; Katrina Grant, Communication Lead BCCG; Sarah Donnelly, BCCG; Debbie Wilkins, BCCG; Janine Welham, MKCCG; Tara Jackson, Communication Lead MKCCG; Beth Bowmer Communication Lead BBC; Karen Aspinall and Campung Liu Communication Leads CBC; Brian Messina, Communication Lead MKC; Barbara Wonford Public Health Bedfordshire and Milton Keynes.