

## Increasing health and social care worker vaccination uptake: Top tips

These top tips have been developed following extensive insight gathering in collaboration with a range of partners, including frontline services that have had success in improving or sustaining good flu vaccine uptake.

View the [insight work that NHSE carried out](#) to explore the barriers, drivers and strategies for frontline vaccination in health and social care staff.

### Running a successful campaign – overview

In developing this document, the following key themes came through strongly:

1. **Plan a sustained campaign early** to ensure staff have all the information they need on vaccination and how they can access the flu jab.
2. **The importance of leadership and peer example** from board to ward. Staff are inspired when they see leaders and peers across the service, having their jabs.
3. **Promoting access** and how staff, whatever their shift pattern can easily get the vaccine via drop-in clinics or even by roving teams. It is important that staff working nights have good access.
4. **Competition is healthy** – for example publicising vaccine uptake rates from departments and teams: acknowledge and profile staff who have had the vaccines.
5. **Provide clear vaccine information and disprove myths** including the benefit of getting protection against flu versus any short-term mild side effects, the importance of protecting family, friends and patients and vaccine efficacy.
6. **Incentives and rewards work** whether it's a free coffee from the canteen or a voucher. Stickers also work well!

## Increasing healthcare worker vaccination uptake: top tips

Theme	Further information	Tips - how can communications support?
<b>Plan a sustained communications campaign early</b>	<p>Effective communications are vital for staff take up of the vaccinations.</p> <p>Communications colleagues will be well aware of the need to work with operational colleagues to plan several months in advance of the flu vaccine campaign starting.</p> <p>When developing a staff vaccination campaign, it is important to involve as many different types of staff as possible to ensure good representation.</p> <p>Put together a team of people responsible for ensuring the vaccinations are taken up by staff formed with representatives from all parts of your organisation, directorates, and staff groups.</p> <p>You should use all channels available to reach as wide an audience as possible.</p> <p>There are also some key activities you can include in your communications plan to help increase vaccination uptake.</p>	<ul style="list-style-type: none"> <li>• Coordinating with policy and operational teams to set clear, evidence-based objectives.</li> <li>• Drafting and collating communications assets to be used in sustained multi-channel communications.</li> <li>• Understand your audience barriers early.</li> <li>• Secure leadership commitment early.</li> <li>• Address practical access barriers upfront.</li> <li>• Develop evaluation framework from the start.</li> <li>• Plan for equity and inclusion.</li> <li>• Prepare for myth-busting and concerns.</li> <li>• Build in innovation and testing.</li> <li>• Personalise national campaign materials to feature images of people who work at the organisation.</li> <li>• Share images and stories from a diverse range of staff being vaccinated, include statements as to why the vaccines are so important to them.</li> <li>• Appoint a vaccination champion to each key work area or team and use them to share key information and messages amongst their colleagues.</li> </ul>

<b>The importance of leadership and peer example</b>	<p>The core of a successful healthcare worker vaccination programme is leadership by example from Board to ward. While it's important that Boards and executive/senior leaders show the way, leadership at specialty and ward level and peer role modelling is equally important.</p> <p>Senior management should consider:</p> <ul style="list-style-type: none"> <li>• Commitment to achieving 100% uptake ambition.</li> <li>• Evaluation of the programmes from the year before, including data, successes, challenges, and lessons learnt.</li> <li>• All board and senior management members having their vaccinations.</li> <li>• Educating staff with clear, accurate information about the vaccine safety, ingredients and how it was developed.</li> </ul>	<ul style="list-style-type: none"> <li>• Publicise all board and senior management members having their flu vaccine.</li> <li>• Encourage a culture of leaders at all levels to show that they are having the vaccine.</li> <li>• Include a by-lined article signed from your Chief Exec or senior management members in internal communications – use this as an opportunity to encourage vaccination uptake, highlighting the importance of protecting patients, colleagues, and family and friends.</li> <li>• Host regular Q&amp;A sessions with members of the executive team to give staff a direct forum for asking questions and sharing concerns.</li> <li>• Use short films to help promote the vaccine including video tours of vaccine clinics so as staff know what to expect, or testimonials from staff who have had their jabs.</li> <li>• Carry out a mini staff survey to understand the reasons why some staff members have not yet received their vaccination, use this information to develop further communications.</li> </ul>
<b>Ease of access</b>	<p>Successful vaccination programmes take into account the range of shift patterns, day and night and cross site, of their staff, offering flexible and easy access.</p> <p>In healthcare settings, some things you can consider helping to increase flexibility include:</p>	<ul style="list-style-type: none"> <li>• Issue clear communications to staff about how, and when, they can access either vaccine.</li> <li>• Create a dedicated intranet page for the vaccine which provides clear guidance on eligibility criteria and how to access the vaccine.</li> <li>• Emphasise the convenience of accessing vaccinations in all communications.</li> <li>• If staff are able to book vaccination via an internal booking platform, make sure the link is available to staff both online and offline – consider sending out texts with the link or producing handouts for staff with no</li> </ul>

	<ul style="list-style-type: none"> <li>• Schedule extended hours easy access drop-in clinics.</li> <li>• Physically deliver the vaccine to staff on wards, making it as easy as possible for them to be vaccinated. Insight has shown peer vaccination is highly effective.</li> <li>• Utilise staff who are on adapted working or light duties</li> </ul>	<ul style="list-style-type: none"> <li>• access to a computer.</li> <li>• Peer vaccination is highly effective.</li> </ul>
<p><b>Healthy competition</b></p> <p><b>Provide clear vaccine information and disproving myths</b></p> <p><b>Incentives and rewards</b></p>	<p>Healthy competition between wards and sites can be effective.</p> <p>Staff appreciate recognition and an incentive or reward aspect to a staff vaccination campaign can be effective.</p> <p>Incentives don't need to cost a lot – you can be creative but ensure any reward fits in with your organisations culture and values.</p> <p>Ensure that the board or governing body agrees on incentives and publicise that they do.</p>	<ul style="list-style-type: none"> <li>• Publicise vaccination uptake rates and the comparative performance of individual departments or teams within the organisation.</li> <li>• Some Trusts include an uptake thermometer on their intranet.</li> <li>• Use multiple channels to explain more about vaccines, how they are robustly tested and effective.</li> <li>• Explain that while there may be some short terms side effects, they are usually very mild compared to actual flu. Flu is not a cold; it can be debilitating and extremely serious and can affect people of any age.</li> <li>• Produce myth-buster content to challenge misconceptions and false information.</li> <li>• Publish a regular break down of vaccination rates by different professional groups or departments, this might encourage a bit of healthy competition.</li> <li>• Recognise departments who have managed to get all their staff vaccinated.</li> <li>• Provide badges or stickers to staff who have had their vaccinations, something they can wear to indicate to others that they are vaccinated.</li> <li>• Be careful to get the balance correct between reward and perceived coercion.</li> </ul>

<b>Communications</b>		<ul style="list-style-type: none"> <li>• Email to all staff from Chief Nurse/Chief Executive Officer/Medical Director.</li> <li>• Cascade to managers to share message in MS teams channels for their teams and discuss at team meetings.</li> <li>• Regular item in all staff bulletins.</li> <li>• One-off EPIC (broadcast) message about flu vaccination for staff and SMS messages.</li> <li>• Pop-up (broadcast) message on intranet page.</li> <li>• 'All Staff' daily comms message – to include ethnically diverse background and diversity across professional groups.</li> <li>• Information on intranet pages, designed in a culturally sensitive manner.</li> <li>• Posters on site to advertise campaign and point to the nearest walk-in clinic/roving team/etc.</li> <li>• Share images and stories from a diverse range of staff being vaccinated, include statements as to why the vaccines are so important to them.</li> <li>• Use video tours of vaccine clinics so staff know what to expect.</li> <li>• Use positive experience of staff attending vaccination clinics in comms to promote convenience.</li> <li>• Carry out a mini staff survey to understand the reasons why some staff members have not yet received their vaccination, use this information to develop further communications.</li> <li>• Provide badges or stickers to staff who have had their vaccinations, something they can wear to indicate to others they are vaccinated.</li> <li>• 'Stay Strong, and protect your family for Christmas' message.</li> <li>• Ensure refusals are documented in a respectful fashion and in a non-judgemental way.</li> </ul>
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