



Ashford and St. Peter's Hospitals
NHS Foundation Trust

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Staff Flu Vaccination Campaign



Patients first • Personal responsibility • Passion for excellence • Pride in our team

Overview

- Ashford and St Peter's Hospitals is the largest provider of acute hospital services in Surrey
- We have around 4,800 staff
- We have two hospital sites and also run a community diagnostic centre and other services from Woking Community Hospital
- We started our communications around the flu vaccine in mid September, before starting our vaccination programme on 1 October
- As of yesterday, we have vaccinated 35% of staff

Stay strong, get vaccinated

Staff vaccines available now

Click [here](#) for all the information on how to get vaccinated



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Clinical leadership endorsement

- Utilising all of our comms tools and channels and hearing from a range of voices to raise awareness and promote uptake
- Had fantastic support from our leadership team, particularly our Chief Medical Officer, Chief Nurse and IPC Director who have all taken part in a video to inform and encourage uptake and supported with myth busting
- Direct messaging from Chief Medical Officer to frontline colleagues
- Our wider Board and Executive team have also been really helpful, we've shared images of several of them having their vaccine



Ease of access to vaccination

- One of our key comms messages has been to promote the ease and accessibility of getting your vaccination
- Drop-in clinics run by occupational health team
- Increased number of peer vaccinators (40), and at least one in each clinical division, making vaccination convenient for everyone
- Advertising availability of vaccinators to attend events – e.g. inductions, Schwartz rounds, training, education sessions and other large events and meetings
- CMO has built a fantastic rapport with our peer vaccinators
- Pop up clinics across the hospital sites – helping to encourage people who might not have proactively gone to have a vaccination



Communicating with colleagues

- Frequent, consistent messaging across all internal channels
- Digital approach: screensavers, banners on intranet and staff bulletin, email signatures, dedicated flu section on intranet to hold all information
- Traditional approach: posters in staff areas such as cafes and restaurants, pull-up banners in regular clinic locations, stickers, CE weekly message and all staff Team Talk meetings
- Repeating the key messaging – by getting the vaccine staff can protect themselves, their loved ones and our patients
- Started to share personal stories from staff and the reasons that they've decided to have their vaccination
- Reminding colleagues of the time it takes from vaccination to have protection – will build upon this in the lead up to the festive season
- Updating on the national/local picture in terms of flu cases

To summarise

- We know there will always be an element of vaccine hesitancy and that remains a challenge
- Focused on providing clear and consistent messaging that is relatable to colleagues
- Promoted the accessibility and availability of the vaccine and how easy it is to have
- Shared information about our peer vaccinators regularly, and how they can be contacted
- Utilised all available comms platforms to ensure messaging is reaching as many colleagues as possible
- Worked as a team 😊

