

A pixelated green alien with two white rectangular eyes is positioned at the bottom of the left panel. The background is a dark blue night sky with white stars and a dark grey horizon line.

Zap flu this winter!

Cambridge University Hospitals staff flu vaccination campaign

Together
Safe
Kind
Excellent

A solid blue vertical bar is located on the left side of the bottom right panel.

Emma Louise Oram
Senior Internal Communications
& Engagement Officer



Day 1 of the 2025/26 campaign

CUH staff flu vaccination campaign

About us

- 2 hospitals: Addenbrooke's and The Rosie
- 2 more hospitals planned: Cambridge Cancer Research Hospital & Cambridge Children's Hospital
- Delivering local, regional & national care, teaching & research
- Over 13,000 members of staff



Context

We have consistently performed well for staff flu vaccination uptake in recent years:

2022 to 2023: 58%

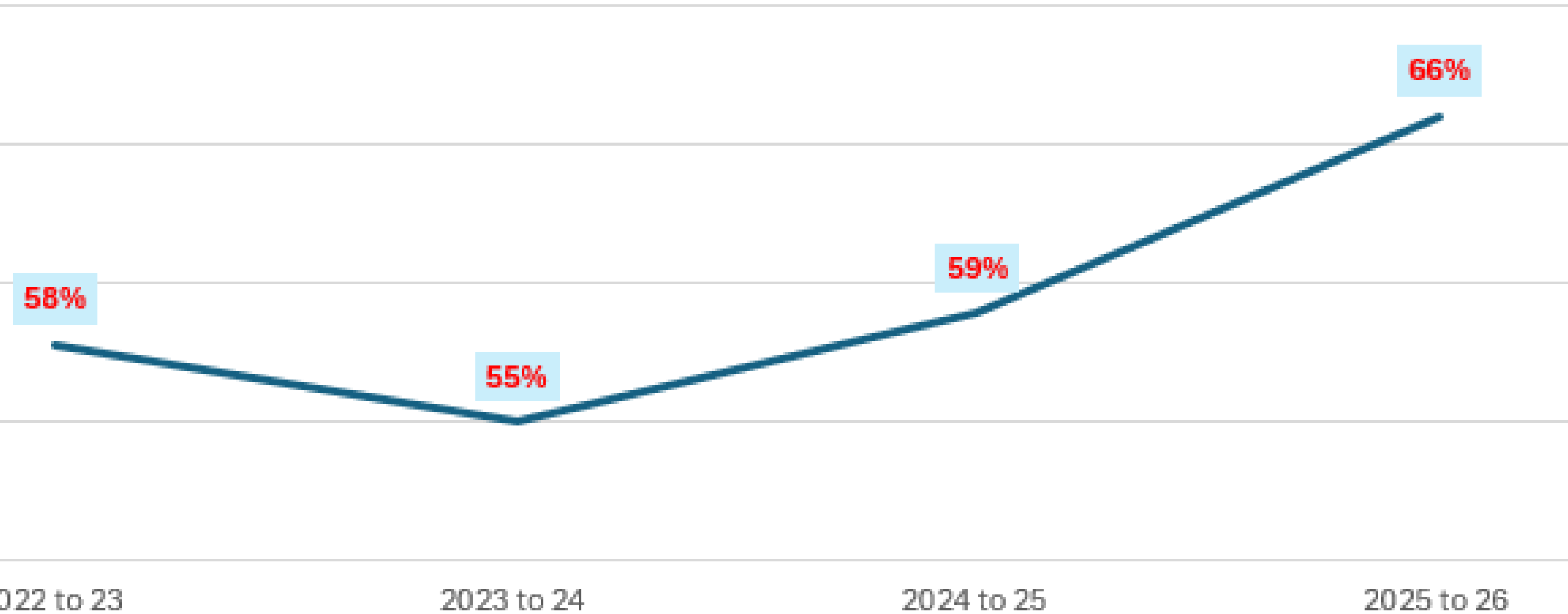
2023 to 2024: 55%

2024 to 2025: 59%

2025 to 2026: 66%



Percentage of staff vaccinated from 2022-23 to 2025-26



This year's challenges

- Maintaining good uptake and increasing by 5%
- Doing something new to capture people's imagination while competing with other winter comms
- Groups who didn't engage so much in previous years, for example resident doctors
- Busy staff who didn't have time to leave their areas to get the jab



Resident doctors

Flu vaccinations: Can't make it to a clinic?

NHS
CUH

Call 07874 633 602 to arrange for the team to come to you



Flu vaccination clinics:
Mon - Fri 07:00-17:30

Hairdressers unit -
concourse

BOOST YOUR IMMUNITY

Weekend flu
vaccination clinic
this Saturday, 05
October

Concourse, hairdressers unit:
07:00 – 17:30

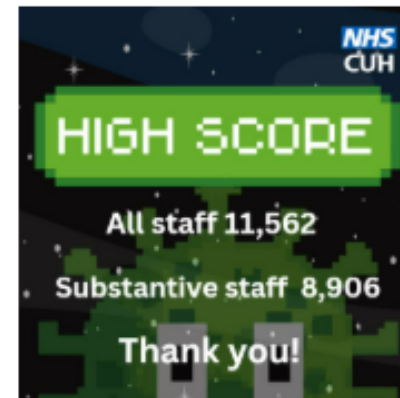
2024 campaign

This is the flu bug...



**This year's
solutions**

**Striking
brand/identity**





 Cambridge University Hospitals NHS Foundation Trust 
Admin  All-star contributor · + Add topic · 16h · 

442 flu jabs achieved on Day One – come and get yours!

We had a great response to the opening of the staff flu vaccination campaign yesterday (Wednesday 01 October) with 442 jabs given.

Having your vaccination is one of the ways you can protect patients, colleagues and your family this winter and only takes a few minutes.

[See more](#)



One of our Facebook posts

This year's solutions

Constant stream of news stories over 11 weeks via our internal channels including:

- 17 Connect (intranet) / Bulletin (digital newsletter) articles
- 37 Facebook posts

Resulting in:

+518.9% in page views per 'flu' keyword

+85.1% increase in engaged sessions

58.2% of engaged sessions came through the Bulletin

Total views

2,618

↑ 518.9%

Total users

4,542

↑ 72.3%

Engaged sessions

5,593

↑ 85.1%

Views per session

0.4

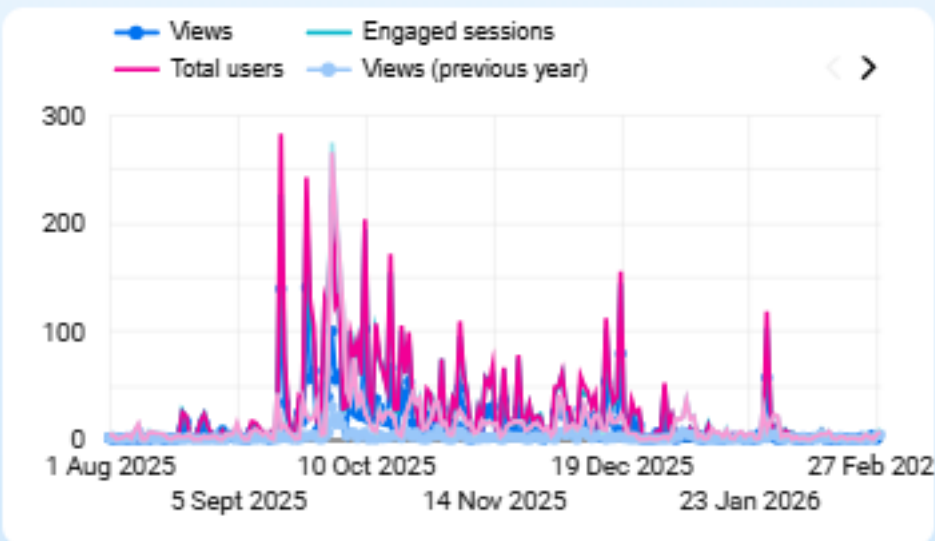
↑ 214.2%

Engagement

85.30%

↓ -6.0%

Recent daily traffic

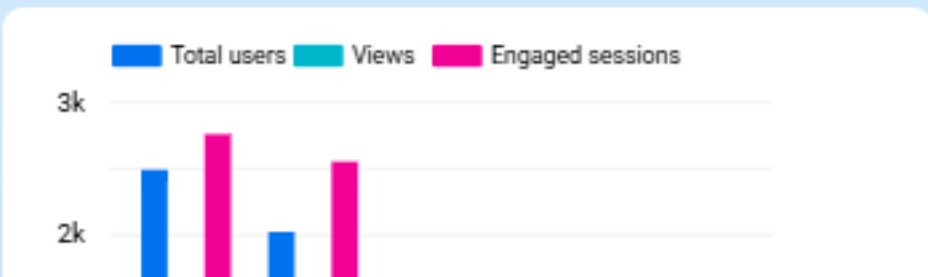


Top page views

Page title	Views	Enga...	Engage...	Scrolled ...
1.. Flu vaccination clinics CUH Connect	371	1,385	90.7%	739
2.. Flu vaccination clinics 2025 CUH Connect	218	946	95.27%	525
3.. Two weeks to go until flu clinics open... Here's ...	216	408	81.27%	211
4.. Make getting the flu jab easy for your staff CU...	202	427	83.4%	149
5.. Six reasons to get the flu jab CUH Connect	131	232	80.84%	80
6.. Mythbusting: Flu fact or flu fiction? CUH Conn...	98	206	82.07%	45
...	...	...	...	...

1 - 20 / 53

Traffic and engagement by channel



Top referrers

Session source/medium	Sessions
1. cuh-bulletin / email	3,259
2. (direct) / (none)	2,949
3. login.microsoftonline.c...	172

Users by device



This year's solutions



A flexible plan – we responded to issues in the national news, for example the prediction that the flu season would hit sooner and harder

**UK facing long, tough flu season,
NHS chiefs warn**

**'Double whammy' of flu and strikes a
risk to patients, Streeting says**

**Hospitals facing unprecedented flu
season, say NHS bosses**



From a UK healthcare provider

Dr Jordan Skittrall
Consultant virologist

Dr Jordan Skittrall responds to the headlines

CUH staff flu vaccination campaign

This year's solutions

**A mix of relatable
and senior
management faces
of the campaign**



**Our Infection Prevention Control Lead, Chris
Moody**

This year's solutions

‘Flu Fridays’ where our Chief Nurse joined roaming vaccinators on wards



Chief Nurse Lorraine Szeremeta out on the wards



Lorraine was one of the first to be vaccinated

This year's solutions

Established a relationship with the resident doctors so they could communicate messages via their forum and newsletter



Michael Phillips and Jacob Brubert, two of our resident doctors

This year's solutions

M&S voucher incentives for the 100th, 200th, 400th, 500th, 1,000th, 3,000th, 4,000th and 6,000th staff to get the jab



And the winner is...

CUH staff flu vaccination campaign

Nominate a flu champion!



Flu champions played their part

This year's solutions

Flu champions introduced towards the end of the campaign when we were lagging a bit

This year's solutions

Great working relationship with OH – regular meetings before campaign launch, flexibility on both sides, willingness to do ad hoc comms



Two of our lovely vaccinators

This year's solutions

Flu dashboard on CHEQS enabled staff to see how their area was doing and OH to target areas with low uptake

43.69%





vaccinationtrack

This year's solutions

**VaccinationTrack
system helped with
automatic
reminders, check-in
and online consent
– staff were
reminded how easy
it was to book their
appointment**

HIGH SCORE

All staff 11,562

Substantive staff 8,906

Thank you!

The result

First in the East of England and second in the country for staff flu vaccination – thank you Team CUH!

- 11,562 of all CUH staff were vaccinated by us or told us they had a flu vaccination elsewhere
- 8,906 or 66.35% of substantive staff were vaccinated by us or told us they had a flu vaccination elsewhere
- We met the 5% increase target set this year