

Running a successful healthcare workers vaccination campaign with Flu Bee Game

It's vital that staff get their seasonal flu vaccination to protect themselves, family, colleagues and patients from the virus. In England the CQUIN target for NHS trusts is to achieve 80% uptake of the vaccine. The average among English trusts last season was 70.3% suggesting that promotional campaigns need to be more effective at persuading staff to get vaccinated.

Some individuals have doubts about the severity of flu or have concerns about the vaccine itself. These doubts and concerns may be based on myths and misconceptions and employers must try and persuade these individuals to change their minds and get vaccinated.

Other staff members may intend to get vaccinated but do not for practical reasons such as not knowing when or where the vaccine will be administered. These individuals need simple information, instructions and a reminder.

All of these misconceptions and practicalities are relatively easy to address if employers have the right plan, resources and tools.

Engaging staff and getting their attention is the starting point for any campaign. Employers cannot challenge myths and misconceptions unless they can engage staff for long enough to present their messages. The messages must be easy to understand, relevant and practical.

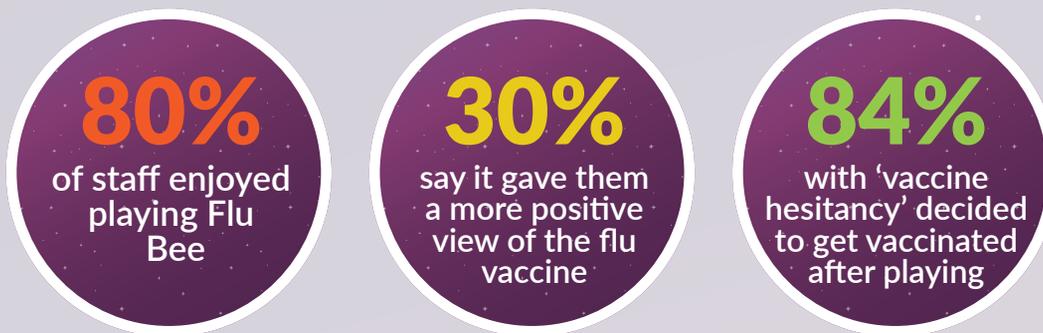
The Flu Bee Game was designed to improve staff flu vaccination rates by engaging, educating and encouraging staff to get vaccinated. It's a digital game that works on any device and is customised to support your specific campaign. Flu Bee game does two very important jobs:

1. Corrects common misconceptions about the flu vaccine
2. Tells your staff how to get vaccinated in your trust





Flu Bee Game is used in over 30 NHS trusts and 300 care homes. The Scottish Government funded Flu Bee Game for all NHS Scotland Health Boards. Here are survey results from NHS staff and students that played Flu Bee Game in 2018/19:

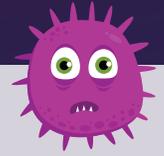


We have created a promotional package around the Flu Bee Game that we will customise to meet your organisation's needs and maximise your ability to communicate essential messages to all staff members.

What we provide to support your campaign

- **Use of Flu Bee Game** for a full flu season (2019/2020) in your organisation.
- **Customised Flu Bee Game** branded for your organisation and hosted on our secure servers. Staff get access to the game through a customised website
- **Customised website** – colourful and easy-to-use website that presents details about your campaign, flu clinic times, target number of vaccinations and links to other sources of information
- **Customised promotional materials:**
 - 1 pop-up roller banner
 - 20 Posters (A3 and A4)
 - Digital design templates





Tips to improve your campaign:

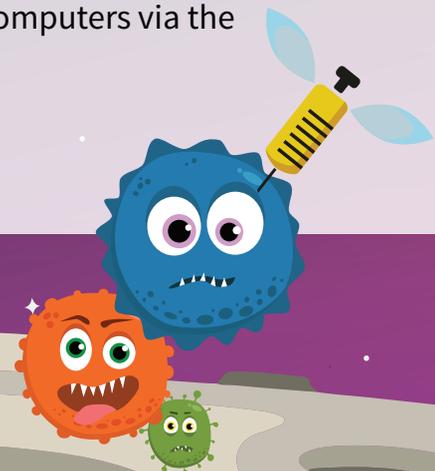
Flu Bee has been used by over 30 NHS trusts, universities and care home groups since 2017 and we have gathered some relatively simple tips and techniques that could improve the impact of your campaign:



- Ensure that Flu Bee Game is integrated into your campaign and is not 'bolted on'. Clarity and simplicity are essential ingredients for an effective communications campaign targeted at very busy people
- Ensure that all staff can get access to Flu Bee Game using their own mobile phones and tablets
- Ensure that peer vaccinators are aware of Flu Bee Game and are encouraging people who have had their jab to recommend Flu Bee Game to colleagues who have not yet been vaccination

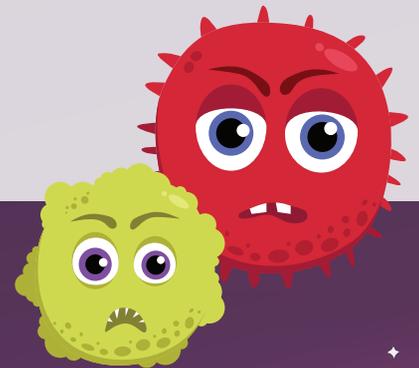


- Put campaign information on the front page of the intranet, so staff can see it as soon as they login
- Include campaign information in all editions of internal newsletters from October to January, both online and in print – ensure it is prominent in any October publications
- Promote the campaign on desktop computers via the official 'wallpaper' image





- Run Flu Bee competitions between wards and departments ask anyone playing the Flu Bee Game to add their ward name or department in the high score section. Offer a prize for the highest score
- Run Flu Bee competitions between individuals – ask players to enter their email address (optional) when adding their high scores. This automatically enters them into a draw for a gift/reward
- Make Flu Bee pin badges or security-badge inserts – “I got my flu jab” with Flu Bee branding
- At team meetings and on training days managers should lead by example and invite attendees to play Flu Bee. Allow 5 minutes for everyone to do this during the meeting.
- Print vaccine and clinic information onto payslips – needs to be organised months ahead



More information:

Flu Bee Game - case study: http://www.flubeegame.com/in_the_media.html

NHS Employers - guide to campaign success:

<https://www.nhsemployers.org/-/media/Employers/Documents/Flu/Flu-fighter-infographic-final-web-3-Nov.pdf>

- Public Health England - Healthcare Workers Vaccination Campaign Resources <https://campaignresources.phe.gov.uk/resources/campaigns/92-healthcare-workers-flu-immunisation-/overview>