



Complete staff flu campaign package

Built around *Flu Bee* Game.

Studies prove *Flu Bee* increases vaccination rates.

Package includes everything to start a flu campaign.

Made with the NHS. For the NHS.

Staff Flu campaigns; never more important

The combination of flu and COVID-19 could be catastrophic. It is vital that all staff get vaccinated against flu.

However, organisations are stretched making flu campaigns difficult to manage. To make promoting the vaccine to staff easier, we are offering a complete game-based package to help you create an effective staff flu campaign, *Flu Bee* Package.

Flu Bee increases vaccine uptake

The package is built around *Flu Bee Game*; an educational app that improves vaccine uptake by engaging staff on their mobile phones and PCs. Studies prove the game is effective. It works on any device, takes minutes to play and does two vital jobs:

1. Challenges common misconceptions about flu and vaccination
2. Tells staff where to get vaccinated in your organisation

This is *Flu Bee's* 4th flu season. It has been used in over 30 NHS trusts and 300 care homes. The Scottish Government funded *Flu Bee* for all NHS Health Boards.

"Strangely addictive. A great way to learn facts about flu."

Emergency Department
Clinical Lead.

Complete flu campaign package

- Website
- Game app
- Roller banner
- Posters
- Stickers
- Templates
- 'How to' guides



Flu Bee reverses 'vaccine hesitancy'

A Queen's University Belfast study showed that 84% of student nurses who did not intend to get vaccinated changed their minds after playing the game:

"Knowledge and likelihood to get vaccinated improved. An innovative learning tool." Dr Gary Mitchell, QUB.

What's in the package?

In 5 days, we can create a fully customised package:

- *Flu Bee Game* app with your logo and links to your flu resources.
- Website with your logo and links to *Flu Bee Game* and your flu resources.
- Short anonymous survey, to capture staff feedback.
- 1 Printed roller banner with your logo.
- 100 x A4 colour posters with your logo.
- 1,000 *Flu Bee* Lapel stickers.
- Templates for email signatures and screensavers.
- 'How to' guides to support your campaign.

All we need is your logo and a link to your flu campaign intranet site. We will run and maintain the online resources on your behalf. Your IT department does not have to do anything.

What does it cost?

The package costs only £1,000 (plus VAT) for unlimited users in a single organisation. Individuals spend an average of 3 mins 24 seconds engaged with *Flu Bee*.

"I had to think hard about some of the questions - I didn't know all the answers!" Care Assistant

To order your package visit:

www.FluBeeGame.com

info@focusgames.com

0141 554 5476

