


Expert testimony to inform NICE guideline development

Section A: Developer to complete

Name:	Phil Denney
Role:	Head of Occupational Health & Wellbeing
Institution/Organisation (where applicable):	East Lancashire teaching Hospitals NHS Trust
Contact information:	
Guideline title:	Flu Vaccination – increasing uptake
Guideline Committee:	Public Health Advisory Committee
Subject of expert testimony:	UK practice regarding the uptake of flu vaccination in health care workers
Evidence gaps or uncertainties:	[Research questions or evidence uncertainties that the testimony should address are summarised below]
<ol style="list-style-type: none"> 1. How have you increased/maintained the level of seasonal flu vaccination in your staff? Could you outline: <ol style="list-style-type: none"> a. Your approach to offering and delivering flu vaccinations to staff? b. What your uptake rate was before you implemented this approach? c. What is your current uptake rate, and how long has this been at this level? 2. Have you received feedback from staff on the approaches taken and their views/experiences and preferences to inform your practice? <ol style="list-style-type: none"> a. If so what changes did you make? b. What impact did this have on uptake? 	

Section B: Expert to complete

Summary testimony: [Please use the space below to summarise your testimony in 250–1000 words. Continue over page if necessary]

East Lancashire Teaching Hospitals NHS Trust (ELHT) has increased their flu vaccination uptake of frontline healthcare workers year on year from 2012-2016. ELHT was one of the worst performing acute trusts in the country in 2012. This failure to achieve a respectable target led the trust to strategise and come up with new and more effective ways of delivering the Flu Vaccinations.

1. Strong Leadership from the CEO and Executive team supporting the campaign helped create a foundation for success for years to come. Having the right department and right individual leading the campaign was essential. In the case of ELHT this was Occupational Health. The board designated a key target to staff who understood the significance of the task, ensuring they had the necessary skills set and network and support to continually make the flu target a priority.

2. Engagement with staff was also crucial. Creating an engaging communications plan that hits home with the whole organisation and keeps the message visible regarding current position and desired position with the campaign helped lead to success. As part of any good communication campaign, education is paramount and employees need to be informed why the flu jab is so important and where and when they can access receiving it.

3. Convenience and Access is necessary. It's important to get everywhere within the organisation on a continual basis throughout the campaign to make it easier for staff. Each NHS site has its own demands and provides essential care to patients. In order to allow the staff to provide the essential care that they do, accessibility to the flu vaccination has to take priority. Think differently in the way the vaccines are delivered to staff. Use the intelligence of the organisation to visit busy areas of the hospital. Support the vaccinators with kit so that they can be mobile. Visit at different times and at night and when shift patterns are changing over. Organise visits to training sessions that are fully booked. Arrange flu drop in clinics outside the canteen or areas where there is high footfall. You cannot expect the staff to come to you.

Implementing these 3 key aspects led to ELHT going from one of the worst performing trusts in 2012 with 52% to achieving a 76% uptake in 2013. 2014 saw the organisation achieve an uptake of 80.1%. In 2015 the ELHT was the highest performing acute trust in the country with 83.5%. 2016 has seen the highest uptake ever achieved by East Lancashire Hospitals placing us number 2 in the country with 85.6%.

It is my view that the reason for this continued progress from 2012-2016 is due to a change in culture from the staff in the organisation. Through engagement with staff It's shifted from Occupational Health's responsibility for the delivering vaccination to instead becoming everyone's responsibility in the organisation to get the vaccine.

References to other work or publications to support your testimony' (if applicable):

Expert testimony papers are posted on the NICE website with other sources of evidence when the draft guideline is published. Any content that is academic in confidence should be highlighted and will be removed before publication if the status remains at this point in time.