

Staffordshire Health & Wellbeing Board						
Report Title:	Seasonal Flu Campaign Update					
Date:	6 December 2018					
Author:	Emma Sandbach					
Board Sponsor:	Richard Harling					
Report Type:	System Issues	<input type="checkbox"/>	Prevention	<input checked="" type="checkbox"/>	Statutory Duties	<input type="checkbox"/>

Recommendation(s)

- Note that Staffordshire County Council's seasonal flu campaign for 2018/19 started on the 13th September, almost 3 weeks earlier than last year and a full month ahead of the national seasonal flu campaign.
- Note that a detailed seasonal flu plan and communications plan has been developed and the communications plan runs from 13th September 2018 to 1st January 2019. This has been a joint effort between Health and Care, the Health, Safety and Wellbeing Team and the Council's Communications Team.
- Note that this year's campaign has been developed in partnership with Public Health England, the Staffordshire CCG's and this year for the first time we have also worked with the pharmaceutical industry (Sanofi Pasteur) which has proved valuable both in terms of an insight into the flu vaccine's but also into shaping our work programme.

Background

- Flu occurs every winter in the UK and is a key factor in NHS winter pressures. It impacts on those who become ill, the NHS services that provide direct care, and on the wider health and social care system that supports people in at-risk groups. This report is to update Board members on the seasonal flu campaign for 2018-19.
- The national PHE seasonal flu campaign began on the 8th of October and there are several campaign materials available on the PHE Campaign Resource Centre under the theme of Stay Well this Winter.
- In addition to the national campaign, locally Staffordshire County Council and the CCG's developed a detailed joint communications plan for seasonal flu which began on the 13th of September and will continue until January. The local communications plan will tailor the messages throughout the flu season, beginning with encouraging uptake to also including advice about what to do if you get symptoms of flu.
- There has been progress on a number of areas of the seasonal flu campaign locally. The Staffordshire seasonal flu plan and communications plan received positive feedback from NHSE at the seasonal flu planning group who were impressed with the proactive approach taken locally.
- Initial figures from the Health, Safety and Wellbeing Team at Staffordshire County Council indicate that there has been an increase in requests for vouchers for flu vaccinations from staff within the school setting and Staffordshire County Council's front

line staff compared to last year. Numbers to be verbally reported at the Staffordshire Health and Wellbeing Board.

6. Given the distribution of the flu vaccine to GP practices we will not know whether the uptake in 2018/19 is better or worse than 2017/18 in the at risk groups and young children till nearer Christmas 2018. This is because nationally the vaccine has been distributed on a 40/20/40 basis during October, November and December. At this early stage of reporting our CCG's are in line with other CCG's in the Midlands and East of England.
7. The Care Market Development Team have included a range of resources from the seasonal flu campaign on their page of the Staffordshire Connects website. In addition, they have been supporting the campaign via social media in relation to the importance of social care staff having flu vaccinations.
8. A local flu campaign is being developed in partnership between Staffordshire Public Health Team, Stoke City FC and Burton Albion FC. The aim is to produce a short video on the importance of the flu vaccination that can be played on the big screens at the stadiums. There may also be the opportunity to promote flu vaccination uptake on the local radio, with members of the football clubs.

Contact Officer

Name and Job Title: Emma Sandbach – Interim Consultant in Public Health

Telephone No.: 07970670995

E-Mail Address: emma.sandbach@staffordshire.gov.uk

List of Background Papers:

None