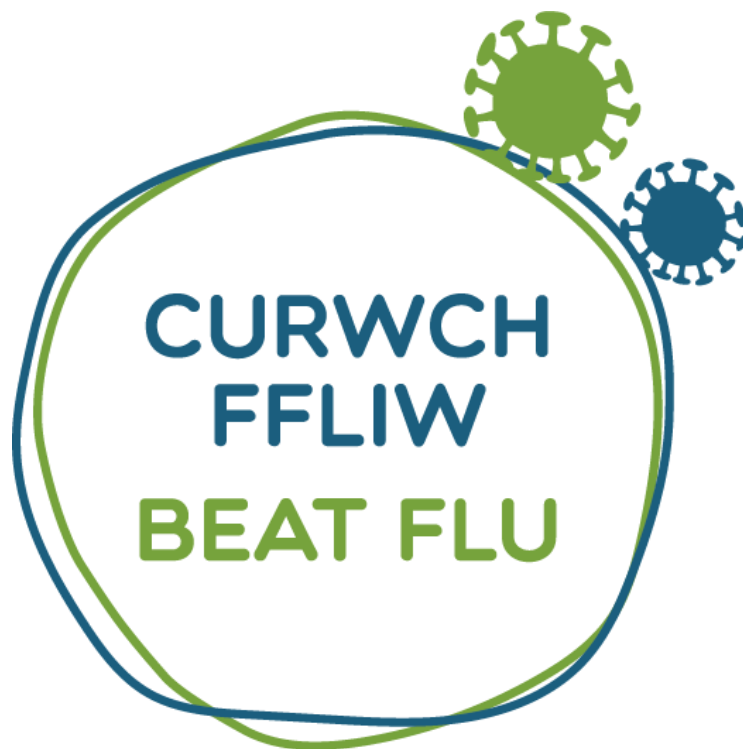




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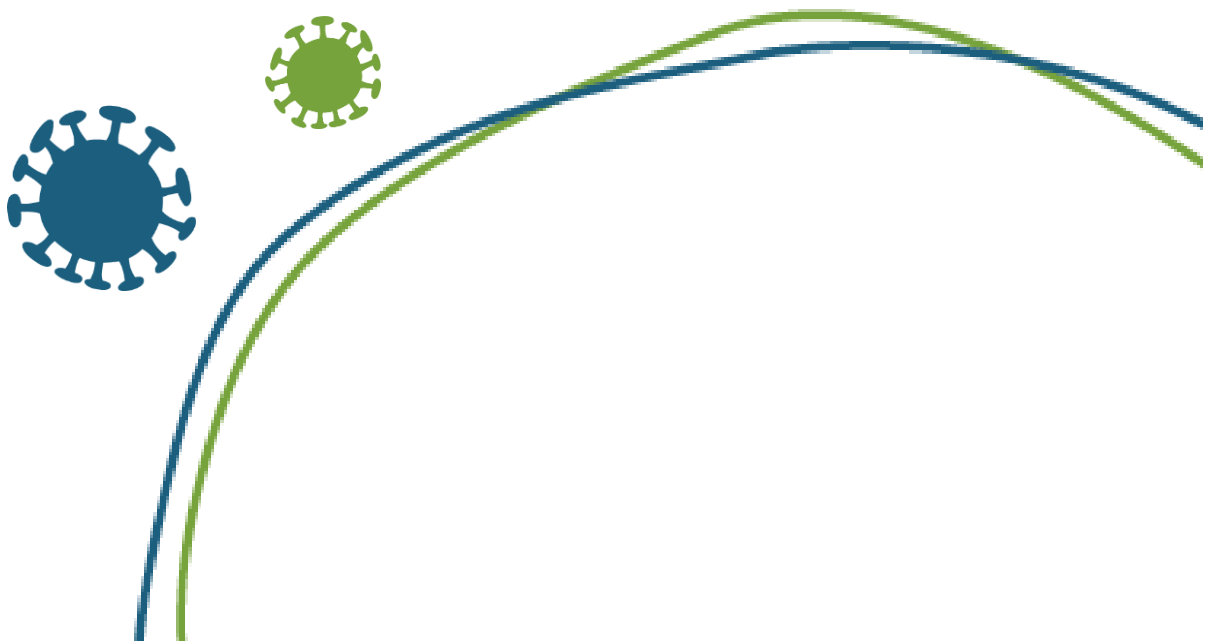
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A Good Practice Flu Campaign Guide: Primary Care Clusters



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Introduction

“A cluster brings together all local services involved in health and care across a geographical area, typically serving a population between 25,000 and 100,000. Working as a cluster ensures care is better co-ordinated to promote the well-being of individuals and communities.”

[National Primary Care Board, November 2018](#)

The following tips may help maximise flu vaccine uptake in eligible groups across a Primary Care Cluster. They are based on published evidence, expert opinion, cluster support scheme findings, and feedback from key partners including cluster and general practice staff.

A well-organised influenza campaign helps to maximise flu vaccine uptake and thus protect more staff and patients from flu and its complications.

Key themes identified are:

- Working together; with colleagues and others from the wider community
- Awareness; in staff and patients of why flu vaccine is important
- Accessibility; to timely, convenient immunisation

Flu is a yearlong business with peaks and troughs of activity, some general housekeeping can help a flu campaign run more smoothly. Within the cluster, you will wish to encourage general practices and community pharmacies promoting the benefits of the vaccine to those in eligible groups throughout the year. As well as encouraging and supporting general practices keep disease registers up to date throughout the year using [appropriate Read codes](#), and also maintaining up to date patient contact details (including mobile phone numbers).

Clusters may wish to consider one or more of the following tips to help maximise flu vaccine uptake locally. All clusters are different, and there is no ‘one size fits all’. NICE (National Institute of Health and Care Excellence) have reviewed the evidence and in [Flu vaccination: increasing uptake NICE guideline NG103](#) recommend a multicomponent approach.

Different clusters can anticipate different results from a given change. Local knowledge and insight is key, so take a look at the tips and see what you think will work for you. You may decide to just take one of the tips and apply it this season - making one small change can make a difference.

Feedback on this draft guide would be welcomed to phw.vaccines@wales.nhs.uk

Top tips

1. Early collaborative planning is important
2. Leadership is key
3. Sharing information helps
4. Learn together
5. Supporting each other makes a difference



1. Early collaborative planning is important

- Discuss, and agree a cluster flu plan prior to the flu season
- Incorporate feedback and debriefing from previous seasons into plans to ensure lessons learned are reflected on and help strengthen future campaigns
- Arrange meetings between primary care providers in the cluster providing/supporting flu vaccination
- Explore ways to support collaborative working, perhaps planning an event to vaccinate patients across the cluster, or vaccination of housebound individuals in the cluster
- Ensure plans are robust and address potential issues such as supply, vaccine choice etc
- Identify local groups that may help spread positive messages about flu vaccination such as local health groups, third sector groups, weight reduction programmes etc and include them in planning
- Share plans widely within the cluster perhaps via your cluster email group

2. Leadership is key

- Identify a [Cluster Flu Lead](#) - someone to lead on flu within the cluster
- Ensure there is buy in from key individuals with a leadership role in the cluster such as the Cluster Community Director
- Seek to identify a named [Flu Champion](#) in each general practice and community pharmacy within the cluster
- You may wish to also seek to identify a named Flu Champion in other venues within the cluster such as care homes or schools

3. Sharing information helps

- Proactively share information with each general practice and community pharmacy in the cluster on a regular basis (monthly is suggested)
- Seek examples of good practice locally and share them within the cluster

4. Learn together

- Highlight the benefits of [eLearning](#) with colleagues across the cluster
- Hold a flu learning session in the cluster pre season if possible (see [Resources for trainers](#))
- Hold a progress meeting in the cluster mid season if possible
- Hold a debrief/lessons learned meeting in the cluster at the end of the season if possible

5. Supporting each other makes a difference

- Try to identify a named [Flu Champion](#) in each of your general practice and community pharmacies
- Reach out to offer these champions support in a timely way, to include signposting to good practice, key information and resources
- Remember to link in with your health board for support locally

Ways you may support each general practice

- Highlight the [Good practice guide for general practice](#)
- Encourage general practices and community pharmacies to work together
- Encourage each practice to plan their campaign at a team meeting early in the year
- Encourage engagement with a wide group of healthcare workers:
 - Midwives can help actively encourage pregnant women to get their vaccine
 - Care home staff may actively encourage residents and staff to get their vaccine
- Require/request an [end of season practice flu report](#)
- Actively encourage all general practice staff to complete [FluOne – Information for all health and social care staff](#)
- Remind practices of appropriate [training opportunities](#) for clinical staff
- Encourage practices to offer flu vaccine to staff with direct patient contact as a priority
- Encourage staff to consistently promote the benefits of flu vaccination to eligible individuals
- Remind practices they are required to invite eligible individuals for their flu vaccine and that it can make a difference to vaccine uptake
- Encourage the use of different formats of invitation and signpost to resources such as template letters in a range of minority languages for [adults](#) and [children](#) or consider texting or emailing patients
- Remind practices about the importance of timely, accurate, recording/data
- Remind each practice how they are doing with [flu vaccine uptake](#) on a regular basis
- Advise on the benefits of accessing their [IVOR data](#), and show them how to do it
- Signpost to posters, leaflets, and more at <https://phw.nhs.wales/services-and-teams/health-information-resources/>
- Encourage opportunistic immunisation with a [Make Every Contact Count](#) approach
- Support ordering adequate supplies of appropriate vaccines in a timely way

Ways you may support each community pharmacy

- Encourage community pharmacies and general practices to work together
- Encourage community pharmacies to consistently promote the benefits of flu vaccination to eligible individuals
- Actively encourage all community pharmacy staff to complete [FluOne – Information for all health and social care staff](#)
- Remind community pharmacies of appropriate [training opportunities](#) for clinical staff
- Encourage the offer flu vaccine to staff with direct patient contact as a priority
- Remind community pharmacies about the importance of timely, accurate, recording/data
- Signpost to posters, leaflets, etc at <https://phw.nhs.wales/services-and-teams/health-information-resources/>
- Encourage opportunistic reminding of individuals who are eligible for a flu vaccine
- Support ordering adequate supplies of appropriate vaccines in a timely way

Ways you may support other healthcare providers locally

- Encourage dental surgeries and opticians to promote the benefits of flu vaccination to eligible groups
- Encourage care homes to promote the benefits of flu vaccination to eligible groups
- Share [The Influenza campaign: A guide for care homes](#) with care homes locally
- Actively encourage all dental surgeries, optician and care home staff to complete [FluOne – Information for all health and social care staff](#)
- Signpost to resources such as posters, leaflets etc at publichealthwales.org/health-information-resources

The Cluster Flu Lead Role

The **Cluster Flu Lead** is a key leadership role in your local flu campaign. The role may include taking responsibility for sharing information about flu and flu vaccine uptake to general practices, community pharmacies, and other settings in the cluster, encouraging and facilitating the integration of key factors that influence vaccine uptake into the local flu campaign.

Elements of the role could include:

- Being an active champion for flu vaccination in the cluster
- Demonstrating leadership and active support of the flu campaign within the cluster
- Facilitating, supporting, building and improving primary care providers relationships within the cluster
- Leading the development of a cluster flu plan
- Supporting health care providers within the cluster to identify a Flu Champion
- Proactively supporting all cluster general practices, with priority given to those with lowest flu vaccine uptake
- Working with Flu Champions, encourage the Make Every Contact Count ([MECC](#)) approach to maximise flu vaccine uptake in eligible groups
- Sharing information about flu, flu vaccine, vaccine uptake data and the flu campaign in a timely way with key partners
- Signpost to resources such as posters, leaflets etc at publichealthwales.org/health-information-resources
- Facilitating the identification and sharing of good practice locally
- Completing an end of season summary for the cluster
- Actively contribute to planning the flu campaign locally

The Flu Champion Role

The **Flu Champion** role should demonstrate leadership and actively support the flu campaign within their general practice/community pharmacy/other healthcare provider.

Key elements of the role might include:

- Demonstrating leadership and active support of the campaign
- Leading the development of their flu plan
- Working with the Cluster Flu Lead to maximise flu vaccine uptake in frontline staff
- Working with the Cluster Flu Lead to maximise flu vaccine uptake in eligible individuals
- Contributing to the building and improving on good relationships with fellow healthcare providers within the cluster
- Encouraging colleagues to Make Every Contact Count ([MECC](#)) by opportunistically asking about vaccination intent
- Share examples of good practice
- Ensuring awareness raising resources are readily available (publichealthwales.org/health-information-resources)
- Complete an [end of season practice flu report](#)

For more information about flu and flu vaccines visit

www.beatflu.org

