



**GIG**  
CYMRU  
**NHS**  
WALES

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

## Freedom of Information request to Public Health Wales

<b>FOI Reference:</b>	<b>FOI 147</b>
<b>Date request received</b>	<b>03/10/2018</b>
<b>Date information is due to be sent</b>	<b>31/10/2018</b>

I would like to know the following information under the freedom of information act.

For the years 2015, 2016, 2017 and if possible 2018 (or to date):

- How much public money has been spent on the 'Beat Flu' campaign?

### Information provided for the answer:

	15-16	16-17	17-18
Beat Flu costs (£)	228,945	223,647	224,681

The Beat Flu and Curwch Ffliw campaign is run by Public Health Wales to support the NHS Wales annual influenza programme. This includes national campaign delivery and the active support of immunisation delivery services across NHS Wales, including staff and primary care public facing programmes.

Groups eligible for a flu vaccine include everyone aged 65 and over, those aged 6 months to 64 years in clinical risk groups due to a long term health condition, pregnant women, children from 2 to 10 years old, and include care home residents and care home workers. The campaign also supports the NHS Wales frontline staff campaign in all health boards and trusts in Wales.

Elements of campaign includes: development of clinical guidance; training materials and responding to clinical queries; guides on good practice;

coordination of national implementation; support schemes for primary care cluster groups; supporting national professional leads; an annual influenza meeting for Wales; public attitudes research; design, production and dissemination of awareness raising materials (such as posters and leaflets); promoting immunisation through social media and advertising; press enquiry responses; campaign planning and management; campaign evaluation (such as social media, online resources, and press coverage).

Public Health Wales outsources some elements of the campaign to specialist agencies who offer skills and services not available in house which the programme manages in collaboration with the Public Health Wales communications team. The programme also has roles outside the campaign in monitoring and reporting influenza and other respiratory disease, vaccine coverage and effectiveness.

If you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review of the decision, you should write to the Corporate Complaints Manager, Public Health Wales NHS Trust, 3, Number 2, Capital Quarter, Tyndall Street, Cardiff, CF10 4BZ.

If you are not content with the outcome of your complaint or review, you may apply directly to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the complaints procedure provided by the Trust. The Information Commissioner can be contacted at:

Information Commissioner for Wales

2nd Floor  
Churchill House  
Churchill Way  
Cardiff  
CF10 2HH

Telephone: 029 2067 8400

Email: [wales@ico.org.uk](mailto:wales@ico.org.uk)

