As the Communications Lead for the Public Health Team in Cardiff & Vale University Health Board, Jamie Mills demonstrated commitment, imagination and drive in shaping and leading the health board influenza campaign 2016-17.

The Health Board’s social media has been innovation, imaginative and varied, included meaningful, varied messaging containing evidence based information and the digital and social media also reflected the national steer for maximum benefit. Identifying the impact of flu on patients and staff as well as some entertaining and light hearted messaging to offer balance and resonate with a varied audience.

As well as in the public facing campaign Jamie was an integral part of the excellent internal communications campaign helping positively influence Cardiff and Vale UHB staff uptake which is now above 50% for the first time.

**What did you do?**

To try and establish meaningful social media, Jamie progressed through the following stages; Exposure, Influence, Engagement and Action. The use of social media is now core to Cardiff & Vales communications plan for the annual influenza campaign.

Jamie acted as the link between Public Health Wales and the Health Board communications team ensuring digital and social media reflected the nation campaign themes. Flu was given a high profile on all the UHB’s digital and social media platforms.

Posts on the Cardiff & Vale University Health Board Face Book page contained evidence based information identifying the impact of flu on patients and staff in the hope that this “real life” message would influence staff. The page was accessed by between 8,000 and 1,500 for each message posted.

The Cardiff & Vale UHB Twitter account took a more light hearted, entertaining approach aimed at engaging all (patients & staff ) who were recommended to have a flu vaccination and was very well received

While there were a number of different initiatives during the course of the season, staff were talking about what they had seen on social media. Many of the images used on Twitter were downloaded and placed in area of high footfall, reinforcing the message.

The action was an increase in uptake as of the 7th of February staff uptake in Cardiff & Vale UHB was 50.3%. (End of season data indicates uptake in frontline staff in Cardiff and vale UHB was 53%).
What have you learnt?

Having a communications strategy for social media helps;

- Having a strategic plan for social media enabled the communications lead to set manageable targets this helped plan meaningful evaluation at the end of the season.
- Consistency, frequency and diversity of the communication campaign and excellent internal communications along with other has helped take the region's staff flu vaccine uptake to above 50% for the first time ever.

Collaboration with the national communications strategy

- Jamie acted as the link between Public Health Wales and the Health Board communications team ensuring maximum benefit and exposure.

Contact details

Jamie Mills has since left the organisation, but Nuala Mahon, Immunisation Coordinator can be contacted regarding this award – Nuala.Mahon@wales.nhs.uk

An example of a facebook post from Cardiff & Vale University Health Board account, posted during the 2016/17 season.