Despite being a very small team the Powys Teaching Health Board Occupational Health Team delivers flu vaccine to Health Board staff covering a geographical area equivalent to a quarter of the landmass of Wales and has demonstrated a year-on-year increase in flu vaccine uptake in staff.

Engagement with executive teams, robust planning, responsive flexibility, and a real determination and a commitment to keeping Health Board staff well informed has helped with this evidence based approach.

By continually reviewing progress we actively supported areas with lower vaccine uptake and helped identify and address specific concerns.

This innovative team are an integral part of the influenza campaign in Powys.

In-house data to the end of January 2017 shows uptake of 57.0% for “total staff” and 62.5% for “clinical staff”. All ten hospital sites across Powys have exceeded 50% uptake for “total” and “clinical” staff. For “clinical” staff, seven of the sites have exceeded 60% and two have exceeded 70% uptake.

Powys tHB has exceeded the national target for staff flu immunisation again this season and remain the top performing health board in Wales this year for uptake in both “total staff” and “clinical staff”.

**What did you do?**

1. **Robust planning**
   - A new model of service delivery for flu immunisation was introduced this year. Occupational Health’s plan is an integral part of the overall PTHB flu plan;
   - We developed the staff campaign plan with support from the local public health team and informed by a questionnaire survey of staff views undertaken in July/August.

2. **We prioritised the campaign**
   - working extra sessions to provide drop-in clinics across the county at convenient times and locations
   - offering appointments for staff who couldn’t attend drop-ins
   - using 10 link nurses to increase immuniser capacity
   - offering vaccination throughout the whole flu season
   - attending events to promote uptake, “bust myths” and immunise opportunistically;

3. **Executive level support**
   - the overall flu plans, including Occupational Health plan, signed off by Executive Team;
   - We offered immunisation to the executive team at the start of the season and encouraged them to be proactive positive role models
   - Executive level monthly flu immunisation progress report which includes staff uptake.
4. **We tried to keep staff well informed**
   - regular internal communications outlining the benefits of flu vaccination and promoting clinics
   - flu immunisation information on all payslips
   - proactively addressing concerns, misunderstandings and “myths” with teams and individuals.

5. **Using data and intelligence**
   - we continually reviewing progress in service delivery and vaccine uptake
   - monthly reporting of uptake for each hospital site
   - we identified areas and teams with lower uptake to address concerns and offer additional sessions and support
   - we introduced a new system this year whereby primary care informed Occupational Health of staff they have immunised (and vice versa)

**What have you learnt?**

We learned that timely, robust, complete planning is necessary for a strong local flu campaign, and that these plans should include awareness raising and access issues.

Local leadership helps to raise the profile of the campaign and demonstrates an organisational commitment that is welcomed.

Data can be powerful.

Communications both generic and specific is needed to help individuals and teams address general or personal concerns. Targeting extra support to teams with lower uptake can be beneficial.

**Contact details**

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Members of the award winning Powys team receiving their award from Mike Fealey National Programme Manager in the 1000 lives team (Public Health Wales) at the 2017 Annual Influenza Programme Meeting.