

**SHOT ON THE SPOT
BY
THE “FLU CREW”**

**Beaumont Hospital Flu Campaign
Our Experience**

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Virology & Infection Control Co ordinator**

10/09/ 2019

Influenza Season 2018/19 Summary



Department of
Clinical Microbiology &
Infection Prevention and Control

Clean Care Is Safer Care



3,430 specimens tested, with **363** patients confirmed to have influenza infection:

- **240** patients with influenza attended our ED. Of those, 62% were discharged directly home
- We cared for **196** inpatients with influenza infection (Beaumont = 195 & Raheny CNU = 1)
- **37%** of those had hospital-acquired (HA) influenza
- **21** patients needed critical care admission because of influenza
- **1%** of inpatients not isolated/cohorted within 24 hours of a positive influenza test result
- **Four** influenza outbreaks managed in the season
- **62%** of Beaumont staff took their opportunity to be vaccinated

LET'S CONTINUE THE SUCCESS!

HELP TO ENSURE THIS INFLUENZA SEASON IS SAFER FOR OUR PATIENTS, STAFF AND COLLEAGUES

- ✓ Promote AND increase staff vaccine uptake – Join the immunity community
- ✓ Get your flu shot on the spot from the Flu Crew
- ✓ Get the 'at-risk' long-stay inpatients (LOS > 30 days) vaccinated
- ✓ Keep patients with influenza away from others:
 - Communicate
 - Apply precautions
 - Test for influenza



Influenza

Be prepared. Get vaccinated!

Protect your patients!

Protect yourself!



TUN Directorate was one of the lowest areas for uptake in the hospital

- 2013/14 38%
- 2014/15 40%
- 2015/16 40%
- PEER TO PEER INTRODUCED
- Hospital KPI requested all directorates increase uptake by 5%
- 2016/17 52%
- 2017/18 64%
- 2018/19 64%



Preparation for Peer to Peer

- Complete Anaphylaxis training.
- Once classroom session complete refresh every 2 years online @ hseland.ie
- Complete Medication Protocol education
- Liaise with Occupational Health, shadow in vaccine clinics for practice



- Prepare Flu box/Bag
- Individual plasters, gauze, hand gel, sharps bin at area
- Info leaflets, Consent forms, pens, badges, goodies



- Link with Pharmacy for Vaccine Ordering and stock storage at ward level in fridges
- Keep the Cold Chain System
- Label as “peer use only” “Not for patient use”
- Advertise Convenient Availability in Directorate
- Peer to Peer aims to compliment Occupational Health service



SO WHY NOT ?

Barriers to vaccination

- Low perceived risk for flu
- Fear of side effects
- Question effectiveness
- Anti Vaccine sentiments
- Misleading reports
- General lack of knowledge
- Availability and Convenience

It doesn't work on me

My arm is going to be sore

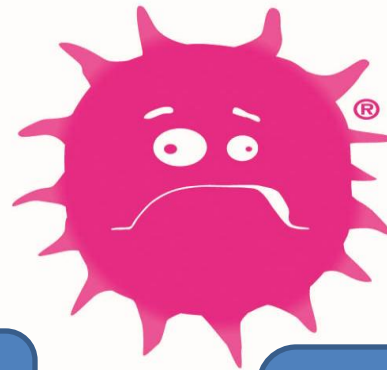
Im not well today

Im going out at the weekend

I had a reaction before

Its all a gimic

I don't like taking any kind of tablets or vaccines



I got sick the last time

I don't have time right now

I don't like needles

I never get sick at all

My friend took it and was sick for weeks

Maybe next week

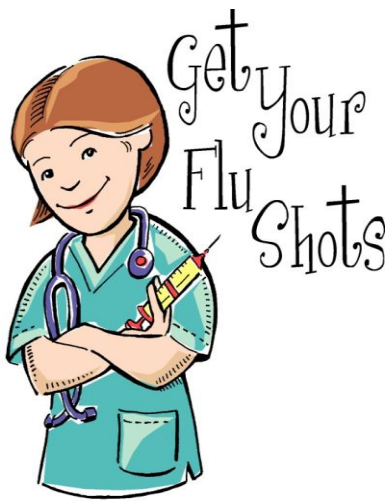
I seen this thing on Face book....

Get your Flu Shot!



Make it Attractive

- **VACCINE**
- **FREE**



- **FLU**
- **Chemist** **€20**
 - Lemsip
 - Paracetamol
 - Cough Mixture
 - Tissues
- **GP Visit** **€60**
- Sick Cert/Absentee Interview
- Up to >7 days off work





Road to success



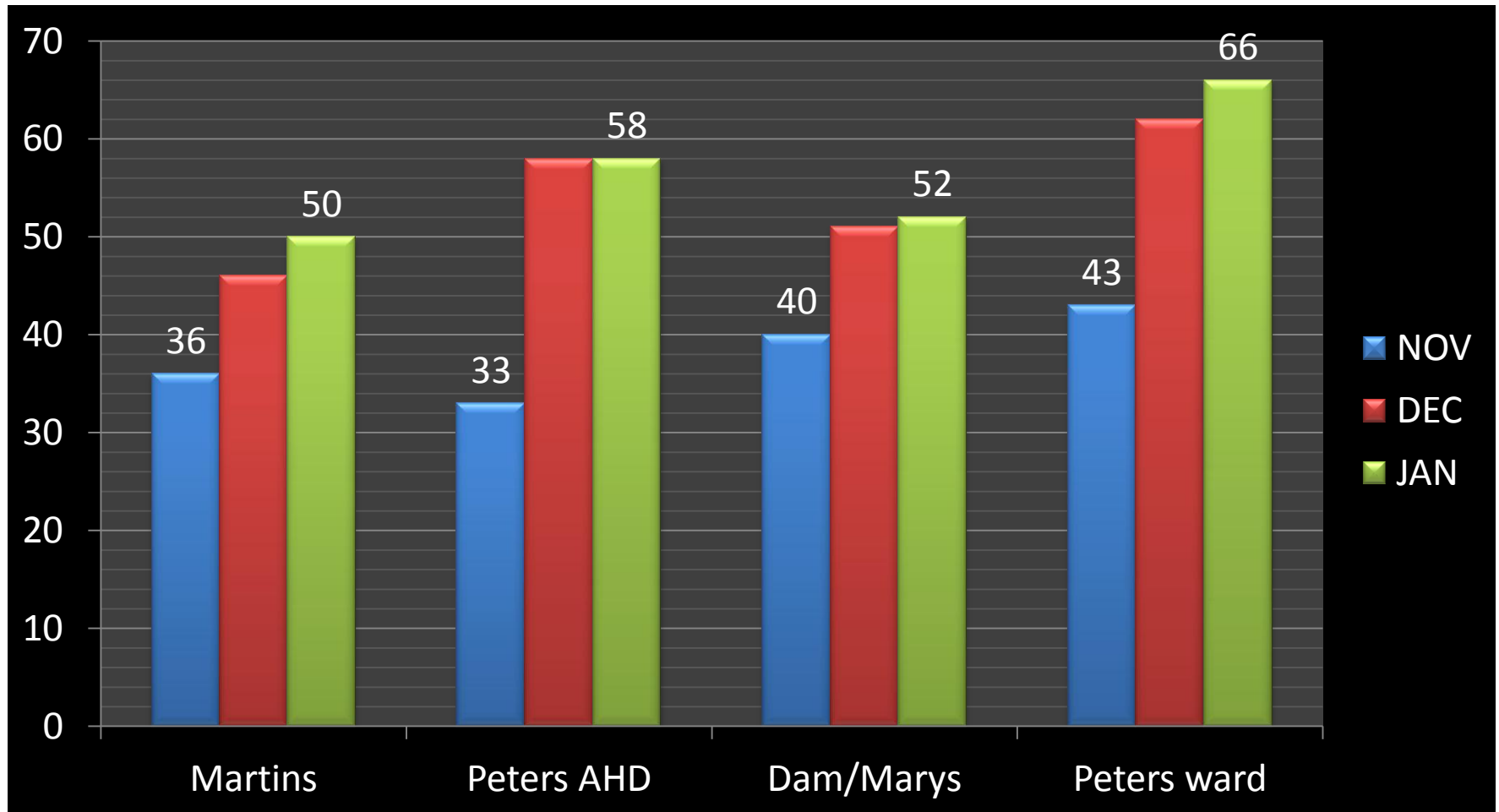
- Posters in areas with days, times ,contact number in case I missed them
- Daily Mobile Flu clinics in ALL 8 areas of TUN at varying time of day
- All admin office doors knocked on, Meetings ,Journal clubs, Nursing Exec visited
- All grades of staff approached and asked would the like to get this **FREE** Vaccine
- Mobile clinics with CNM aware & Medical cover in vicinity (as I was working alone, if 2 vaccinators “Buddy up” Medical cover not required)
- Staff ensured consent form was confidential & returned to Occ Health that day
- If staff have received vaccine elsewhere ie chemist/GP if they can show documentation to support you can then sign as received on consent

Caution Winding road



- Those who refused or hesitated were asked could I anonymously document reason for purpose of improvement plan.
- Discussed protecting themselves, their children and families and their patients
- I usually gave about **5 quick pointers** about why its **best option**,
 1. It cannot give you the flu,
 2. Never guaranteed 100% effective but best option with hand hygiene.
 3. Protected in 10 days,
 4. Safe in Pregnancy
 5. Fact re :ICU admissions & people who acquired the Flu in Beaumont
- They were given an **information leaflet** & invited to an **education session** by Consultant Microbiologist
- I asked would they think about it and could I approach them again. **Never to late**

TUN Directorate Area Results in 1st season



**Directorate increased by 12% in 1st season to achieve
highest directorate uptake @52%**

PLAN A HOSPITAL WIDE CAMPAIGN



2017 AIMS

“To vaccinate 55% of organisation”

58%



“Each directorate/dept to increase vaccination by >5%”

All areas with a peer achieved this



“To Increase Nurses uptake by 10%”

2014 41%

2015 44%

2016 **53%**

2017 63%



“To educate & train at least 1 peer vaccinator per directorate”

New peers trained for 2017

TEAM OF 9

2 Peers in some directorates

5 Directorates involved



2018 AIMS

“To vaccinate >60% of organisation”

63%



Each directorate/dept to increase vaccination by >5%”

4 achieved >5% increase



Target low uptake areas



To educate & train at least 1 peer vaccinator per directorate”

New peers trained for 2018

TEAM OF 13

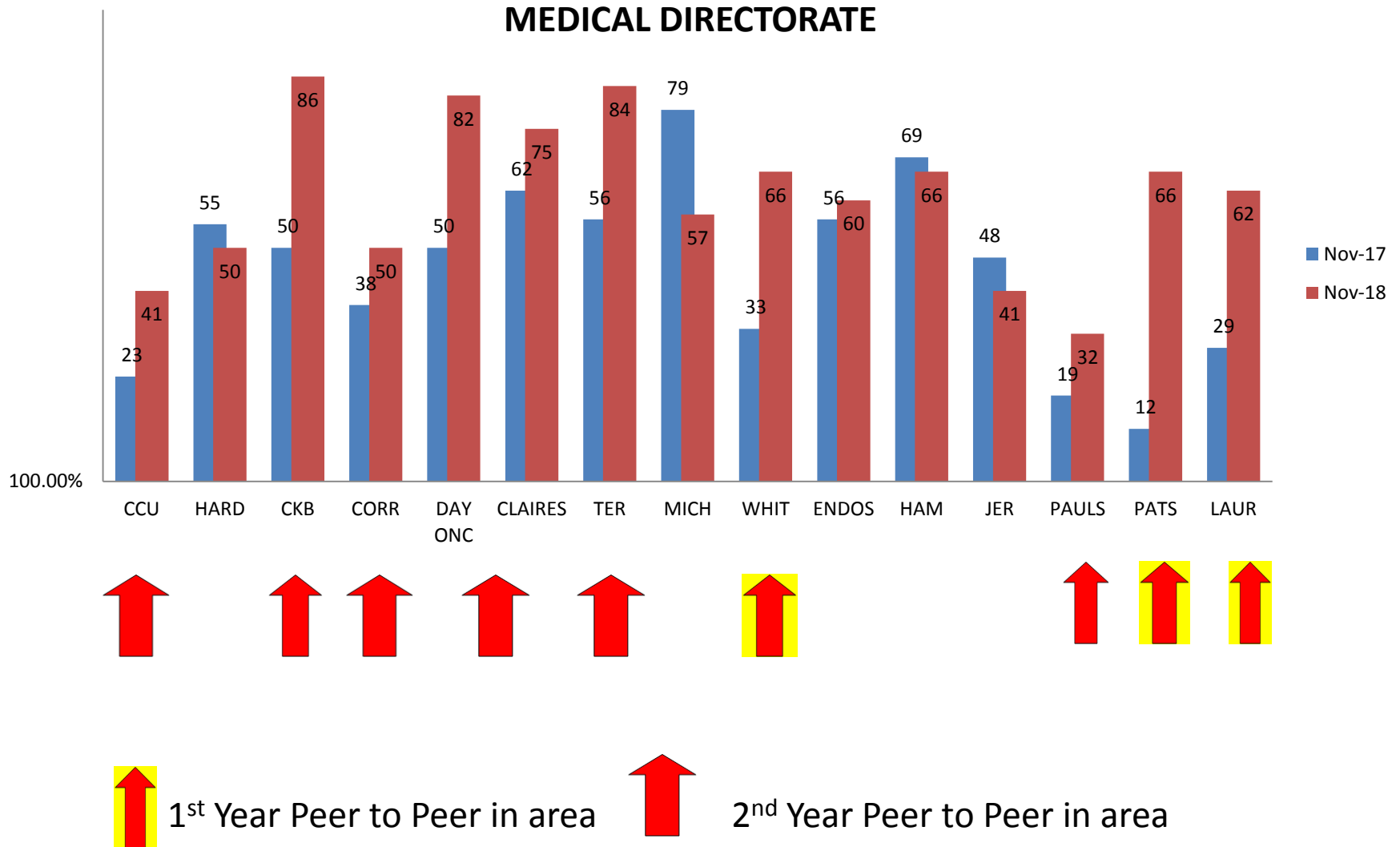
2 Peers in some directorates

8 Directorates involved



TARGET LOW UPTAKE AREAS

DIFFERENCE PEER TO PEER MAKES IN DIRECTORATE 2018/19



Experiences & Encounters

- Very positive, convenience and availability was welcomed
- Timing ,locations and familiarity a very positive aspect.
- Knowing people really helped they could ring to request a vaccine or if someone hesitated they could followed them up another day.
- If staff required Egg Allergy vaccine or previous reaction referred to Occ Health
- Low interest among cleaning staff , general support
- ? Sick pay/Fear of Absenteeism

Observations

- A “reaction” on discussion was found to be an expected mild side effect.
- Body language - Non verbal interactions show hidden emotions, anxiety, information and personality traits
- **Local leadership** style can have very positive or negative impact on staff uptake
- Difficult to change mindset if a colleague had been sick after vaccine
- Interest decreased significantly after Christmas (unless there was outbreak)



- Local competition really works between wards
- Use “know how your doing boards” to display % uptake
- Prizes for improvement per directorate
- Certificate presentation to staff
- Improved morale/teamwork/QI



- After introduction of hospital wide “flu crew”
- Beaumont Hospital with 3500 WTE staff achieved an overall compliance rate of



- 58% .(↑6%) vaccination uptake after 1st season
- 63% .(↑5%) after 2nd season

- Peer to peer team delivered 24% of vaccines in 1st season and 29% last year

PEER TO PEER VACCINATION TEAM

The aim of our Peer to Peer Vaccination Team is to offer staff an opportunity To access vaccinations locally and quickly at their work area while supporting the Occupational Health Department Vaccination Programme. Please inform yourself about the flu vaccination and help Beaumont to be prepared this flu season. Lets give it our best shot this winter.



FLU CREW TEAM

ACTION PLAN

- Meet and discuss aims
- Delegate tasks/Areas
- Evaluate Budget ???
- Staff ,Identify resources, time commitments
- Supply & Storage (pharmacy, goodies, prizes)
- Target Areas
- Risk assessment
- (sharps education/H&S/IPCT)

Use EAST FRAMEWORK-

- Developed from a behavioural insight/Psychology team to help organisations identify why people make the decisions they do
- Simple way to plan implement and evaluate a project
- Identify the behaviour to influence, Culture/Beliefs
- Consider how to measure it
- Establish what change is needed
- Length of time to achieve

E.

Make it Easy

to do the right thing
Reduce hassle with
Accessible

Locate in high
footfall areas
Canteen, Lockers,
Dr. Res, Grand
Rounds,
Clubs n Classes.



Simple key message
Get The vaccine,
Wash your hands,

Provide point of
Contact

A.

Attract Attention

Make it personal
Staff letters with
re responsibility &
duty of care

Target a group (xxx
of Physios had the
vaccine)

Use rewards
Free coffee card,
pens)

Make it Attractive
Vaccine v Flu



S.

Make it social

Highlight areas doing
well...

Weekly scoreboard



Power of Social
Media, FB, Twitter
Intranet Newsletter
Keep up to date

**Behaviours spread,
People talk**

Department Fun...

Props , graphics,
photos
Post your "PROTECT
YOURSELFIE"

Top down Culture

Share the Myths

T.

Time

Peer vaccinator
link with area to
find when best
suits area,(Break
time Shift change,
Ward round ,MDT

Seasonal Themes

Halloween
Christmas/NY
Prompt Calendar
Days so people
can plan

Test

Evaluate response
How effective are
we this week?

Feedback Figures
and results



Well Balanced FLU Preparation Group

- **Meet in August to plan campaign**
- **Meet weekly throughout flu season**
- **More frequently if outbreak**



- Directorate Nurse Managers
- Clinical Nurse Managers
- Occupational Health
- Consultants
- Infection Control Team
- Microbiology
- Laboratory Manager
- Pharmacy
- Peer Vaccinators
- IT/Communications

Communicating with your multi-generational workforce

- There are four different generations in the workplace, each with their own preferred communication channels.
- Communicating through a generation's preferred channels will help increase awareness and engagement of your campaign.



Gen Z

Born Between
1995 - 2015

Born: 1995 onwards
Age **24 or less**

Instant message
apps
Always online
All social media



Millennial

Born Between
1980 - 1994

Born: 1981-1995
Age **25-39**

Text message
Social media
Instagram
Snapchat



Gen X

Born Between
1965 - 1979

Born: 1961-1980
Age **40-54**

Email
text message
Images, graphics
Twitter
WhatsApp



Baby Boomer

Born Between
1944 - 1964

Born: 1945-1960
Age **55-75**

Face-to-face
Telephone
email
Face book
LinkedIn

Social Media



Social media can be a great tool for communicating your flu message, as it can create discussions and can also make staff feel like they can take ownership of the campaign.

You may not want to use all these platforms, but a good mix will help you to engage with more staff.

Using these platforms can help you create a more engaging campaign that can encourage staff to get their flu vaccination.

BUT

Always keep in touch with your more traditional audience too.

Things to consider when using social media

To make sure you get the best from social media, you will need to:

- **Adhere to your organisation's social media policy**
(speak to HR or your communications team for more details)
- **Write appropriately** – scan Twitter or Facebook to get a feel for language and tone
- Social media is a **two-way communication channel** – reply, mention and follow others to engage and build your online community
- Use **short** hashtags that are relevant and memorable to spread your message, #flu, #itsyourbestshot, #beaumontflucrew
- Use images, graphics, videos and GIFs (a graphic image on a web page that moves) to help your content go further (**Always get consent to share image**)
- **Tag** people or organisations in your posts so they can **share** your post too
- **Keep momentum going**, people love to chat

- **Twitter**



- Allows you to engage with a wide range of people and to tap into national campaigns, such as #ITSYOURBESTSHOT #jabathon, #bealifesaver which could be helpful in spreading your message.
- A more conversational style that moves quite fast. **#anydayanytimeanywhere**
- Use hashtags # to become part of bigger conversations.
- A short sharp comment with a character limit of 280
- Create a Twitter account specific to flu, or to post tweets on your organisation's account as most staff will already be following their own employer.
- Be a part of the national #flu conversation and follow @.....

- **YouTube**



- If your organisation and systems permit it, YouTube can be a useful platform for sharing videos.
- If your work computers are unable to support YouTube or videos, work with the communications team to see if they can be displayed on PC Screensaver at workstations or a TV screen in a communal or high traffic area and in training sessions.
- A short film, or clip, is a great way of grabbing people's attention or highlighting something you are doing.
- Don't forget to make sure that the video and content is appropriate for public viewing.
- Free flu videos that you can share or embed on your website can be HSE website

- **Facebook**



- Allows you to create more detailed posts as there is no character limit.
- Most people have a personal Facebook account, so it will be easier for them to join your group or page.
- Work with your communications team to create a Facebook page, or to post on your organisation's page.
- Facebook is helpful for creating open and closed groups for discussions and conversations with your audience.
- Create and invite followers to your event pages to promote clinic times or activities.
- Set up and join a closed flu Facebook group, where you can share good practice and discuss challenges with other leads.
- Keep up to date with everything flu by liking our open flu fighter Facebook page

- **Instagram**



- Instagram is an image-led platform where you can share pictures to get your message across.
- This really lends itself to developing something creative with your communications team.
- When using Instagram, make your posts eye-catching by using pictures ,and add relevant hashtags to get your posts noticed.

- **What's App**



- Ideal for internal group or peer team communication
- Depending on your organisation can be used to inform staff of local peer arrangements

Did it work





National Target 55%

2017/18

Season Total 58%



National Target 60%

2018/19

SEASON TOTAL 63%

2018 KICKS OFF





- During #jabathon, staff are encouraged to share why they've had their flu jab using the **#jabathon** hash tag and to nominate two colleagues to get their jab.
- It lasts a week, so make sure to use this campaign to your advantage.
- Offer the chance for colleagues to get the flu jab during #jabathon week, at any time, any place (within reason) **#peertopeer**
- Encourage staff to take part in #jabathon by organising an internal competition between departments (how many jabs in one hour)
- Encourage your medical director, director of nursing or other leaders to explain why they've had their jab, or share a picture of themselves having their jab **#leadership**
- During the week, make flu the main topic in your organisation and organise key activities around this theme. **#mythbusting**

Seasonal themes

Attract attention, create conversation,
promote the #flucrew

*PROTECT YOURS"ELF"
THIS CHRISTMAS.....*



**Avoid Unwanted Gifts This Christmas
Don't Bring The FLU Home with You.**



INFLUENZA SEASON HAS BEGUN-
INFLUENZA A(H1N1) IS IN THE
COMMUNITY NOW

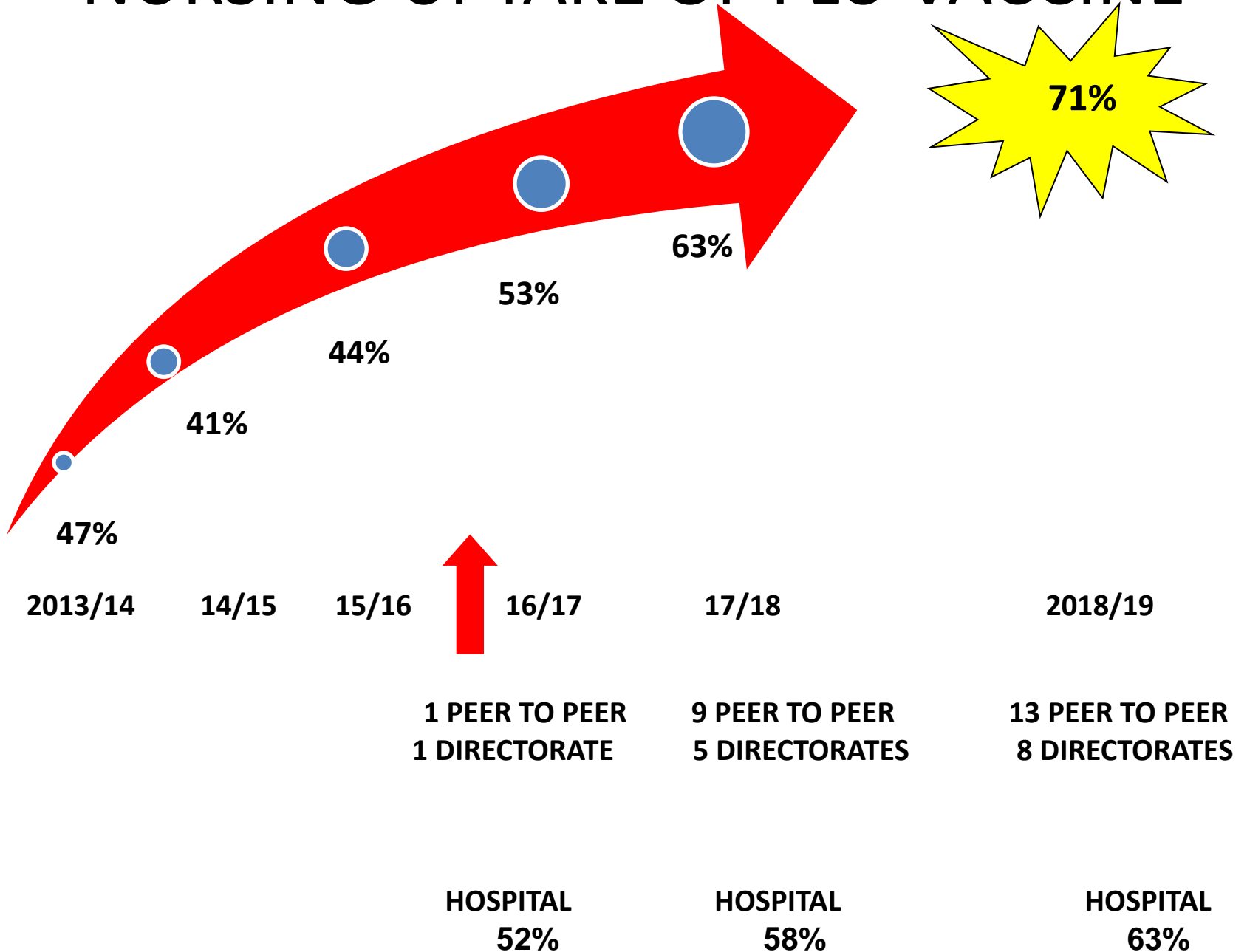
BUT THE GOOD NEWS IS

A GREAT MATCH BETWEEN THIS
YEAR'S INFLUENZA VACCINE
AGAINST INFLUENZA A(H1N1)
VIRUS =

GOOD PROTECTION OFFERED BY
THIS YEAR'S VACCINE

ITS NOT TO LATE TO VACCINATE

NURSING UPTAKE OF FLU VACCINE





2019/20 season

**Flu preparation group commences
Met in August**



- To vaccinate >65% of organisation
- Educate new peers
- Ensure long-stay inpatient is assessed for and offered influenza vaccine if appropriate, with robust documentation of the assessment outcome and that vaccination has been administered, deferred, declined by the patient or deemed clinically inappropriate.
- Communication of the patient's vaccination status should be discussed with family and provided to GP on discharge
- Focus required for the professional groups and areas where the hospital average uptake was low especially among 'general support' staff, administration
- Staff who decline the opportunity to receive their annual vaccine should be required to attend an education session to learn about the benefits and the impact of influenza infection on patients and the hospital's activity each year



- Idea of a Clinical area preparedness checklist to create awareness and ownership at local level to prepare for flu season.
- Flu pack for clinical areas includes
 - policies on positives and contacts
 - Decontamination of equip/room -PPE and signage
 - Advise for assessing over the phone (OPD areas like Dialysis/day care services) so isolation can be arranged prior to arrival into multi bedded unit
 - Advise for management of staff/ILI /swabbing /return to work/certs
- Aim for new admission documentation to include vaccination status
- Idea for wards or departments to create a flu jingle/slogan to promote vaccination and gain hospital wide participation in the campaign
- Vaccines arrive Mid –end September

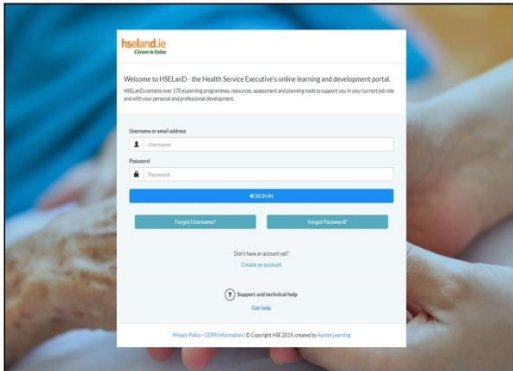
Are you confident in communicating about the importance of getting vaccinated?

Healthcare workers need to be able to explain why vaccinations remain important especially with recent outbreaks of vaccine preventable diseases.

It is vital that healthcare workers, as trusted sources for vaccine advice are confident, knowledgeable and up to date.

The programme includes the underpinning principles of how and why immunisation programmes work.

Immunisation Foundation Programme Access Guide

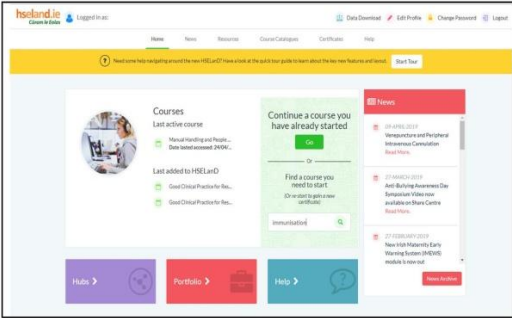


Log on to hseland.ie entering your username and password (use the prompt to reset your username or password if you have forgotten)



If you are a first time user, select 'Create an Account' and follow the steps.

The Immunisation Foundation Programme can be accessed from the Course Catalogues within Clinical Skills or from the Search facility



Enrol on the programme and start your learning.





An eLearning Programme "The Flu Vaccine - Its a Lifesaver" is now available for all HSE staff and staff from HSE Funded Services on [HSE LanD](#). The module has been developed by the Workplace Health and Wellbeing Unit to educate and inform healthcare workers about the flu vaccine.



Education for nurses and/or midwives on the use of medicine protocol for the administration of the *influenza* vaccine to recipient healthcare workers through the Seasonal *Influenza Peer Vaccinator Programme* is required.

Basic Life Support for Health Care Workers and anaphylaxis competence within the last 2 years is required.

What Quadrivalent Influenza Vaccine (split virion, inactivated) contains

- The 2019/2020 Quadrivalent vaccine recommended by the World Health Organization (WHO) contains **4** strains of flu viruses which are most likely to be circulating this season.

The four strains are:

- –an A/Brisbane/02/2018 (H1N1)pdm09-like virus;
- –an A/Kansas/14/2017 (H3N2)-like virus;
- –a B/Colorado/06/2017-like virus (B/Victoria/2/87 lineage); and
- –a B/Phuket/3073/2013-like virus (B/Yamagata/16/88 lineage).



- Ovalbumin content **<0.1 mcg/ml therefore low egg** albumin content
- May contain traces of neomycin and formaldehyde
- Does **not** contain gelatin or thiomersal
- Does **not** contain latex



SHARE the reasons why the influenza vaccine is right for the person given his or her age, health status, lifestyle, occupation, or other risk factors.

HIGHLIGHT positive experiences with influenza vaccines (personal or in your practice), as appropriate, to reinforce the benefits and strengthen confidence in influenza vaccination.

ADDRESS questions and any concerns about the influenza vaccine, including side effects, safety, and vaccine effectiveness in plain and understandable language.

REMIND person that influenza vaccines protect them and their loved ones from serious influenza illness and influenza-related complications.

EXPLAIN the potential costs of getting influenza, including serious health effects, time lost (such as missing work or family obligations), and financial costs.

Thank you !

**Vaccination is the BEST protection you have
against the flu!**



Acknowledgements & Resources

“The Beaumont Flu Crew” peer to peer vaccination team
Beaumont Hospital Flu Preparation Group.

Staff & Managers TUN Directorate ,Beaumont Hospital

Dr. Karen Burns ,and all the Department of Clinical Microbiology. Beaumont Hospital
Department of Infection Prevention & Control. Beaumont Hospital
Occupational Health Department, Beaumont Hospital
Pharmacy Department Beaumont Hospital.

Continuous Professional Education Programme for Registered Nurses and Registered Midwives to administer the Influenza Vaccine under the medicine protocol for the Seasonal Influenza Peer to Peer Vaccination Programme (SIPVP) 2019/20

Influenza Season in Beaumont Hospital: Report on laboratory-confirmed infections & influenza outbreaks 2018-19

www.cdc.gov/professionals/vaccination/flu-vaccine-recomendation

HSE National Immunisation website www.immunisation.ie – guidelines promotional ,materials ,info for HCWs and for public

Health Protection Surveillance Centre www.hpsc.ie

www.NHSEmployers.org/flufighter