

FLU Campaign – Social Care Toolkit

**Time to get
your annual
flu jab**

Help protect yourself,
your family and the
people you support.

Get your free flu jab

2019-20



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Introduction

Having the flu is very different to a common cold. At the very least, it confines even the fittest of people to bed. For older people or those with long-term health conditions, the effects of flu can be much more serious, and in some cases even fatal.

For those working in a care home or health and care environment where there are many vulnerable people, it is incredibly important to have the flu vaccine. This not only helps to protect the staff themselves and their immediate families, but also helps to protect very **vulnerable residents** who might not respond well to vaccination.

This guidance is designed for anyone working in social care and will help employers meet their duty of care by ensuring their staff are able to access the annual seasonal flu vaccine.

As well as keeping staff and residents safe and well, reducing the threat of flu also helps you to ensure business continuity; reducing the likelihood of your staff being ill and off work and the associated costs of providing bank or agency cover for them.

Vaccination is also of benefit as it helps to reduce transmission to the wider public and in times of increased pressure on health and social care services, helps to reduce the burden of ill health, and therefore demand on the wider health system at a time when services are already under pressure.

Whether you're a large or small organisation, taking the time to consider how you will get as many of your staff vaccinated against flu as possible is important and will help boost your winter resilience

The evidence for the flu vaccine

The flu vaccination is the single best protection against flu. Getting the vaccine not only protects you as a member of social care staff, but also protects those around you including your patients, family and friends.

Understanding the evidence behind the flu vaccine will ensure you are well prepared to explain to staff why it's important they get vaccinated. A successful flu fighter campaign will remind staff that the vaccination not only protects them, but also those around them including your service users and their friends and families.

Our Why it matters webpage explains all the facts and latest evidence about flu and the flu vaccine. Here are a few highlights:



- A Lancet study indicates up to 77 per cent of people with flu have no symptoms. In addition, one third of influenza deaths are in healthy people.



- Public Health England estimate that an average 8,000 people die from flu in England each year. Some years that figure reaches 14,000.



- A 2017 study by Imperial College London discovered that a 10 per cent increase in staff flu vaccinations led to a 10 per cent reduction in staff sickness absence rates.

Flu Season in Australia

- In Australia they are currently experiencing a severe flu season which has arrived earlier than usual.
- 131,000 cases to date, significant increase in hospitalisation
- Almost 300 deaths nationally



What do we know about the strain?

The strain this year is predominantly Influenza A - H3N2 Strain but also Influenza A (H1N1) and Influenza B.

The vaccine this year protects against ALL THREE



Key messages for Social Care Staff

- Flu immunisation is one of the most effective interventions we can provide to reduce harm from flu and pressures on health and social care services during the winter.
- Getting vaccinated against flu can help protect you, your patients and family.
- Everyone is susceptible to flu, even if you are in good health and eat well.
- You can be infected with the virus and have no symptoms but can still pass flu virus to others including patients or residents.
- Good infection control measures reduce spread of flu and other acute respiratory infections in healthcare settings but are not sufficient alone to prevent them.
- The impact of flu on frail and vulnerable patients can be fatal and outbreaks can cause severe disruption in communities, care homes and hospitals.
- The flu vaccine has a good safety record and will help protect you. It cannot give you flu.
- Having the vaccination can encourage your colleagues to do likewise.
- Staff act as positive role models for patients aged 65 and over, those with long-term health conditions and pregnant women to take up the offer too.
- By preventing flu infection through vaccination, secondary bacterial infections such as pneumonia are prevented. This reduces the need for antibiotics and helps prevent antibiotic resistance.

The truth about flu

There are a lot of different myths about the flu and the vaccine. Responding with facts is a great way to challenge these myths, educate people and avoid any repetition of inaccurate information. Below are a few common myths you may encounter and some factual responses you can use in response. You can find further information and evidence about flu and the vaccine.

<p>MYTH</p> <p>Flu isn't such a big deal.</p> 	<p>FACT</p> <p>On average 8,000 people die of flu in England every year, some years that figure reaches 14,000.</p> 	<p>MYTH</p> <p>The flu vaccine gives you flu.</p> 	<p>FACT</p> <p>The adult flu jab doesn't contain live virus so it's impossible to get the flu from it.</p> 	<p>MYTH</p> <p>The side effects of the flu vaccine are really bad.</p> 	<p>FACT</p> <p>The side effects of the jab are usually mild or non-existent.</p> 
<p>MYTH</p> <p>Eating well and washing my hands will protect me from the flu.</p> 	<p>FACT</p> <p>Hand washing and a healthy diet are both beneficial, but the vaccine is the single most effective protection against flu.</p> 	<p>MYTH</p> <p>You must avoid other people after your flu jab because you'll be infectious.</p> 	<p>FACT</p> <p>The vaccine cannot give you FLU so you won't be infectious. You can carry on as normal.</p> 	<p>MYTH</p> <p>It's only old people who need the flu jab.</p> 	<p>FACT</p> <p>Anyone can have the flu jab and it's especially recommended for frontline healthcare workers and people who are vulnerable.</p> 

What can you do to promote the FLU vaccination to staff?

- Actively inform and promote to staff that they are entitled to the **FREE** vaccine. They can get their flu vaccination from their own GP or by visiting their local pharmacy. Below is a list of pharmacies in Worcestershire who are offering a flu vaccination programme this year which you could display in your staff room.

Pharmacies in Worcestershire Offering Flu Vaccinations 2019-20

DISTRICT	NAME	ADDRESS	Telephone Number
Bromsgrove	BARNT GREEN PHARMACY	32 HEWELL ROAD BARNT GREEN BIRMINGHAM WEST MIDLANDS B45 8NE	0121 445 2116
	BOOTS UK LIMITED	78 HIGH STREET BROMSGROVE WORCESTERSHIRE B61 8EX	01527 872583
	HOLLYWOOD PHARMACY	59 MAY LANE HOLLYWOOD BIRMINGHAM B47 5PA	01564 824122
	KNIGHTS BROMSGROVE PHARMACY	36 BIRMINGHAM ROAD BROMSGROVE WORCESTERSHIRE B61 0DD	01527 835984
	KNIGHTS CATSHILL PHARMACY	155-157 GOLDEN CROSS LANE CATSHILL BROMSGROVE WORCESTERSHIRE B61 0JZ	01527 872469
	KNIGHTS CENTRAL PHARMACY	18 MARKET STREET BROMSGROVE WORCESTERSHIRE B61 8DA	01527 833133
	KNIGHTS RUBERY PHARMACY	102 NEW ROAD RUBERY BIRMINGHAM B45 9HY	0121 453 3594
	LLOYDSPHARMACY	202 NEW ROAD RUBERY BIRMINGHAM B45 9JA	0121 453 2717
	LLOYDSPHARMACY	46 NEW ROAD BROMSGROVE WORCESTERSHIRE B60 2JS	01527 876876
	LLOYDSPHARMACY	BHI PARKSIDE MED CENTRE STOURBRIDGE ROAD BROMSGROVE WORCESTERSHIRE B61 0AZ	01527 872077
	LLOYDSPHARMACY	7-8 THE SQUARE ALVECHURCH BIRMINGHAM B48 7LA	0121 445 2771
	LLOYDSPHARMACY	221 STATION ROAD WYTHALL BIRMINGHAM B47 6ET	01564 822198
	RUBERY LATE NIGHT PHARMACY	196 NEW ROAD RUBERY BIRMINGHAM B45 9JA	0121 457 8175
	WELL WEST HAGLEY - WORCESTER ROAD	96 WORCESTER ROAD WEST HAGLEY STOURBRIDGE WEST MIDLANDS DY9 0NJ	01562 882472

Malvern Hills	BOOTS UK LIMITED	33-35 CHURCH STREET MALVERN WORCESTERSHIRE WR14 2AA	01684 572905
	BOOTS UK LIMITED	UNIT 11 ENIGMA RETAIL PARK MALVERN WORCESTERSHIRE WR14 1JQ	01684 573197
	EVANS PHARMACY	GALEN HOUSE 231 WORCESTER ROAD MALVERN WORCESTERSHIRE WR14 1SU	01684 575216
	LLOYDSPHARMACY	93-95 BARNARDS GREEN ROAD MALVERN WORCESTERSHIRE WR14 3LU	01684 573811
	MALVERN PHARMACIES GROUP	(Murrays) MAPLE ROAD ENIGMA BUSINESS PARK MALVERN WORCESTERSHIRE WR14 1GQ	01684 891940
	MORRISONS PHARMACY	ROMAN WAY MALVERN WORCESTERSHIRE WR14 1PZ	01684 577738
	MURRAYS PHARMACY	PROSPECT VIEW MED CTR 300 PICKERSLEIGH ROAD MALVERN WORCESTERSHIRE WR14 2GP	01684 567281
	MURRAYS PHARMACY	THE PHARMACY 146 WORCESTER ROAD MALVERN LINK WORCESTERSHIRE WR14 1SS	01684 575990
	ROWLANDS PHARMACY	7-9 TEME STREET TENBURY WELLS WORCESTERSHIRE WR15 8BB	01584 810480
	THE MALVERN PHARMACY	(MURRAYS) 75 CHURCH STREET MALVERN WORCESTERSHIRE WR14 2AE	01684 891082
	YOUR LOCAL BOOTS PHARMACY	12 HIGH STREET UPTON UPON SEVERN WORCESTERSHIRE WR8 0HB	01684 592637
Redditch	BOOTS UK LIMITED	1-4 KINGFISHER WALK REDDITCH WORCESTERSHIRE B97 4EY	01527 68166
	KNIGHTS ASTWOOD BANK PHARMACY	1196B EVERS HAM ROAD ASTWOOD BANK REDDITCH WORCESTERSHIRE B96 6AA	01527 893288
	KNIGHTS CRABBS CROSS PHARMACY	434 EVESHAM ROAD CRABBS CROSS REDDITCH WORCESTERSHIRE B97 5JB	01527 402146
	KNIGHTS HEADLESS CROSS PHARMACY	65 EVESHAM ROAD HEADLESS CROSS REDDITCH WORCESTERSHIRE B97 4JX	01527 545194
	KNIGHTS WINYATES PHARMACY	WINYATES HEALTH CENTRE WINYATES WAY REDDITCH WORCESTERSHIRE B98 0NR	01527 529277
	LLOYDSPHARMACY	15 WILLIAM STREET, REDDITCH, B97 4AJ	01527 592109
	ROWLANDS PHARMACY	7 CHURCH GREEN WEST REDDITCH WORCESTERSHIRE B97 4DU	01527 62431
	ROWLANDS PHARMACY	CHURCH HILL N/HOOD CENTRE TANHOUSE LANE REDDITCH WORCESTERSHIRE B98 9AA	01527 65771
	TESCO IN STORE PHARMACY	TESCO EXTRA COLDFIELD DRV OAKENSHAW REDDITCH WORCESTERSHIRE B98 7RU	01527 311051

Worcester City	ASDA PHARMACY	SILVER STREET LOWESMOOR WORCESTER WR1 2DA	01905 680300
	AVICENNA PHARMACY	20-22 CRANHAM DRIVE WARNDON WORCESTER WR4 9PA	01905 451157
	BOOTS UK LIMITED	72-74 HIGH STREET WORCESTER WR1 2EU	01905 726868
	CLAINES PHARMACY	153 - 155 OMBERSLEY ROAD WORCESTER WR3 7BX	01905 453703
	J & J PHARMACY LIMITED	177 BATH ROAD WORCESTER WR5 3AQ	01905 354651
	KITSONS PHARMACY	12 BROAD STREET WORCESTER WR1 3LH	01905 22861
	LLOYDS PHARMACY	SPRING GARDENS HEALTH CTR SPRING GARDENS WORCESTER WR1 2BS	01905 20086
	LLOYDS PHARMACY	UNIT 3-4 TESCO'S COMPLEX ST.PETERS DRIVE WORCESTER WR5 3TA	01905 359926
	MURRAYS PHARMACY	BARBOURNE HEALTH CENTRE 4 DROITWICH ROAD WORCESTER WR3 7LH	01905 27446
	MURRAYS PHARMACY	ELBURY MOOR MEDICAL CTR FAIRFIELD CLOSE BRICKFIELDS WORCESTER WR4 9TX	01905 26886
	MURRAYS PHARMACY	ST JOHN'S MEDICAL CENTRE 299 BROMYARD ROAD WORCESTER WR2 5FB	01905 749077
	MURRAYS PHARMACY	TURNPIKE HOUSE MED CENTRE 35 NEWTOWN ROAD WORCESTER WR5 1HG	01905 763274
	OGLE DL LTD	18-20 ST JOHNS WORCESTER WR2 5AH	01905 428028
	SCALES PHARMACY	40-42 ASTWOOD ROAD RAINBOW HILL WORCESTER WR3 8EZ	01905 23822
	SCALES PHARMACY	37-38 UPPER TYTHING WORCESTER WR1 1JZ	01905 22136
	SCALES PHARMACY	27 LICHFIELD AVENUE RONKSWOOD WORCESTER WR5 1NW	01905 353274
	SUPERDRUG STORES PLC	4-5 ST.SWITHIN'S STREET WORCESTER WR1 2PY	01905 25816
	TESCO PHARMACY	IN-STORE PHARMACY TESCO MILLWOOD DRIVE WARNDON, WORCESTER WR4 0UJ	01905 892801
	THE HALT PHARMACY	(MURRAYS) 1A INGLES DRIVE HENWICK HALT WORCESTER WR2 5HL	01905 422003
Wychavon	BOOTS UK LIMITED	28 HIGH STREET PERSHORE WORCESTERSHIRE WR10 1BG	01386 556860
	BOOTS UK LIMITED	19-21 BRIDGE STREET EVESHAM WORCESTERSHIRE WR11 4SQ	01386 765252
	BOOTS UK LIMITED	EVESHAM RETAIL PARK WORCESTER ROAD EVESHAM WORCESTERSHIRE WR11 4QR	01386 48665
	BOOTS UK LIMITED	50 ST ANDREWS SQUARE DROITWICH WORCESTERSHIRE WR9 8TJ	01905 773219
	CORBETT PHARMACY	36 CORBETT AVENUE DROITWICH WORCESTERSHIRE WR9 7BE	01905 795618
	EVESHAM PHARMACY	30-36 HIGH STREET EVESHAM WORCESTERSHIRE WR11 4HJ	01386 48899
	LLOYDS PHARMACY	FISH HILL 22 HIGH STREET BROADWAY WORCESTERSHIRE WR12 7DT	01386 853356
	MORRISONS PHARMACY	THE LINK FOUR POOLS ESTATE EVESHAM WORCESTERSHIRE WR11 6UT	01386 40610
	ST MARY PHARMACY	FARMERS WAY WESTLANDS DROITWICH WORCESTERSHIRE WR9 9EQ	01905 778109
	STEWART PHARMACY	75/77 PORT STREET EVESHAM WORCESTERSHIRE WR11 3LF	01386 446244
	STEWART PHARMACY	THE CHAPEL WATERSIDE EVESHAM WR11 6JZ	01386 443422
	VALE PHARMACY	EVESHAM MEDICAL CENTRE ABBEY LANE EVESHAM WORCESTERSHIRE WR11 4BS	01386 47613

Wyre Forest	ARELEY KINGS PHARMACY	38 ARELEY COMMON ARELEY KINGS WORCESTERSHIRE DY13 0NQ	01299 822801
	BOOTS UK LIMITED	27 HIGH STREET STOURPORT-ON-SEVERN WORCESTERSHIRE DY13 8BJ	01299 822468
	BOOTS UK LIMITED	15 WEAVERS WHARF KIDDERMINSTER WORCESTERSHIRE DY10 1AA	01562 751200
	COHENS CHEMIST	HUME STREET MEDICAL CTR HUME STREET KIDDERMINSTER WORCESTERSHIRE DY11 6SF	01562 825999
	HEALTHPOINT PHARMACY	66 LOAD STREET BEWDLEY WORCESTERSHIRE DY12 2AW	01299 403034
	LLOYDSPHARMACY	2 CARPET TRADES WAY KIDDERMINSTER WORCESTERSHIRE DY11 6XP	01562 752225
	MURRAYS PHARMACY	BEWDLEY MEDICAL CENTRE DOG LANE BEWDLEY WORCESTERSHIRE DY12 2EF	01299 402132
	STOURPORT PHARMACY	13 YORK STREET STOURPORT-ON-SEVERN WORCESTERSHIRE DY13 9EF	01299 822850
	TESCO IN-STORE PHARMACY	TESCO SUPERSTORE CASTLE ROAD KIDDERMINSTER WORCESTERSHIRE DY11 6SW	0345 677 9390
	THE CO-OPERATIVE PHARMACY	46 LINDEN AVENUE KIDDERMINSTER WORCESTERSHIRE DY10 3AB	01562 822459
	THE CO-OPERATIVE PHARMACY	87 FRANCHE ROAD KIDDERMINSTER WORCESTERSHIRE DY11 5BJ	01562 822135
	THE CO-OPERATIVE PHARMACY	CO-OP SUPERSTORE LOMBARD STREET / TAN LANE STOURPORT-ON-SEVERN WORCESTERSHIRE DY13 8ND	01299 827717

What can you do to promote the FLU vaccination to staff?

- Display posters in staff areas, nurse stations, staff entry points etc.
- Display the attached poster for visitors to your facility
- Promote 'catch it, bin it, kill it' to staff and visitors
- Actively promote handwashing to staff and visitors
- Signpost staff to <https://www.nhs.uk/conditions/flu/> for more information about flu
- Share the 'The truth about flu - Myths and Fact' section in this pack



Free Resources

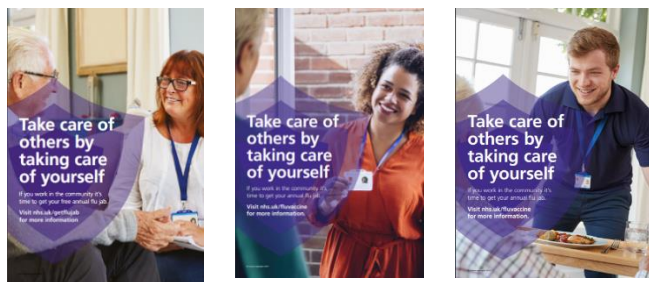
There are a number of resources available for you to download free of charge.

All you need to do is register with the Public Health Campaign Resource Centre, to find out more visit:

<https://campaignresources.phe.gov.uk/resources>

Example of resources available

A4 Posters



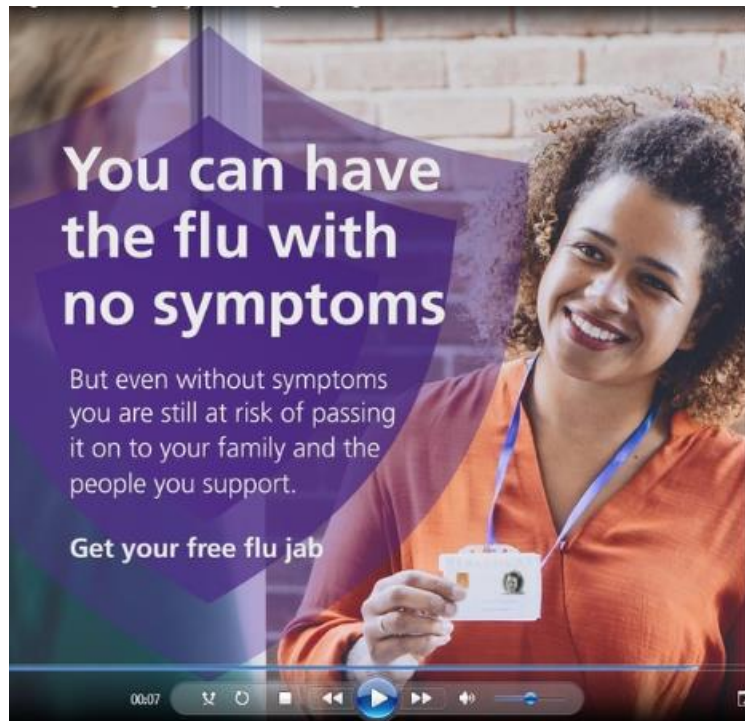
Email Signature - Social Care/Community Worker



Social Media

Use social media as part of your (STAFF-FACING) Healthcare worker flu vaccination campaign. NOT to be used for the general public.

On the Public Health campaign resource centre <https://campaignresources.phe.gov.uk/resources>, you can download 11 different social media images (Instagram, Twitter and Facebook) of social care / community health staff with different headings and calls to action, to encourage social care colleagues to get their flu vaccination this season. Visit



We have a selfie frame if you want to borrow it to promote staff getting their flu vaccination. Contact hwbadmin@worcestershire.gov.uk for more information

