Health and Social Care Workers Flu Vaccination Campaign

July 2020
This year’s brief in a nutshell

Develop the look and feel for the flu campaign aimed at Health and Social Care professionals

• **ENCOURAGE:** Health and Social Care Worker audience (HSCW - staff working in secondary care, community care, mental health services, ambulance services, social care in hospitals, care in people’s homes, residential care homes settings)

• **TO:** get the flu vaccine
Background

Healthcare and social care professionals are a critical audience for flu vaccination as it reduces:
• the risk of spreading flu to patients
• the risk of healthcare workers transmitting flu to their families
• disruption to care services, which is particularly important in autumn and winter, when pressures on frontline services may be severe

This year, with circulation of coronavirus, flu vaccination is more important than ever, with the largest ever flu vaccination programme being planned. Additionally, there is an aspiration for high uptake amongst HSCWs.
What we know about our audience

From previous research with these audiences, we know that:

- Many are aware when it’s time for the flu vaccine
- Not everyone understands the value of getting the vaccine as they don’t think it matters if they get flu
- They are motivated by messaging that highlights the fact they can give the flu to their family and patients/people they care for without having any symptoms
- Messaging that talks about ‘protection’ e.g. ‘Protect those close to you’, ‘take care of others by protecting yourself’ is particularly powerful
EAST - Making it work for our Audience

You can have it done at work in work time.

It's free and will protect you and your family from flu.

Everyone in the NHS is getting it done.

Winter is coming. It's time to get your annual flu jab.
Summary of last year’s campaign

Last year’s campaign built on the brand of the public-facing ‘Help Us Help You’ campaign to encourage uptake of the flu vaccination, with amends to make it relevant to NHS and Social Care audiences.
Localisation of last year’s campaign
Feedback from last year’s campaign

From both quantitative and qualitative interviews with Flu Leads & staff across the NHS and social care

- The assets were rated “very good” - Leads found them ‘clear’

- A small minority of Leads regarded some of the resources as “disappointing” – said design was ‘plain/generic’, dull, not eye catching

- Some felt it didn’t convey the seriousness of flu

- Shield device was felt to lack stand-out
Learnings – 2020 creative will need to:

**STAND OUT:** we need to cut through the extensive communications these audiences receive - whilst striking the right balance about tone etc.

**RESONATE:** it's important to make things seem real, so that they can relate and take notice, ensuring that we reflect the seriousness of flu. We need to ensure that we don’t patronise staff by telling them things they already know about the severity of flu.

**USE ACCURATE REPRESENTATIONS:** we need to ensure accuracy in depicting both settings and HSCWs themselves as inaccuracy can block engagement. For example, needs to apply to a wide range of HSCW roles – from ambulance driver to nurse ensuring that we represent uniforms and infection control regulations correctly, and a key consideration is PPE.

**BE EASY TO UNDERSTAND AND IMMEDIATE:** message needs to be quickly and easily understood as you walk past, and the CTA needs to be immediate. English is not the first language for a proportion of the workforce, so messaging needs to be suitable for all, and cannot be abstract.

**EASILY LOCALISED:** partners like to add local ‘champions’, often the CEO, receiving the jab to in to promote uptake. Adaptability is needed to support this, and allowing them to include local information is particularly useful in this unusual period.
The overarching narrative

Flu kills over 11,000 people every year*, on average; some years it’s much more and it hospitalises many more each year.

This is anything but an average year.

The flu virus spreads from person to person, even amongst those not showing any symptoms.

It can cause severe complications, particularly for high risk groups.

Keep your guard up against the flu virus. Get the flu jab.

Whilst the threat may be invisible, the protection against it is clear.

Protect yourself and others with the flu vaccination [for those eligible].

*Rolling 5 year average
The new idea – the Protective Shield

• The flu vaccination is a fantastic thing. It guards against the virus. It protects you from being sick.
• It defends you, your family, your patients and those you care for, and your colleagues.
• We’ll show how getting the jab is a preventative measure through the metaphor of defence/a protective shield.
• By highlighting the sticker as a visual symbol of positive action taken by staff – something they wear with pride – we’ll show how getting the jab is a something all HSCWs should do.
DRAFT: Key visuals for SC worker and NHS worker

Nurse example with NHS logo and copy

Social care worker example with CARE logo and copy
PROTECTS YOU, YOUR FAMILY AND PATIENTS FROM THE FLU

You can give flu to your family and patients without having symptoms. Protect those close to you.

Get your free flu vaccination
Examples for localisation (drafts)

Empty belly poster for own message implementation

Open artwork files for own image implementation (option with and without a sticker)
Materials being developed for you to use

And for the first time materials specific for the CARE sector will feature the new CARE logo

A range of posters (A4 and empty belly) featuring different professionals

- Doctor - A4 poster and empty belly
- Nurse in uniform - A4 poster and empty belly
- Nurse not in uniform - A4 poster and empty belly
- Mental Health Nurse - A4 poster and empty belly
- Paramedic - A4 poster and empty belly
- Porter - A4 poster and empty belly
- Social Care Worker female - A4 poster and empty belly
- Social Care Worker male - A4 poster and empty belly
- Community Health Worker - A4 poster and empty belly

Sticker sheet (wipe clean/infection control)

2 x info for peer vaccinators – A5 laminated/infection control – Q&As (Draft)

2 x DL leaflet for Health and social care (Draft)

PLUS a range of social and digital assets (draft)
And delivered to you

- All assets will be available to preorder via these order links:
  - NHS order form:
    https://partnerships.wufoo.com/forms/zhesl7u1b98cxj/
  - Social Care order form:
    "I've had my flu jab" Social Flu Vaccs Order form.
- Orders will be distributed from w/c 24th August
- And are due to be completed by mid September
Questions?