

Flu Vaccination Communications Report 2013/14 – Shropshire Council, Public Health

What have we done?

Communications:

- Letters to relevant social care staff
- Press releases – Local media, Newsroom, social media, intranet (others as per communication plan), members' bulletin, VCS
- Posters/postcards/leaflets to Children's Centres, Adult Social Care team, housing teams, community groups in targeted areas
- Franking message on post
- Promotion with Theatre Severn Pantomime cast
- Promotion on Shropshire Family Information Service Twitter and Facebook
- Flu information moved to front page of Healthy Shropshire website
- Banners with flu messages – located in Shirehall reception
- PPG vaccine information and promotion at county events – Oswestry Show (3rd Aug) and Shrewsbury Flower Show (9th and 10th Aug)

Messages:

- Staff vaccination
- 'At risk' groups urged to get vaccinated
- 65 and over
- 'Ask your pharmacist week'
- Pregnant women
- Keep warm and keep well
- Festive season related
- Children aged 2 and 3
- Diabetes

What have we learnt?

- Start process early – preparations in place (including some drafted communications) by September.
- Having a dedicated individual acting as a communications lead has been beneficial and we would recommend that this continues.
- Ensure regular messages on social media (weekly Tweets etc). Requires preparing Tweets in advance and ensuring enough to cover period of promotion. Social media is useful for soliciting the views of populace through a public platform – qualitative evidence.
- Franking process has been arduous; however, we now know how to have the message created. Need to ensure approval from directorates for principle and message (this can take time, approx. 2-3 weeks). Need to consider carefully the wording and clarity of message. Now no cost involved in process. Useful to consider for other PH promotion.
- Make use of existing networks, such as Family Information Service for reaching particular, focused audiences.
- Focused and targeted promotion in areas is beneficial for increasing rates of uptake.
- Myth busting should be a focus for next year's communications, especially for staff.

What will we do next season?

- Focus on myth busting
- Work with frontline staff to address concerns around the vaccine
- County-wide promotion for staff/carers
- Focus on the most vulnerable groups: over 65s, those with LTC and pregnant women
- Clarity around staff eligibility within the Council. Research has been completed around the practice of other local authorities.
- Consider use of voucher scheme for staff.
- Continued linking with partners such as Theatre Severn.

Overview of Shropshire Council's Communications Plan for Flu Vaccine 2013/14:

	Over 65s	Under 65s LTC	Pregnant	2 and 3 yr olds	Healthcare workers	Low up- take areas
Press Releases	·On Council Newsroom. ·Information sent to Members. ·Link with Theatre Pantomime.	·On Council Newsroom. ·Information sent to Members. ·Photo opportunity with Councillor receiving vaccine. ·Link with Theatre Pantomime.	·On Council Newsroom. ·Information sent to Members. ·Link with Theatre Pantomime.	·On Council Newsroom. ·Information sent to Members.	·On Council Newsroom. ·Information sent to Members.	·Information sent to Members.
Print Material	·Posters, postcards, pull-up banners. ·Article in Independent Living magazine.	·Posters, postcards, pull-up banners. ·Article in Independent Living magazine.		·Leaflets delivered to children's centres, nurseries etc.	·Letters to all relevant staff.	·Targeted sending of posters and postcards to local shops, centres, pubs, GP practice etc.
Radio			·IG radio interview.	·IG radio interview.		
Meeting attendance/ Event	·PPG promotion at county events	·PPG promotion at county events	·PPG promotion at county events	·PPG promotion at county events		·Attended Parish Council meeting
Social Media	·Tweets from Council Twitter page.	·Tweets from Council Twitter page.	·Information on FIS Facebook and Twitter. ·Tweets from Council Twitter page.	·Information on FIS Facebook and Twitter. ·Tweets from Council Twitter page.		·Information sent to Parish website.
Partners	·Information given to Social Care teams to distribute. ·Work with Theatre Severn and Radio Shropshire. ·Information shared with VCS.	·Information given to Social Care teams to distribute. ·Work with Theatre Severn and Radio Shropshire. ·Information shared with VCS.	·Information shared with VCS.	·Information shared with VCS.	·Information shared with VCS.	
Franking Message	·General message for Council post.	·General message for Council post.	·General message for Council post.	·General message for Council post.	·General message for Council post.	·General message for Council post.
Websites	·Information brought to front of homepage on Healthy Shropshire website.	·Information brought to front of homepage on Healthy Shropshire website.	·Information brought to front of homepage on Healthy Shropshire website. ·FIS.	·Information brought to front of homepage on Healthy Shropshire website. ·FIS.	·Article on intranet ·Information brought to front of homepage on Healthy Shropshire website.	·Information brought to front of homepage on Healthy Shropshire website.