

<b>Health and Wellbeing Pledges</b>			
<b>Meeting</b>	Board of Directors		
<b>Date</b>	08/12/2021	<b>Agenda item</b>	12
<b>Lead Director</b>	Jo Shepherd, Director of HR & Organisational Development		
<b>Author(s)</b>	Barbara Bridle Jones, Acting Director of HR & Organisational Development Emma Ashley, Acting Deputy Director of HR & Organisational Development		
<b>Action required</b> (please tick the appropriate box)			
<b>To Approve</b> <input checked="" type="checkbox"/>		<b>To Discuss</b> <input type="checkbox"/>	<b>To Assure</b> <input type="checkbox"/>
<b>Purpose</b>			
<p>The purpose of this paper is to seek approval of the wellbeing pledges that every North West trust have been asked to commit to in relation to health and wellbeing. This region continues to be one of the highest in England for absence rates.</p> <p>These pledges have been proposed by the NW Human Resources Director network to shift the focus from sickness absence to holistic wellbeing for everyone by;</p> <ul style="list-style-type: none"> <li>• Preparing Boards for the change</li> <li>• Evidencing that wellbeing is a priority</li> <li>• Committing to the 3 north west themes of enabling work; holistic wellbeing services, person centred wellbeing approach with an attendance management framework, leadership development.</li> </ul> <p>These pledges have been recommended for approval by the Education and Workforce Committee at the meeting on the 1 December 2021.</p>			
<b>Executive Summary</b>			
Overview of the new wellbeing pledges the Trust as part of the North West network has been asked to approve.			
<b>Risks and opportunities:</b> No risks or opportunities			
<b>Quality/inclusion considerations:</b> Quality Impact Assessment completed and attached <input type="checkbox"/> No Equality Impact Assessment completed and attached <input type="checkbox"/> No QIA is not applicable <input type="checkbox"/>			
<b>Financial/resource implications:</b> None identified			
<b>Trust Strategic Objectives</b> <i>Please select the top three Trust Strategic Objectives that this report relates to, from the drop down boxes below.</i>			
Our People - advancing staff wellbeing			
<b>Board of Directors is asked to consider the following action</b>			
To approve the commitment to the wellbeing pledges.			

<b>Report history</b>		
<b>Submitted to</b>	<b>Date</b>	<b>Brief summary of outcome</b>
N/A	N/A	N/A

**Compassion** | **Open** | **Trust**



**Wirral Community  
Health and Care**  
NHS Foundation Trust

# Health and Wellbeing Pledges

Board of Directors

December 2021

## Health and Wellbeing Pledges

Following a North West Wellbeing workshop in September the NW HRD network have agreed to focus on 3 main areas of enabling work and have created pledges for wellbeing and each trust is asked to commit to these

# Our pledge for the wellbeing of our NHS people

We pledge to shifting the focus from sickness absence (the 5%) to holistic wellbeing for everyone:

- **preparing our board for the change** to take a more holistic, person-centred individual and flexible approach, which is driven through policy and aligns with embedding a just culture.
- **evidencing that wellbeing is a priority with our board by** understanding the wellbeing of our people, giving them a voice, making sure all decisions have a wellbeing lens applied and addressing any issues.
- **committing to the three North West's themes of enabling work**
  - Holistic wellbeing services that support all of our colleagues
  - a new person-centred wellbeing approach and an attendance management policy framework
  - leadership development that supports managers in our new approach.

## Timescales and next steps

- End of December make pledges
- End of January 2022 agree your organisation's enabling action plan - as recommended by EWC this will be incorporated into the 2022/23 wellbeing plans
- The pledges will be part of Wellbeing Guardian launch communications in quarter 4
- Monitor progress at Board and sub committees on at least a quarterly basis

**Communications, Marketing and Engagement Activity  
Update Report for Quarters 1 & 2 - 2021/22**

<b>Meeting</b>	Board of Directors		
<b>Date</b>	08/12/2021	<b>Agenda item</b>	13
<b>Lead Director</b>	Alison Hughes, Director of Corporate Affairs		
<b>Author(s)</b>	Fiona Fleming, Head of Communications and Marketing		
<b>Action required</b> (please tick the appropriate box)			
<b>To Approve</b> <input type="checkbox"/>	<b>To Discuss</b> <input type="checkbox"/>	<b>To Assure</b> <input checked="" type="checkbox"/>	
<b>Purpose</b>			
The purpose of this paper is to provide the Board of Directors with assurance on the implementation of communications, marketing and engagement priorities as set out in the strategy 2018-21.			
<b>Executive Summary</b>			
<p>Due to the response to COVID-19, the communications, marketing and engagement strategy and subsequent actions and campaigns have been focused on the NHS response to the pandemic.</p> <p>Q1 &amp; Q2 (April - September 2021) presented a diverse range of campaigns and a great opportunity for the team to support the changing needs of staff, patients and service users, explore new ways of engaging with the workforce, raise the profile of the Trust and maintain the necessary communications relating to COVID-19.</p> <p>The report details Q1 &amp; Q2 activity against the communications goals:  Brand Management  External Communications  Internal Communications  System Support  Crisis Management and Sustainability</p> <p>These goals are aligned to the Trust's strategic themes.</p>			
<b>Risks and opportunities:</b>			
No risks identified in this report.			
The risk in failing to have effective communication and engagement across the workforce and with the local population is mitigated by the numerous campaigns and priorities delivered.			
The opportunity to employ new ways of engaging and communicating has been realised during COVID-19 and will provide learning for the future.			
<b>Quality/inclusion considerations:</b>			
Quality Impact Assessment completed and attached <input type="checkbox"/> No			
Equality Impact Assessment completed and attached <input type="checkbox"/> No			
All communications and engagement activity aims to positively impact on Trust staff and those who access our services.			
<b>Financial/resource implications:</b>			
There are no financial/resources implications for consideration within the report.			

**Trust Strategic Objectives**

Please select the top three Trust Strategic Objectives that this report relates to, from the drop down boxes below.

Our Populations - outstanding, safe care every time	Our People - improving staff engagement	Our People - advancing staff wellbeing
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**Board of Directors is asked to consider the following action**

To be assured that the communications, marketing and engagement activity evidenced in this report for Q1 & Q2 meets the aims of the Trust.

**Report history**

Submitted to	Date	Brief summary of outcome
No previous reporting history.	N/A	N/A

# Communications & Marketing Board Report Q1 & Q2

**Date: 8 December 2021**

**Name:** Alison Hughes, Director of Corporate Affairs

# Overview of Quarters 1 & 2

## Business as usual

- 95 editions of The Update
- 380 Shout-outs published
- 22 CEO blogs, 23 vlogs
- 107 screensavers across all WCHC network
- 3,080 emails received to communications mailbox. Average of 25.6 requests per day

# Digital Summary

## Quarter 1

- StaffZone page views = 180,060
- Website page views = 143,890
- Twitter account @wirralct Total followers = 3,280 (increase of 69)
- Tweet impressions = 62.3k (19.5k July, 25.5k August, 17.3k September)

## Quarter 2

- StaffZone page views = 174,344
- Website page views = 184,221
- Twitter account @wirralct Total followers = 3,357 (increase of 77)
- Tweet impressions = 70.7k (22.4k July, 31.9k August, 16.4k September)

**Top Tweet** earned 1,315 impressions

Pregnant or postpartum & positive for COVID-19? Covid Oximetry@Home gives you a pulse oximeter to monitor oxygen levels, keeping you and baby safe. We work with Maternity Services to identify if you need specialist treatment. Please contact your GP/midwife to refer you.  
[pic.twitter.com/Lb40ic5dAw](https://pic.twitter.com/Lb40ic5dAw)



**Top Tweet** earned 6,437 impressions

It's **#DyingMatters** @DyingMatters Awareness Week. This week we are sharing our End Of Life and Specialist Palliative Care colleagues' thoughts on why **#DyingMatters** and the importance of being **#InAGoodPlace** to die. Today, let's hear from Laura: [pic.twitter.com/hNFVpEOsb4](https://pic.twitter.com/hNFVpEOsb4)



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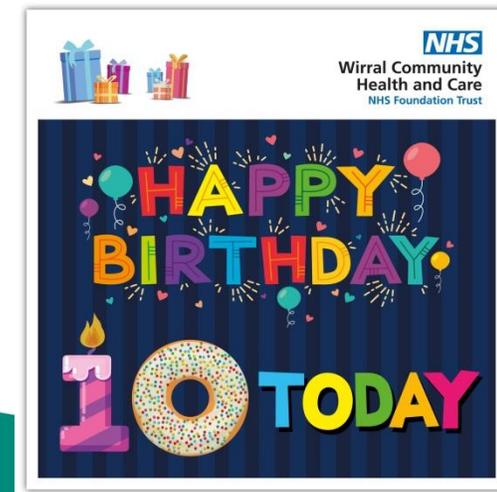


## Project highlights - Quarters 1 & 2

WCHC 10 <sup>th</sup> Birthday	Nine factors to stop Covid	People Pulse Surveys	Leading Self Masterclasses
Common Purpose & Values	Trust Work Plan	In the Know & Social Value	Rising through the ranks
Regulation 20a – CQC ratings	CQC guide for staff	eConsent	IG Week
Welcome to St Helens	Knowsley bid	International Nurses Day	Pride in the NHS
Dying Matters Awareness	Carers Week	Other awareness days	Best Practice Flu Webinar

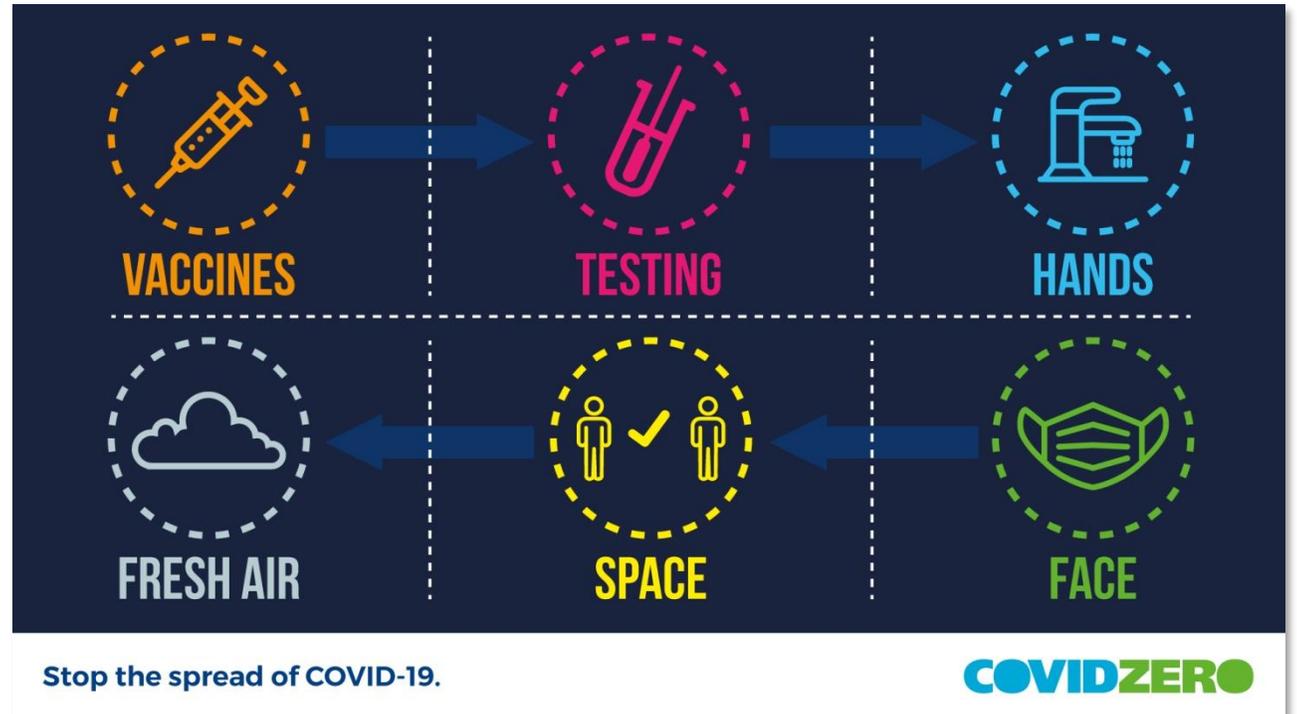
# WCHC 10<sup>th</sup> Birthday

- Birthday best wishes video from the Board and a special guest too
- 10 big numbers with some of the big achievements over the years
- 10 big moments
- Birthday Celebrations quiz
- Donuts – sweet treats distributed to staff around the Trust



## All nine factors to stop the spread of COVID-19

- Promotion of all nine factors that will help reduce the spread of coronavirus. Messages included:
- Encouraging staff to follow all the guidance
- Vaccines alone are not enough
- No single measure to prevent the spread of coronavirus is 100% effective
- The nine key factors are: vaccines, testing, hand washing, face masks, space, fresh air, contact tracing, isolating and ventilation



## People Pulse Surveys

- We launched the NHS People Pulse surveys in April
- Promoted as ‘not just another survey’, People Pulse quickly became a monthly opportunity to ‘check in’ with staff
- Promoted Trust-wide across all platforms with uptake reaching 281 responses in one month



**How are you?**  
People Pulse Survey has landed!

**You can help us to:**

- understand how you feel
- improve support for staff
- shape a better future

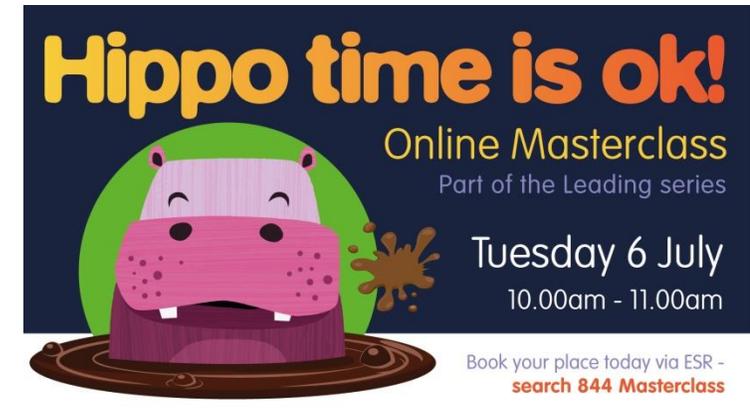
Complete yours today,  
scan the QR code.



**NHS People  
PULSE**

# ‘Leading Self’ - Online Masterclasses with Ed Hollamby

- Three online Masterclasses were promoted to colleagues across the organisation



# Common Purpose and Values

Our Common Purpose:

# Together...

we will support you and your community to live well.

Our Common Purpose:  
**Together...**  
we will support you and your community to live well.

NHS Wirral Community Health and Care NHS Foundation Trust

This infographic features a white background with a colorful gradient bar at the bottom. It contains the text 'Our Common Purpose: Together... we will support you and your community to live well.' and the NHS Wirral Community Health and Care logo.

Our values:

- Compassion**  
Supportive and caring, listening to others.
- Open**  
Communicating openly, honestly and sharing ideas.
- Trust**  
Trusted to deliver, feeling valued and safe.

Team WCHC

This infographic features a white background with a vertical colorful gradient bar on the right. It lists the three values: Compassion, Open, and Trust, each with a brief description.

## Compassion

Supportive and caring, listening to others.

## Open

Communicating openly, honestly and sharing ideas.

## Trust

Trusted to deliver, feeling valued and safe.

## Trust Work Plan and Plan on a Page

- Creation of an production of a professional video featuring the Executive Team
- Sharing the work plan for the year with all staff to support planning
- Development of Plan on a Page template for services – linked to work plan priorities
- Manager's Briefing and supporting toolkit for Service Leads



## In the Know sessions and Social Value pledges

- To support plan on a page work, roll out of subject expert sessions called 'In the know' on a range of key topics – Population Health, Health Inequalities, Integrated Care Systems, Social Value
- Increase awareness of social value and what it means to Team WCHC
- Encourage colleagues to share their thoughts on the Trust's proposed pledges

Do you want to be...  
**intheknow?**

- Understand the new NHS terminology
- The Long Term Plan and latest legislation
- Integrated Care Systems and Place
- Role of Primary Care Networks

Book onto an **In the Know** session throughout June.  
Details in The Update and on StaffZone.

Do you want to be...  
**intheknow**  
...about Social Value

**Understand...**

- Social value and what it means
- The positive impact on our workforce, patients, service users and communities
- The role social value plays in our day-to-day work
- What we are doing already

Book onto the social value sessions taking place late June.  
Details in The Update and on StaffZone.

## BAME Network – Rising through the ranks

- News item on StaffZone
- Short montage of videos from staff saying why they will be attending the event
- Video of Neil Perris, Head of Inclusion and Inequalities talking about the event
- Feedback survey from attendees



**Rising Through the Ranks Event**

**Be inspired to make progress in your NHS career!**

Hosted by the BAME Staff Network, this event will inform, challenge and inspire you.

**Date:** Wednesday 14 July, 7.00pm - 8.30pm.  
**Location:** MS Teams Webinar

To register visit [StaffZone](#) or see [The Update](#).

# Regulation 20a: CQC ratings posters and Your Experience materials

- A toolkit to support services to be CQC ready was developed and distributed across the Trust.
  - CQC ratings posters
  - Your Experience poster, feedback box insert
  - Your Experience Questionnaires
  - Complaints process poster and leaflets

**CQC rating posters**  
CQC rating posters must be on public display in all services at Trust locations\*.  
Posters will be delivered to all services this week. Please display them as soon as they arrive.  
\*It is a regulatory requirement to display both posters.

Wirral Community Health and Care  
NHS Foundation Trust

**Your Experience**  
...we're listening, tell us what **you** think.

Feedback helps us to improve the services we provide to everyone in our community.

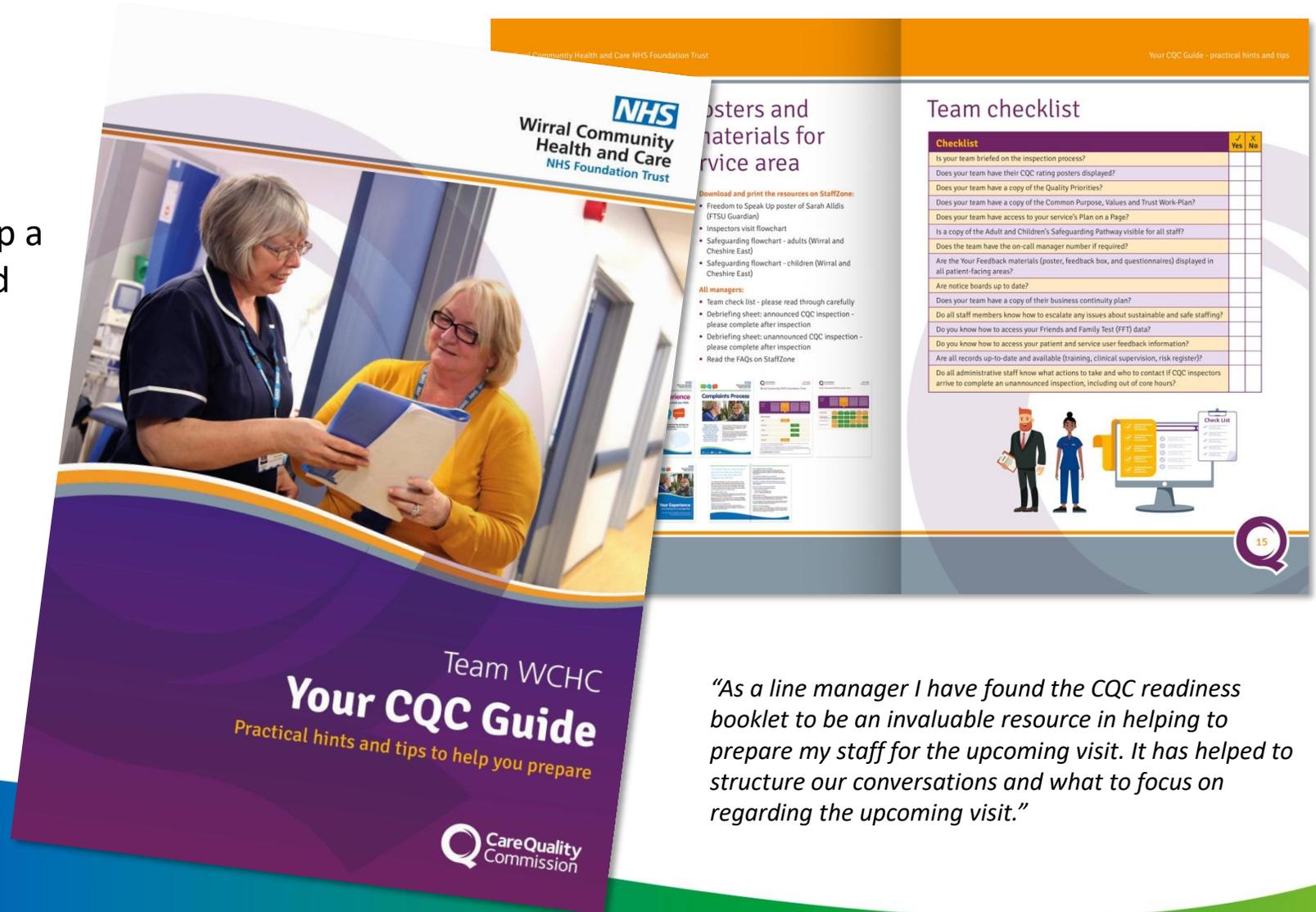
There are many ways to contact us:

- Fill in a Your Experience questionnaire
- Complete our online questionnaire - visit [www.wchc.nhs.uk/feedback](http://www.wchc.nhs.uk/feedback) or scan the QR code below
- Email: [wcnt.youexperience@nhs.net](mailto:wcnt.youexperience@nhs.net)
- Write to us at FREEPOST, Community NHS Trust (no stamp needed)
- Call our Your Experience team on FREEPHONE: 0800 694 5530



# CQC Guide for Staff

- Working with members of the Quality Strategy and Regulatory Delivery Group a Team WCHC CQC Guide was developed to support colleagues with upcoming inspections
- Comprehensive 44 page guide
- Printed version, PDF download on StaffZone and PaperTurn version accessible on any device



*“As a line manager I have found the CQC readiness booklet to be an invaluable resource in helping to prepare my staff for the upcoming visit. It has helped to structure our conversations and what to focus on regarding the upcoming visit.”*

# eConsent

- Dedicated section on public website
- Social Media promotion
- Facebook advertising
- Letters to schools and parents
- Leaflets and flyers to support the change



# IG Week

12 – 18 July 2021

- Week long campaign
- Key focus – record keeping
- Dedicated Vlog from Trust SIRO
- Spotlight on features
- Stop... Think... Check... infographic

## INFORMATION GOVERNANCE WEEK 2021



12 - 18 July

## INFORMATION GOVERNANCE WEEK 2021

Information Governance is everyone's responsibility.

### Stop...

- Have you saved and closed the patient record appropriately?
- Have you inputted the correct patient details?



### Think...

- Is it possible to access the record or register the patient using their NHS number?
- Have you matched 3 demographics to the patient record?
- Are you organised and focussed on the task?



### Check...

- Have you checked that the information has been recorded accurately in the correct patient record?
- Are you satisfied there is no breach of patient confidentiality?

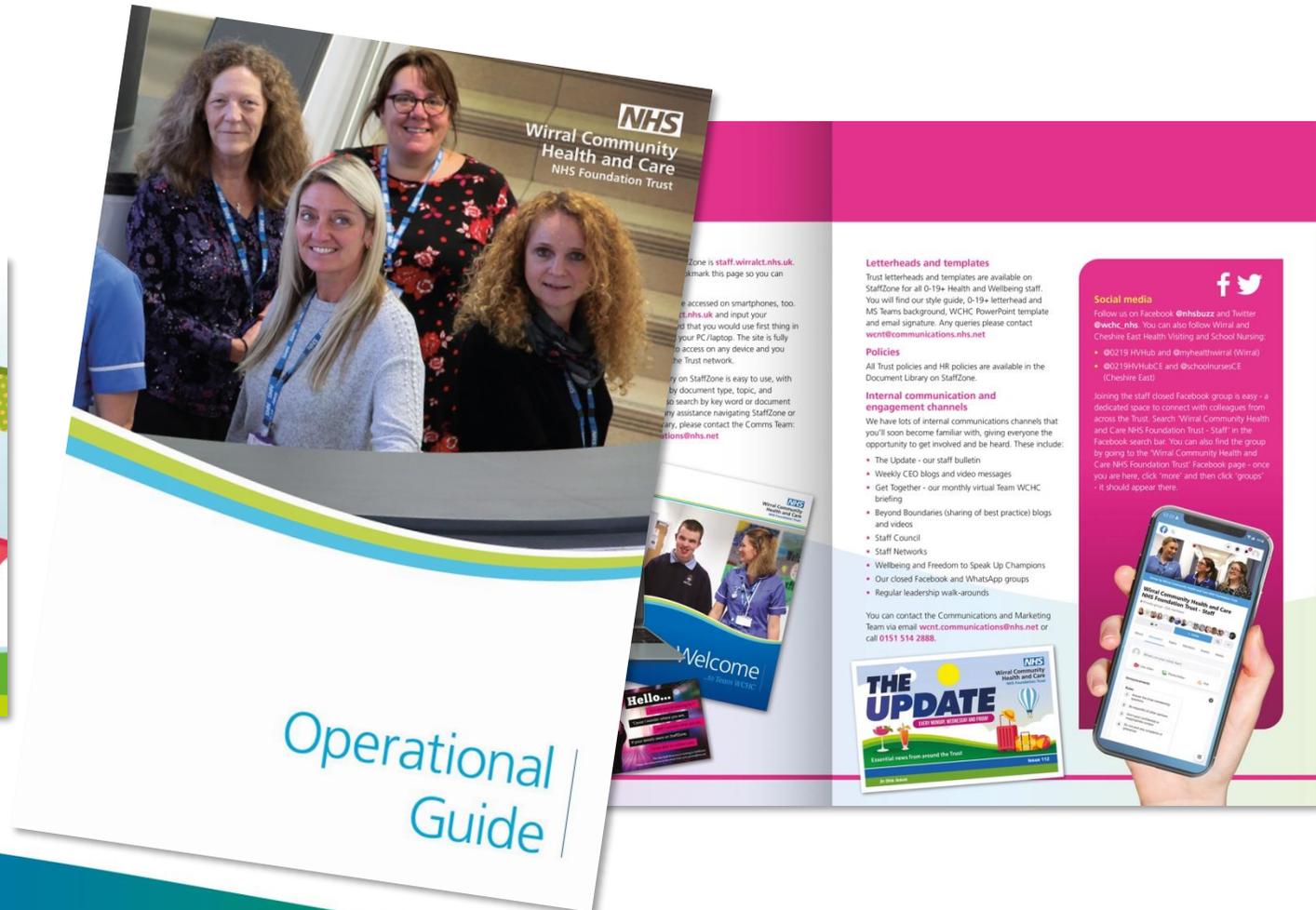


# St Helens colleagues, welcome to Team WCHC

- Development of a comprehensive communications mobilisation plan
- Co-ordination of Welcome Video and 28 page Welcome guide
- Operational guide - highlight the support provided by Team WCHC
- Dedicated service section on StaffZone
- Takeover banners on StaffZone homepage and dedicated The Update header
- Weekly mobilisations bulletins



# St Helens colleagues, welcome to Team WCHC



Operational Guide

NHS  
Wirral Community Health and Care  
NHS Foundation Trust

**Letterheads and templates**  
Trust letterheads and templates are available on StaffZone for all 0-19+ Health and Wellbeing staff. You will find our style guide, 0-19+ letterhead and MS Teams background, WCHC PowerPoint template and email signature. Any queries please contact [wchc@communications.nhs.net](mailto:wchc@communications.nhs.net)

**Policies**  
All Trust policies and HR policies are available in the Document Library on StaffZone.

**Internal communication and engagement channels**  
We have lots of internal communications channels that you'll soon become familiar with, giving everyone the opportunity to get involved and be heard. These include:

- The Update - our staff bulletin
- Weekly CEO blogs and video messages
- Get Together - our monthly virtual Team WCHC briefing
- Beyond Boundaries (sharing of best practice) blogs and videos
- Staff Council
- Staff Networks
- Wellbeing and Freedom to Speak Up Champions
- Our closed Facebook and WhatsApp groups
- Regular leadership walk-arounds

You can contact the Communications and Marketing Team via email [wchc.communications@nhs.net](mailto:wchc.communications@nhs.net) or call 0151 514 2888.



# Knowsley bid, presentation and announcement

## Extensive Communications support included:

- Bid response question
- Series of infographics to support tender response and design of presentation including infographics
- Co-ordination of video
- Drafting official announcement for Trust colleagues and key stakeholders across the Cheshire and Mersey patch and supporting PR



## Lot 1: Knowsley Healthy Child Programme Friday 9 July 2021



# Knowsley bid, presentation and announcement

**Safeguarding, competencies and innovation**

Statutory Training | Multi-agency Training | Internal Safeguarding Accreditation Programme

GOLD SILVER BRONZE

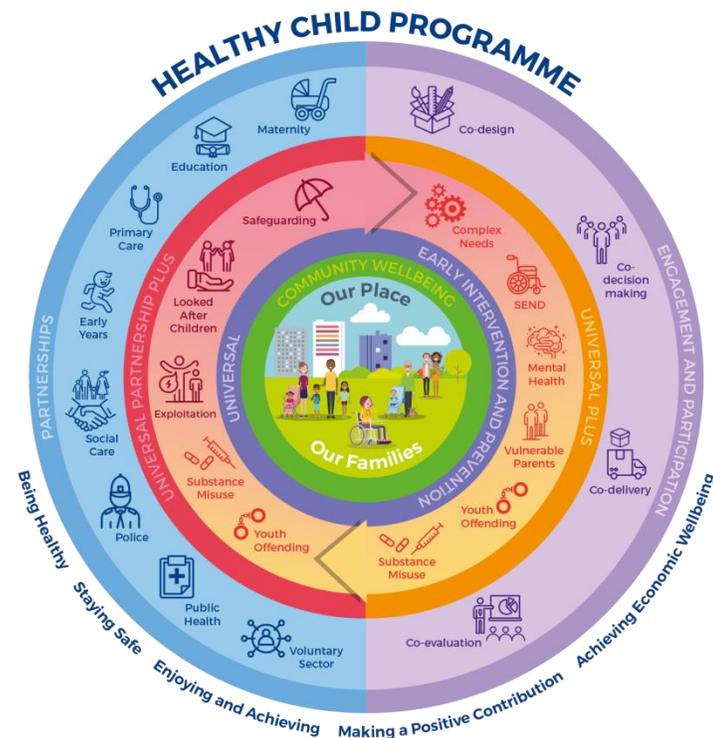
**Knowsley Continuum of Need**

LOT 4: SCHOOL ENTRY HEARING | LOT 3: BREASTFEEDING | LOT 2: WIRRAL COMMUNITY HEALTH AND CARE | LOT 1: ANTE-NATAL EXERCISES

UNIVERSAL | PREVENTION | ENHANCED PATHWAYS | TARGETED | SPECIALIST | SAFEGUARDING

LEVEL 1 | LEVEL 2 | LEVEL 3 | LEVEL 4

COMMUNITY



Wirral Community Health and Care NHS Foundation Trust

Home | Documents | Services and support | Quick links | Remote working | Staff directory

StaffZone > Providing high quality and specialist support for more children and young people across Cheshire & Merseyside

**Providing high quality and specialist support for more children and young people across Cheshire & Merseyside**

In the week that we have welcomed our new colleagues from St Helens, I am thrilled to be able to inform you that, following a competitive tender process, the Trust has been awarded the 0-25 Healthy Child Programme for Knowsley.

I am sure you will agree that this is another great achievement for the organisation, and it is a reflection of the excellent work we already deliver in Wirral and Cheshire East to support local children, young people, and their families and of our collective ambition and commitment to young people's services.

Over the past seven years we have been delivering an outstanding, responsive, and innovative integrated 0-19 Health and Wellbeing Service in Wirral, providing support for over 71,000 local children and young people. Following the award of the Wirral contract our 0-19 journey soon travelled to Cheshire East with teams supporting over 83,000 0-19-year-olds. From birth to adulthood our teams give young families the best possible start in life and have a huge impact on the long-term health of young people and children.

Bidding for the 0-25 Healthy Child Programme in Knowsley during a global pandemic was tough and I want to say a personal thank you to the bid team. They produced a fantastic presentation and innovative video detailing how the service will support children, young people, and families across Knowsley. The commissioners described it as "stand-out" and "highly professional".

We will officially start delivering 0-19 Services in Knowsley from Tuesday 7th September.

This is a truly exciting time for our Trust and over the coming month I will introduce and welcome our Knowsley colleagues to Team WCHC.

Best wishes  
Karen

**Karen's blog**

Providing high quality and specialist support for more children and young people across Cheshire & Merseyside

Posted 02 Sep 2021 in  
Message from the Chief Executive

# International Nurses Day – A voice to lead

## Internal communications campaign

- Special edition of The Update
- Quotes and videos from nursing colleagues
- Promotion of why the voice of the nurse is important
- All internal channels maximised
- Wirral Globe Column



*I became a nurse because I wanted to help and care. The nurse's voice is important, we deal with patients at grassroot level – we know what they need and want.*

**Mamerta Thomas:** Advanced Nurse Practitioner, Walk-in Centre



*I've been a nurse in the community for 30 years, it's a wonderful career. It's an amazing privilege and I feel extremely proud to be a nurse.*

**Paula Simpson:** Chief Nurse



*The pandemic has shone a light on the NHS, particularly nurses. Our voice is important as is the voice of the patient.*

**Infection Prevention and Control Team**



# Pride Month & Pride in the NHS Week 2021

- Vlog from Chair of the staff LGBTQ+ network
- Hosted Pride Podcast
- Promotion of LGBTQ+ staff network
- Screen saver, social media, StaffZone and The Update



Wirral Community Health and Care NHS Foundation Trust  
Admin · September 6 · 🌐

It's Pride in the NHS Week!

The next five days are dedicated to LGBTQ+ NHS colleagues, covering multiple topics, welcoming speakers, and starting a conversation. Everyone is welcome and encouraged to take part in Pride in the NHS Week.

To find out more and how you can get involved, watch the video below from Neil Perris, Head of Inclusion & Inequalities and Jess Gamble, Sexual Health & Inclusion Outreach and Engagement Worker.

[See more](#)



**PRIDE**  
in the **NHS**  
6 - 10 September 2021

Join colleagues in a week of virtual events as we:  
**Educate!**  
**Elevate!**  
**Celebrate!**

Stay informed and get involved via StaffZone or scan the QR code.

An inclusive NHS is everyone's responsibility.

We're supporting...

**PRIDE**  
June  
Month 2021

**Inclusion**  
Getting it right for everyone

We're supporting...

**PRIDE**  
June  
Month 2021

# Dying Matters Awareness

- Colleagues across our Specialist Palliative Care and End of Life teams shared their thoughts on ‘Why does dying matter?’
- Reflecting on the campaign’s theme this year, around being #InAGoodPlace to die
- Impactful videos and quotes were shared with staff and the public to raise awareness of the options and decisions around end of life to support individual’s wishes



*“Every minute of every day, someone in the world dies. It is part of the natural life cycle and yet it can be so emotive for all that are involved. It is important as Health Professionals caring for dying loved ones that we get it right, as we only get one chance to get it right!”*

Charlotte Botes  
Interim Services Manager for Integrated Specialist Palliative Care and EOL Team



*“Dying matters because... It is a natural end of life. Through normalising open and honest conversations about death we can encourage greater acceptance and reduce fears and anxieties and feel empowered to live well until we die.”*

Carys Prandle  
Specialist Palliative Care Therapies Assistant



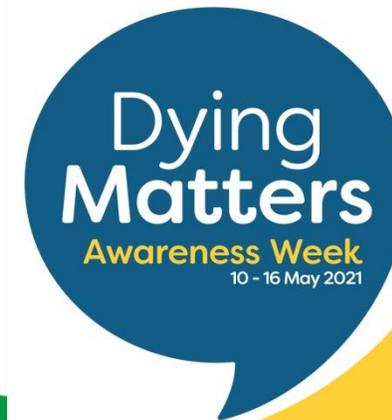
*“Talking about death and dying can be very difficult but is meaningful for several reasons. By starting conversations about death and dying empowers patients to express their fears and concerns, enabling them to make plans around what matters to them and to be treated as an individual with dignity and respect.”*

Charlotte Scott  
Clinical Nurse Specialist, ISPCT



*“I think having open and honest EOL conversations is important to both patient and family, it helps the person dying to express wishes and make sure they are carried out. It also helps to avoid unnecessary distress and misunderstandings and helps with the grieving process. As part of the ISPCT we are very passionate about EOL care and advanced care planning.”*

Karen Ainscough  
MDT Coordinator ISPCT & EOL Services



## Dying and bereavement

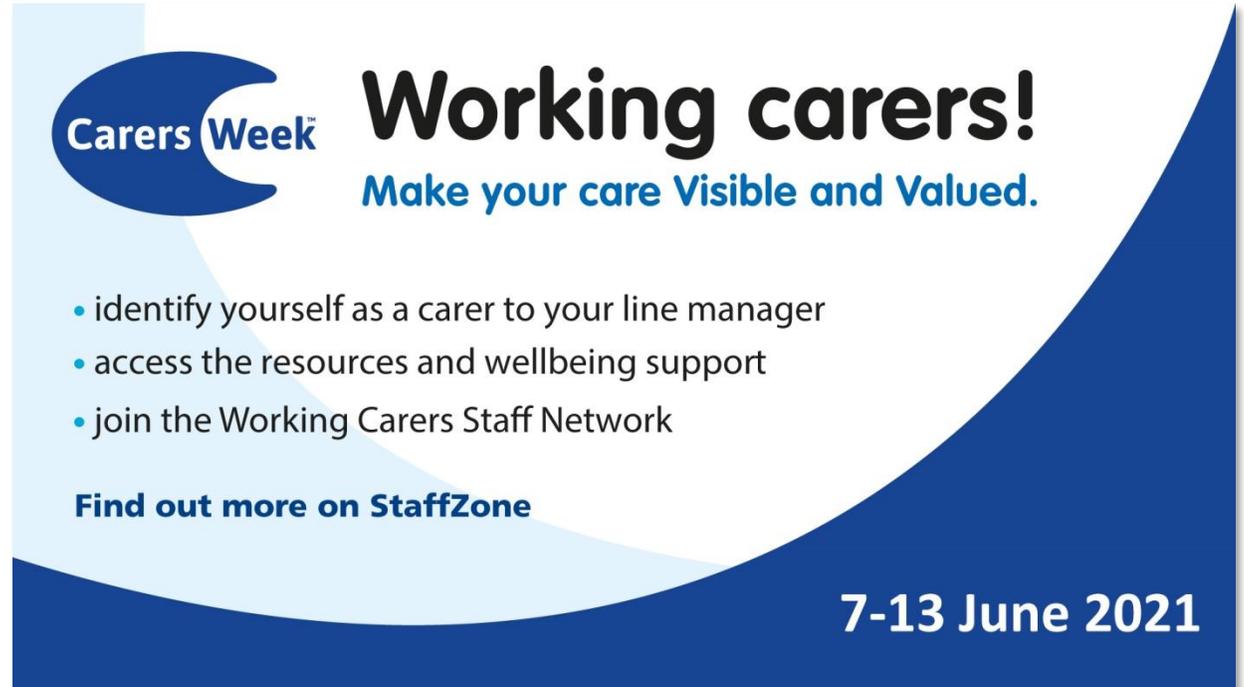
Hear from colleagues and find out about the importance of being #InAGoodPlace.

It's more important than ever for us to talk.

Find out more on StaffZone and [www.dyingmatters.org](http://www.dyingmatters.org)

## Carers Week

- 'Making caring visible and valued' was the focus for this campaign to ensure carers firstly identify themselves, and also access the help they need
- The pandemic had a big impact on carers: 70% of carers are providing more care due to the outbreak
- Promotion of the resources and support available to our working carers to ensure they are supported



**Carers Week** **Working carers!**  
Make your care Visible and Valued.

- identify yourself as a carer to your line manager
- access the resources and wellbeing support
- join the Working Carers Staff Network

**Find out more on StaffZone**

**7-13 June 2021**

# Other health and care awareness campaigns

- World Patient Safety Day
- World Sepsis Day
- World Hand Hygiene Day
- Breastfeeding Awareness Month

The screenshot shows the NHS Wirral Community Health and Care website. The main heading is "World Patient Safety Day 2021". The text on the page includes: "Every day is patient safety day, but today we recognise and celebrate World Patient Safety Day and the ongoing commitment to patient safety across the NHS." It also mentions "World Sepsis Day" and "Breastfeeding Awareness Month". A "Details" box indicates the article was published on 17 September 2021. At the bottom of the page, there is a photograph of St Catherine's Health Centre at night.

The poster features the word "Sepsis" in large white letters on a red background. Below it, it says "Seek urgent medical help if you notice any of these signs." The signs listed are: Slurred speech or confusion, Extreme shivering or muscle pain, Passing no urine (in a day), Severe breathlessness, It feels like you're going to die, and Skin mottled or discoloured. The UK Sepsis Trust logo is in the top right corner. At the bottom, it says "For more information visit: [sepsistrust.org](https://sepsistrust.org)" and "Stop sepsis. Save lives."

The poster is for World Hand Hygiene Day on Wednesday 5 May 2021. It features a globe icon and the slogan "SECONDS SAVE LIVES - CLEAN YOUR HANDS!". A graphic shows hands being washed under a running faucet. A call to action at the bottom says "Find out more on StaffZone and enter our quiz!".

The poster is for Breastfeeding Month 2021. It has a yellow and blue background. The text says "Breastfeeding Month 2021" and "Here for you!". A circular icon on the right shows a person holding a baby.

# Flu best practice webinar NHS E&I North West

- We were asked to present at two regional webinars due to our high uptake of flu vaccines among staff in 2020 (91%)
  - NHSEI NW Healthcare Worker Flu Network meeting
  - NHSEI NW Best Practice Webinar: Effective staff flu vaccination comms.
- **Rachel Sanders, Communications and Marketing Manager** presented our communications campaign and the approach we took in 2020 to complement the Covid-19 messages.



**Communications Channels**

Utilised every digital staff touchpoint, every day:

- Intranet (StaffZone)
- Screensavers
- Bulletins
- Video messages
- Blogs
- WhatsApp broadcast messages
- Staff Facebook Group
- Twitter

**Your free flu vaccine... coming soon!**

The flu vaccine is more important than ever. Vaccinations save lives.

- ✓ How to book
- ✓ Locations
- ✓ Immunisers

Protect yourself • Protect your team • Protect your community **StaySafe > StayWell**

*"It's more important than ever that we act to protect ourselves, our teams, our families and patients from getting flu."*

Ruth May, Chief Nursing Officer for England

Vaccinations save lives. Information on how to book your free flu vaccine coming soon.

Protect yourself • Protect your team • Protect your community **StaySafe > StayWell**

## Priorities for Quarter 3

Staff Seasonal Flu campaign 2021/22 programme	Covid-19 Booster Communications
NHS Staff Survey	Infection Prevention Control (IPC) Week
Launch of refreshed Recognition Scheme	Infection Prevention Control (IPC) Bid
Knowsley 0-19 mobilisation planning	CICC internal and external communications
St Helens roll out of communications plan	Allied Health Professional (AHP) Week
12-15yrs Covid-19 vaccination programme	Turn a light on this Christmas
Three Conversations – Social Care Innovation Sites	Shaping our Future – staff and stakeholder engagement
CQC Readiness	Supervision
Governor Elections	AMM and Membership engagement