Northland DHB Influenza Vaccination Rates
What are we doing right?

Case Study:
Running an effective influenza campaign with emphasis on preparation, communication, reporting and collaboration

February 2018
Introduction

- This presentation covers the Northland DHB Influenza Vaccination campaign with specific emphasis on
  - Preparation including data cleansing
  - Communication
  - Reporting
  - Collaboration
  - Is our strategy working?
  - Strategies for 2018.
Introduction

- Northland DHB is the tenth biggest DHB and benchmarked second in the national uptake of the influenza vaccination campaign.
- We have approximately 3000 staff.
- 2,400 staff is located at the Whangarei Hospital and the remainder within the three regional hospitals:
  - Far North 224 staff
  - Dargaville 87 staff
  - Bay of Islands (Kawakawa) 209 staff.
Preparation

- Project Plan
- Steering Committee

Communications Plan
  - Examples
    - [http://ndhb.creativem.co.nz/your-health/health-resources/immunisation/](http://ndhb.creativem.co.nz/your-health/health-resources/immunisation/)

- Publication of vaccination availability schedule by location
- Data preparation and cleansing.
Communication

- Importance of communications and outgoing message
- Frequency of communications including emails
- Ability to easily use data from different systems – MedTech and Pse – to support the communication
- Building networks and relationships within the organisation
- Linking in with Business Managers.
Reporting

- PSE HRMIS Employee Master Database
  - Data file for Data cleansing
  - Weekly CSV file for reports
  - Data reporting via Microsoft Excel
    - National Dataset
    - Union reporting
    - Ad hoc
    - Weekly Management reporting

MedTech Vaccination capturing database

Influenza Campaign Data
Reporting

- Effective and accurate reporting based on weekly activity
- PSe Administrators – robust application where data integrity is maintained due to stringent process and auditing
- Reporting is collated using Microsoft Excel – no requirement for expensive reporting applications to develop reports
- Comprehensive weekly detailed reports regarding vaccination uptake
- Reporting provides OHS and managers with information to make informed decisions
Reporting

- Good reporting influences and drives behaviour
- Managers see each other’s activity
- Our union partners are able to view our reporting
- Reports are discussed within the CE and Executive Leadership team to look for opportunities to support the campaign
- Data integrity – “Trust factor”
Reporting Examples

- NDHB Comparison
- NDHB Vaccinated vs. Not-Vaccinated
- NDHB Vaccinated vs. Not-Vaccinated breakdown
- NDHB tracking by Occupational Group
- NDHB tracking by Nursing
- NDHB Weekly tracking
- NDHB Weekly tracking by Team
Collaboration

- In 2015 a strong union partnership approach was established
  - This approach is educative, supported and proactive, working with the DHB Occupational Health and Safety programme
  - The collaboration included internal stakeholders
  - Campaign Champions – employees who have been impacted by influenza talking about their experiences
Is our strategy working?

- 95 percent of our staff responded to the campaign.

Factors influencing improvement include:
  - CE, Executive and Clinical Leadership engagement
  - Staff engagement
  - Patient safety focus
  - Increased education and awareness
  - Management support and encouragement
  - Union partnership
  - Reporting detail.
Strategies for 2018

- Post campaign review – Steering Committee
- Aim for greater workforce coverage rate before the flu season starts otherwise ‘the horse has bolted’
- Dedicated RN to support the campaign for four months
- Continue to provide easy access to cover community and nightshift staff
- Provide In-team vaccinators across all shifts and all regional hospitals.
Strategies for 2018

- Supporting the Nursing Bureau to increase 2018 vaccination rate of their mobile workforce
- Continue to offer the vaccination to those on Parental leave
- Vaccinators to attend Orientation Days
- Review communications – keeping it ‘fresh’ and current
- **CELEBRATE** outcomes.
Conclusion

To run a successful campaign and to minimise any possible barriers (opportunities) it is important to:

- Seek to understand the issues and the perspectives of different workforces
- Understand the leadership role that union partnership plays
- Identify Campaign Champions – the message has greater impact when it’s closer to home
- Understand that data integrity and data effectiveness is critical to support and underpins the campaign.
Conclusion

- Develop good relationships and understanding of the organisational structure – this has an indirect impact on data
- Develop an interactive (not reactive) and up-to-date communications plan
- Have the necessary resources and equipment available
- Have the campaign supported and driven from the top – CE, Executive and Clinical Leadership team
Thank you for your time

Questions are welcome
DHB Health Care Worker Coverage by DHB 2014-2017
National Dataset
Weekly Tracking Graph

Staff Vaccinated by Percentage
Target is 85%
2016 vs 2017

Week 19 result will be benchmarked against national results
Vaccinated vs Not Vaccinated

Northland District Health Board
Staff Flu Vaccination Total
(report run 28 June 2017)

Values
- Vaccinated
- *Not Vaccinated

Vaccinated, 26.34%
*Not Vaccinated, 50.66%

* Not Vaccinated includes Declined and Unknown Status
Breakdown of Vaccinated vs Not Vaccinated

Northland District Health Board
Staff Flu Vaccination Total
(report 28 June 2017)

- Unknown Status, 49, 64%
- Given, 23, 30%
- Given Elsewhere, 3, 4%
- Declined - Opted Out, 2, 2%
Vaccination vs Not Vaccinated by Nursing

Northland District Health Board
Medical Personnel Vaccination
(report run 28 June 2017)

Values
- Vaccinated
- Not Vaccinated
- % Vaccinated Snapshot

<table>
<thead>
<tr>
<th>Category</th>
<th>Vaccinated</th>
<th>Not Vaccinated</th>
<th>% Vaccinated Snapshot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Nurses</td>
<td>80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>71%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Care Assistants</td>
<td>64%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal Bureau Nurses</td>
<td>57%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enrolled Nurses</td>
<td>55%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registered Midwives</td>
<td>42%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Vaccination by Occupational Group

Northland District Health Board
Staff Flu Vaccination by Occupational Group
(report run 28 June 2017)

- Vaccinated
- Not Vaccinated
- Sum of % Vaccinated Snapshot

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Number of Staff</th>
<th>Vaccinated</th>
<th>Not Vaccinated</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allied Health</td>
<td>71%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctors</td>
<td>76%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midwives</td>
<td>42%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nurses</td>
<td>70%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>65%</td>
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</tbody>
</table>
Vaccination data by Team – Unknown Status

Northland District Health Board
2017 Flu Vaccination Campaign
Vaccination Detail as at 31-August-17

<table>
<thead>
<tr>
<th>CC</th>
<th>CC Description</th>
<th>Status</th>
<th>SURNAME</th>
<th>GIVENAME</th>
<th>Headcount</th>
</tr>
</thead>
<tbody>
<tr>
<td>5012365</td>
<td>Emergency Department (ED)</td>
<td>Unknown Status</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

5012365 Total: 7
Grand Total: 7
Influenza immunisation is FREE for Northland DHB staff and contractors

Our aim is to maintain a healthy workforce and protect our community and vulnerable patients from Influenza

Influenza. Don’t get it. Don’t give it.

See your in team vaccinators or phone Occ Health and Safety Ext 3241

Protect yourself, your patients and your community
Influenza immunisation is FREE for Northland DHB staff and contractors

Our aim is to maintain a healthy workforce and protect our community and vulnerable patients from Influenza.

Speak to your in-team vaccinator visit a Drop In Clinic or call Occupational Health on ext 3242.
Is our strategy working?

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>All NDHB Staff</td>
<td>57%</td>
<td>72%</td>
<td>78%</td>
<td>78%</td>
</tr>
<tr>
<td>Nurses</td>
<td>60%</td>
<td>76%</td>
<td>78%</td>
<td>81%</td>
</tr>
<tr>
<td>Doctors</td>
<td>61%</td>
<td>81%</td>
<td>88%</td>
<td>84%</td>
</tr>
<tr>
<td>Midwives</td>
<td>82%</td>
<td>51%</td>
<td>65%</td>
<td>60%</td>
</tr>
<tr>
<td>Scientific, Technical and Allied Health</td>
<td>35%</td>
<td>68%</td>
<td>76%</td>
<td>77%</td>
</tr>
<tr>
<td>Other Employees</td>
<td>70%</td>
<td>65%</td>
<td>71%</td>
<td>70%</td>
</tr>
</tbody>
</table>
National Dataset

Northland DHB 2017 Health Care Worker Influenza Immunisation Coverage Rates

- Nurses
- Doctors
- Midwives
- Allied staff
- Other Employees

Northland vs All DHBs