

Table 1: Reading Borough Council Communication Action plan 2020/21 DRAFT

Target Audiences	Key messages	Distribution	Actions	When	Who	RAG	UPDATE
Professionals working with pre-school children 2 and 3 year olds	Request to share advice/encourage service users to get child vaccinated (+ posters/newsletters) - EY Providers	FIS will send email to contacts for pre-school services/activities including: § registered nurseries § child-minders § playgroups § mother and toddler	NHS England to confirm national comms message and vaccination arrangements for these groups. Wellbeing and RBC Comms Team to produce local comms messages to go out through network/s with direction from PH.	Mid Sept – End of Sept	NHS England Wellbeing Team/RBC Comms Team FIS BHFT - School Nursing and Community Immunisation Team PH		
	§ Flu vaccination programme – arrangements for 2 & 3 yr reminder of arrangements for 4 year olds (school)	SEND to also be included.					
	§ Benefits/risks	Children Centres					
	§ availability		PH TO Liasise with FIS, SEND, BHFT				
	§ Link to resources	Wellbeing to distribute email messages to wider community & voluntary groups					
	Signpost for more info		NHS England to confirm national comms message and vaccination arrangements for these groups.				
Parents of Pre school children (2 & 3 year olds)	§ Benefits of immunisation/risks of flu	BHFT – 0-19s provider (HV& SN) also be looped in and asked to support efforts service.					
	§ Administered by nasal spray						
	§ Available from GP only (2& 3 year olds)	RBC Comms to use social media pages to distribute key messaging.	Wellbeing/PH (VS) and RBC Comms Team to distribute local comms messages to go out				
	§ Links to resources						

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		RSG as an additional platform – though FIS most useful page.	through network/s with direction from YI.					
Infant/Primary School Heads	§ Service available from Schools Imms Team	BHFT Schools Immunisation Team will distribute key messages through School Head teachers;	BHFT to confirm school programme for 2020. This will be supported by LA colleagues who will support to identify comms networks to help raise awareness to parents/schools.	Date pending on both national plan and local school programme dates	BHFT - Schools & Community Immunisation Team			
	§ How to contact/arrange							
	§ Flu Messages for parents (see below) to encourage uptake	BHFT will prepare a letter to home-educated parents and work with Local Authorities colleagues to send this out. Continue to use 2019/20 new easy read generic leaflet.	Check in with home school educated lead for Reading as before.					Wellbeing Team/RBC Comms Team
	§ Link to resources							
Parents of Year 1, 2, 3, 4, 5 and 6 pupils and Year 7.	§ Benefits of immunisation		Link in with inequalities immunisation nurse-home schools. Generally and to see if Mobile pop up clinic is planned for 2020 – given COVID contains – Nikki.		Inequalities nurse			
	§ Administered by nasal spray							
	§ Available via school							
	§ Dates of birth for those turning 4 (starting school)							
	§ Link to resources							
RBC DMT/CMT	§ Promote national flu vaccination programme via staff routes	DMT/CMT and RBC Comms Team	PH to prepare staff and team communications about flu vaccinations - protecting themselves	H&SC Workers National Campaign	RBC DMT's Wellbeing			

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	<p>§ Benefits and risks (to vulnerable groups and org)</p> <p>§ Lists of eligible teams/staff (working with vulnerable people/critical for business continuity)</p> <p>§ Request for managers to cascade</p> <p>NOTE: F/U DM on whether all staff vaccination will happen this year – if so who are we prioritising?</p>		<p>and vulnerable residents. Briefing/meeting/emails etc</p> <ul style="list-style-type: none"> - Include on intranet, all staff email (peters email) 	launched 16/9	and Comms Team		
All RBC staff	§ Risks and benefits	Team Meetings/Supervisions (Did follow up to see if happen, but can be encouraged via DMT)	LA to prepare promotional information for staff flu vaccinations (can use	H&SC Workers National Campaign	LA		

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	<p>§ Who is eligible for national/staff* offer (those working with at risk groups and BC critical + anyone caring for eligible person)</p> <p>§ *Free if eligible - available from pharmacy AND GP</p> <p>§ When available</p> <p>§ Spread the word/remind family & friends and service users who are in clinical at risk groups</p>	<p>§ Intranet News Filter</p> <p>§ Inside Reading staff magazine)</p> <p>§ Posters on noticeboards (all Council facilities)</p>	<p>NHS England information)</p> <p>Include on intranet, all staff email (peters email</p>				
<p>Manager's of services access by people in clinical at risk groups e.g. Care Home Manager, Domically Care Providers, Extra Care Sheltered Housing, carers etc</p>	<p>Update on national Flu campaign clinical at risk groups.</p> <p>Location of where vaccinations are available</p> <p>Responsibilities - for self, staff and to service users</p>	<p>Distributed through Commissioning Team and Housing Team colleagues.</p>	<p>Wellbeing Team to prepare and cascade information to commissioned services providers for both residents and staff.</p>		LA		

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	<ul style="list-style-type: none"> § Benefits/risks to residents and day-to-day ops § IMS services available – how to arrange § Link to resources § Encourage and support residents/service users to take-up 						
<p>Reading Residents:</p> <ul style="list-style-type: none"> - General Winter wellness messaging for all - For 65yrs plus - Those with long term conditions - New this year 50 – 64 years (post Nov, supply permitting). 	<ul style="list-style-type: none"> - Risks and benefits - Links to resources - General winter wellness messages – catch it, bin it, kill it, staying warm etc. 	<p>RBC Comms Team will use national messages via Social Media.</p> <p>Some printed materials may be used for specific resident groups such as Older People but these will be limited to need only.</p> <p>National campaign messages will be distributed to community and voluntary sector and</p>		Phase 1	RBC Comms and Wellbeing Team		

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		other RBC services for wider distribution.					
	§ Who is eligible for national/staff* offer (those working with at risk groups and BC critical + anyone caring for eligible person)	Joint Press Release RBC & CCG Efforts are being made this year for NHS Doctors to film in a variety of different language Priority is COVID19 prevention, but also looking to include Flu prevention messages.	CCG to confirm local programme information and details on access so local messages can be tailored for targeted groups. Coordinate with Comms team and Sally More RBH	There will be different phases targeting different groups - waiting national plan to identify			

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	<p>§ *Free if eligible - available from pharmacy AND GP</p> <p>§ When available</p> <p>§ Spread the word/remind family & friends and service users who are in clinical at risk groups</p>	Share via social media an flu materials produce on platforms such as You Tube	<p>Comms team with input from PH</p> <p>LA to also access national marketing information and cascade to key stakeholders and use comms links to raise awareness.</p>	these phases			
					CCGs/LA		
Ante-natal services	§ Flu Jabs in pregnancy	To support the local Trust and GPs to spread the word through services such as maternity unit (probably covered by health/hospital)	CCG to confirm local programme information and details on access so local messages can be tailored for targeted groups.		Trust and CCGs colleagues support by Wellbeing and RBC		

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	§ Benefits/Risks for pregnant women	Ante natal groups (NCT) and via our Family Information Services.	LA to cascade information via networks i.e. FIS, Smoking Cessation Service, Social Media, & via Children Centres		Comms Team.		
	§ Request to spread the word	Community midwives - via our 0-19 health services.					
	§ Link to resources						
Additional Consideration for Reading Residents 2020/21							
NEW group for 2020/21 Groups disproportionately impacted by COVID19 - BAME population, those in travel sector, security, overcrowded households	Concerns about Flu and COVID19 – Getting vaccinated help you to stay well this winter. Benefits, risk of Flu and COVID19	Social Media Info on RSG Links with CCG Promotion through NHS HC EHC armed with Flu leaflets and messages about flu preventions so they can share with business, faith settings	Links with New Covid19 Community Engagement Officer Links with Housing and Neighbourhood teams Connecting communities working group – via PH/Wellbeing colleagues				

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		and other organisations.					
Hub One Reading - Vulnerable Shielding residents							
Carers/ those spending significant time with people shielding also eligible this year.	<ul style="list-style-type: none"> - Eligibility - Risk/Benefits - Access - 	Communication in print to those registered with One Reading Hub Carers network communicated	One Reading Hub (Kate Grafea) Wellbeing Team				

*This year links with COVID19 should be made wherever possible, particularly for at risk populations

* Letter to school seeking buy into vaccination programme – ideas from Slough – imms is poor, generally Reading is good, however Muslim based school we had issues with last year, could be worth sharing with them/ all sooner rather than later

- would require setting up data sharing agreement between Imms team and LA
- Letter include uptake of vaccinate compared to the average rate across Reading (need to not detail other school's uptake, a bit like NCMP)
- Why school should be involved/importance

- Info about teacher webinar on school prevention – something they are doing locally in Slough – not sure if anything like this is happening for Reading?

Resources for healthcare workers

<https://campaignresources.phe.gov.uk/resources/campaigns/92-health-and-social-care-workers-flu-immunisation-/resources>

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