

**NHS Bolton CCG Communications & Engagement Team  
Communications & Engagement Plan**

**Name of project: Flu 2018 – Flo the Flu Fairy**

**1. Introduction**

In recent years the CCG has produced broad communications aimed at keeping the borough's population informed and motivated to stay well over the Winter months. Primarily, our flu campaign has targeted those in 'at risk' groups, but also served to educate the general public via a series of 'myth-busting' messages.

At risk groups include: those aged 65 years and over; those with a long-term health condition; pregnant women; primary school children from Reception up to Year 5 (aged 4-9) via the schools programme; and 2 & 3 year olds.

When compared nationally and across Greater Manchester, Bolton lies below average for the uptake of the flu vaccine in 2 & 3 year olds.

Ensuring our younger population is vaccinated not only protects them against flu, but also helps prevent the spread of this infectious disease throughout Bolton.

This year we produced some tailored communications for this age group in addition to building on our general flu campaign.

**2. Approach**

We worked specifically with the Early Years team at Bolton Council to create a family-friendly character called Flo the Flu Fairy.

The intention was for Flo to be used on materials aimed at 2 & 3 year olds for early years' providers to use during story time with their children.

In addition, Bolton CCG engaged directly with 70 early years' providers, including childminders and nurseries, to establish how useful they thought the resource would be.

The early years' providers were supportive of the concept and all agreed to use the resource pack in their setting. Based on their initial feedback, we made some amends to the character by adding a mouth to Flo and changing her hair from blonde to rainbow colours.

We delivered the resource packs to the providers and included the character in our wider flu communications and engagement with the borough.

**3. Stakeholders**

Bolton CCG will take the lead on the communications and engagement plan on behalf of the multi-disciplinary Flu Group. Representation includes: Bolton Council, Bolton FT, Bolton CCG. There will be an expectation that all partners help to share the campaign messages to their relevant networks/stakeholders.

**4. Key Audiences**

Parents and carers of 2&3 year olds



**Bolton**

**Clinical Commissioning Group**

The general public  
GP surgeries  
Nursery settings  
Start Well Centres (formerly children's centres)  
Childminders  
Grandparents

## 5. Key messages

The child's vaccination is a nasal spray, not an injection  
The nasal spray is quick and painless  
The nasal spray is free to all 2&3 year olds  
Parents must make an appointment with their GP

## 6. Communication & Engagement Mechanisms

We adopted a range of communication and engagement methods to share the message. These included face-to-face sessions with interested stakeholders and the public, as well as a high-profile publicity campaign which included radio coverage and the local press. In addition, we conducted a social media campaign which was specifically tailored to the target audience, using filters to highlight families with young children.

Face to face engagement with nurseries and childminders in Bolton	Bolton Council's Get Ready for Winter Event	Face to face engagement with health visitors, the Toy Library, Area Forums, mother and toddler groups
Flo the Flu Fairy packs distributed to 70 EY settings	Bolton FM radio interview	Social media campaign via the Bolton CCG account and key partners
Press release	Radio advert encouraging parents to make an appointment for their 2 & 3 year olds	Social media campaign via the Bolton News, aimed at families with 2 & 3 year olds
Flu Roadshow on Victoria Square	Posters at Children's A&E and the Royal Bolton Hospital	Posters and stickers to all GP practices in Bolton
Article in the Council's Early Years newsletter – sent to all EY providers	Posters in all Children's Centres and Libraries	Flo banner positioned at the ice rink as part of the town's Winter Festival