



# Vaccination Matters



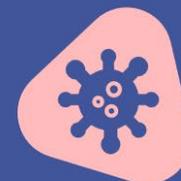
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# Introductions

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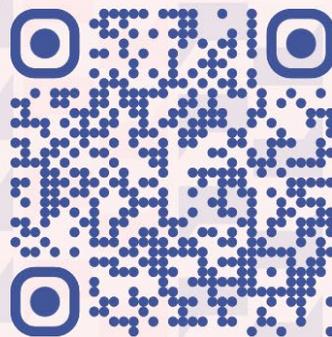
# Flu Vaccinations for Healthcare Workers: State of the Nation

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# Audience Participation



[www.vaccinationmatters.co.uk](http://www.vaccinationmatters.co.uk)

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# Insights: The Case for Change



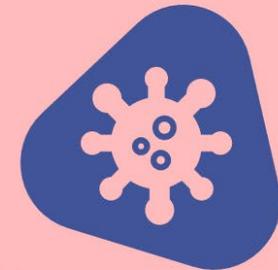
**The Forgotten Workforce:** Vaccination decisions are often shaped by data from hospital staff, leaving social care, community, and support teams, the backbone of our system, unheard and underrepresented.

**Autonomy & Pushback:** Vaccination approaches during the pandemic intensified feelings of pressure and loss of control, sparking resistance and eroding trust. Staff want to make their own health decisions.

**Critical Knowledge Gaps:** Persistent misunderstandings, myths, and conspiracy theories about vaccines continue to circulate, fueling confusion and making it harder to separate fact from fiction.

**Vanishing Conversations:** With less media coverage and fewer open discussions at work, vaccination is slipping off the radar, complacency is taking hold.

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# Insights: Staff Feedback on Vaccinations

## **Doubts Linger: Are vaccines truly tested and worthy of trust?**

*“Vaccines aren’t tested enough. I don’t know if they’re safe.”*

## **Effectiveness Under Fire: Faith in “natural immunity” chip away at confidence**

*“Building natural immunity is more effective. I’ve had the vaccine before and still got flu.”*

## **Motives Questioned: Vaccination feel less about care and more about cutting sick days**

*“They want us to get vaccinated, so we don’t go off sick.”*

## **Silent Conversations: Fear of gaps in knowledge leave staff avoiding vaccine discussions**

*“It’s difficult to have conversations with staff about vaccines. I don’t feel confident to address their concerns, so I just avoid talking about it really.”*





# Insights: Communication

**Communication Overload: Campaign drives bombard and overwhelm staff, leading to disengagement.**

*“I feel harassed and hounded by the flu campaign this year”*

**“What About Me?”: When messaging fixates on targets, patient safety, or time off, staff feel overlooked.**

*“It often feels like it’s just for numbers – being forced by the higher managers. They’re not giving us context, just telling us to get our vaccine.”*

**Meet People Where They Are: We need more info that is clear, compelling, and meet people where they are.**

*“Social media presence about facts on vaccines should be amplified.”*

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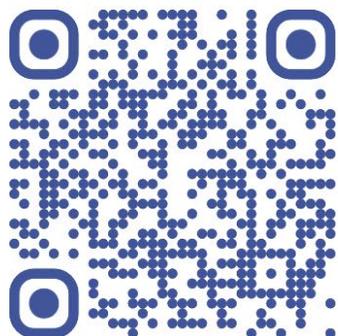
# Introducing Vaccination Matters

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# Vaccination Matters Hub Demo



**Vaccination Matters**

YOUR VIEW   FLU FACTS   FLU SKILLS   CONTACT US

## Every job. Every choice. Every voice.

Welcome to the Vaccination Matters hub, a dedicated space for Health and Social Care staff across Lancashire and South Cumbria. Here, your voice truly matters and so we need your opinion. Click below to help us learn from the past and build better together.

[Let's Go!](#)

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# Activation



# Activation





# Top Takeaways

**Closing Data Gaps:** We're committed to including voices beyond hospital staff, actively seeking input from social care, community, and support roles, the "forgotten workforce" in the vaccination conversation so far.

**Championing Autonomy:** Empowers staff to make informed choices, respecting individual preferences.

**Year-Round Engagement:** Communications and support are ongoing, recognising that real behaviour change takes time, not just during campaign season.

**Promise to Improve:** We openly acknowledge past mistakes and are dedicated to building trust through transparent, responsive communication.

**Engaging, Accessible Information:** We prioritise clear, jargon-free content and tackle misinformation directly, making information easy to find and understand.

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# Roadmap

## 01

### Drive Awareness and Action

Get the word out everywhere. Encourage staff to complete the survey, dive into the hub and explore.

## 02

### Co-Create and Connect

Work with staff to develop content that reflects real experiences, and share it across channels they already use, social media included.

## 03

### Build Trust and Community

Foster safe spaces for honest dialogue, peer support, and shared learning to strengthen confidence in vaccination.

## 04

### Amplify Insights

Turn data into stories and dashboards that make progress visible and meaningful for everyone.

## 05

### Learn and Improve

Use what we discover to tailor campaigns, sharpen messaging, enhance the offer and do better.

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# How To Get Involved



## 1. Share the Hub

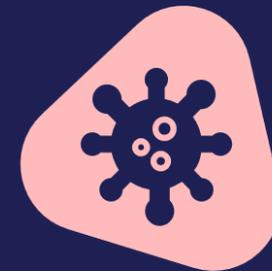
Promote it within your care homes and teams. Encourage colleagues to explore the topics and resources.

## 2. Start the Conversation

Put vaccination back on the agenda, raise it in meetings, team huddles, and everyday chats.

## 3. Get Involved

Join the **Vaccination Matters Network**. We're bringing together advocates and innovators to shape the future of vaccination for our teams, not just through the hub, but by influencing the future of vaccination offers across Lancashire and South Cumbria.



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**Any Questions?**

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