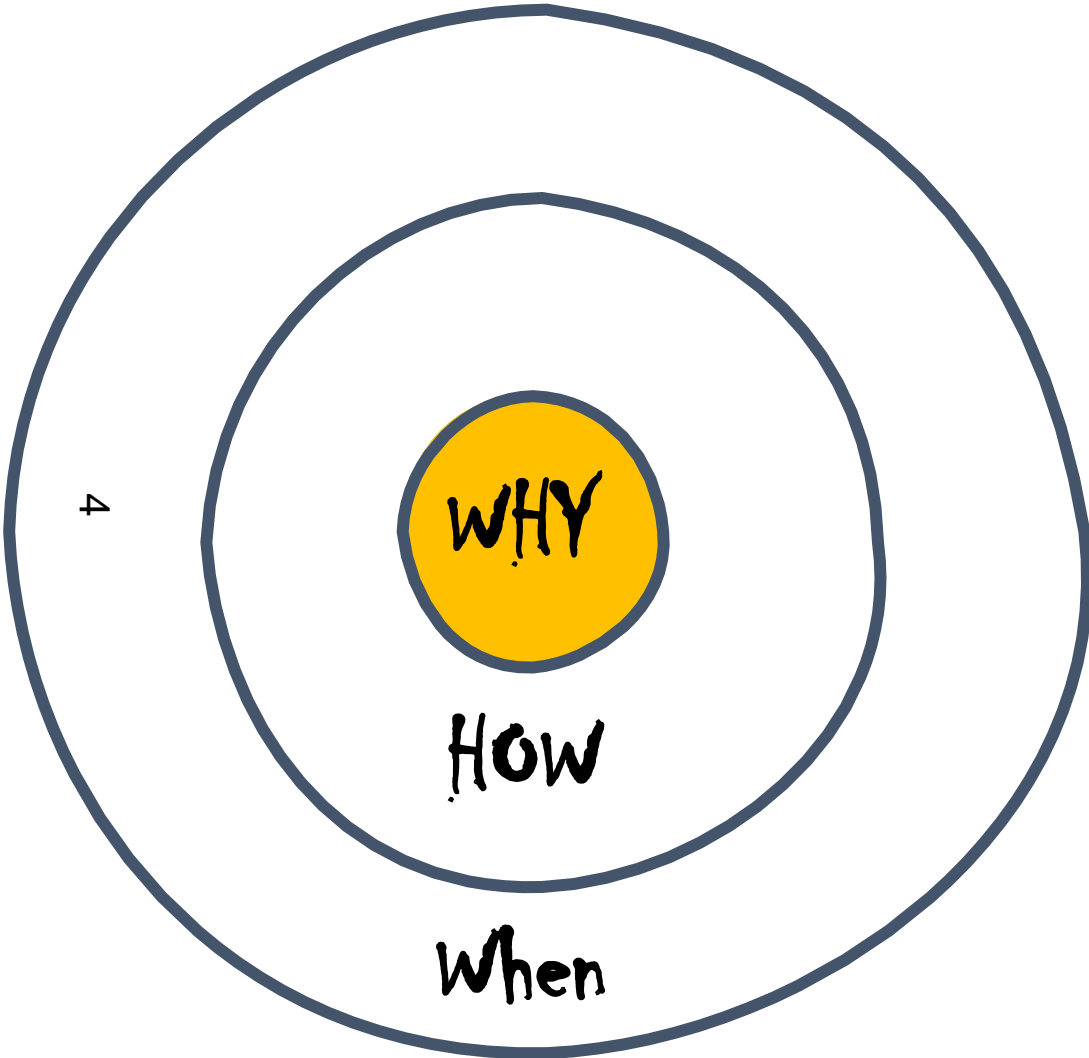


BOB ICB Communications activities

Seasonal vaccines

Activities and evaluation 12 Sept – 9 Oct 2023

ICB comms Why, How, When



WHY – encourage key groups to take up seasonal vaccines offer. To stay well and avoid hospital admission this winter.

HOW – use appropriate channels, system wide + Place engagement where appropriate: support/ amplify/ monitor consistency with local teams.
Liaise with Place leads with vaccine funding to ensure no comms overlap.

- StayWell: [Covid-19 and flu vaccines - Stay Well](#)
- Social media
- Hard copy materials/ translations/ other media
- Make use of existing Place networks
- Use BOB ICB Community Engagement in outreach work

WHEN – mid Sept 2023 to end of Jan 2024

Live BOB wide activities

- Public facing map of COVID clinics produced - [ICB Stay Well site](#) downloadable on Stay Well.
- Promotion of pop-up clinics on web and social media.
- All digital and physical materials to have tracked QR code/ link (See appendix)
- Ad van visiting low uptake areas, pop-up clinic postcodes, minority ethnic venues (churches/ mosques), and high footfall areas (See postcodes appendix, updateable if required)
- ⁵ Suite of BOB produced [downloadable materials](#): ***'The more people vaccinated: the better our defence'***
- Weekly update to Place partner and stakeholder comms leads
- Bus stops: 9-23 Oct and Bus rear ads: 2-27 Oct
- 2 press releases published - Rachael Courser interview with BBC Radio Berkshire
- 5 million vaccines press release prepped for mid Oct (plus social/ web promo)
- Provided Head Community Nurse and colleagues with materials for housebound, LD, at risk and pregnant
- Regular engagement with Your Health: Your Choice, CLASP and Talkback (Learning disabilities charities)
- Messaging to ICB staff, GP locums via GP bulletin, GP surgery digi screens,

Live materials



THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU VACCINE

The NHS offers an alternative to the nasal spray flu vaccine for children. Given as an injection, it does not contain gelatine.

NHS

THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU + COVID-19

- Do you have a learning disability?
- Get your COVID-19 and flu vaccines this winter.

NHS

THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU VACCINE

The children's nasal spray flu vaccine is safe and effective. It's offered every year to help protect them against flu.

NHS

THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU + COVID-19

Pregnant? Improve you and your baby's defences against COVID-19 and flu. Both vaccines are safe, effective, and the best protection for you and your baby.

NHS

THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU + COVID-19

Flu and COVID-19 can be life threatening. Protect yourself and the people you care for by booking your vaccine when invited. For more information visit: bit.ly/seasonalvaccines

NHS

THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU + COVID-19

Carers care, it's in the job description! But, sometimes you need to think about yourself too. COVID-19 and flu protects you and those you care for.

NHS

Ad van visiting BOB wide, low uptake postcodes

Social media ads: 2&3/ primary/ secondary flu, pregnant women, carers, minority ethnic groups, frontline HSC staff

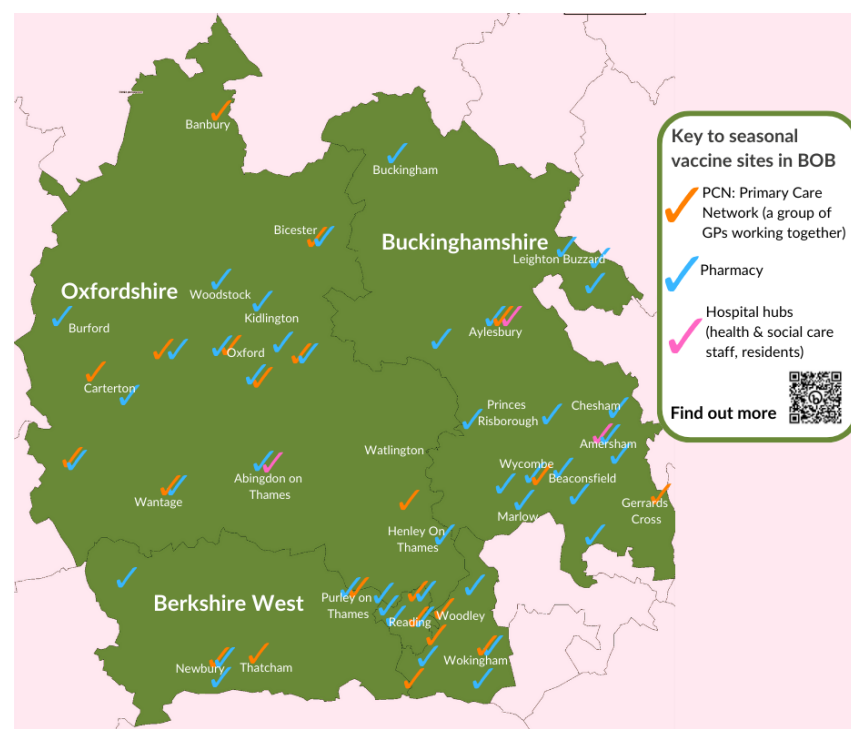
Live materials



Book a flu vaccine for your 2 or 3 year old when invited by your GP

Visit: nhs.uk/childflu

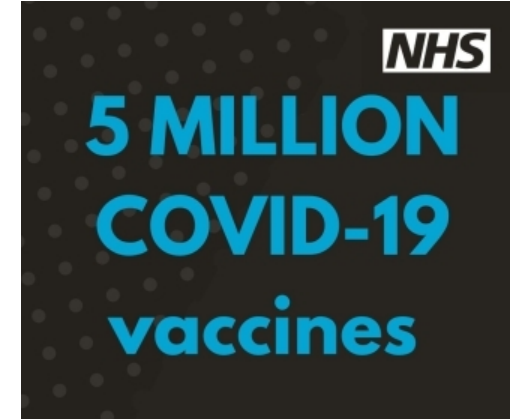
Primary Times Ad: BOB wide - Oct half term



Map of COVID vaccine clinics



Buckinghamshire, Oxfordshire and Berkshire West
Integrated Care Board



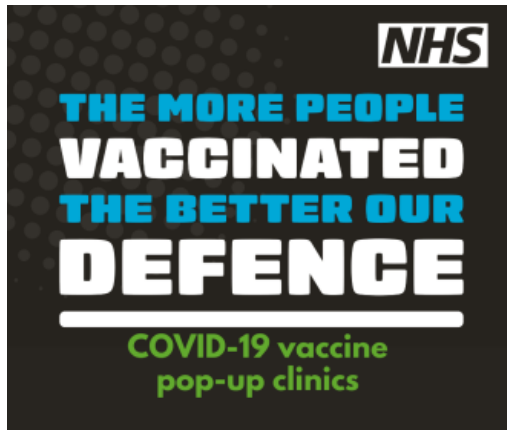
5 Million digital promo: tbc



Bus rears and bus stop posters

BOB wide materials planned Oct/Nov

- Radio ads on Get radio: 2&3 yrs and primary school age flu + 6 mths to 4 yrs at risk COVID.
- Mailshot: A5 pp postcard mailshot. Audience appropriate image in areas of low uptake and where pop-ups appear. (see appendix for current list)
- Flyer for care home staff sent to 450 care home providers
- Super Saturday/ weekender vaccine push at end of October
- Pharmacy bags : 30 Oct – Mid Nov
- ∞ New materials for ad sets and channels



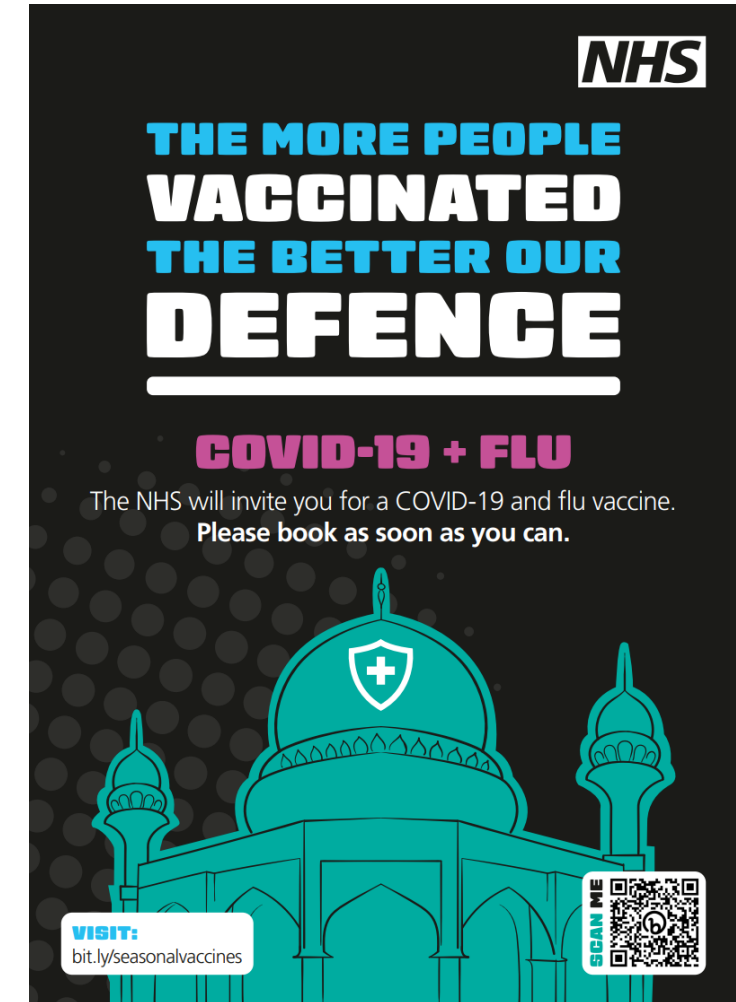
Newsquest marketing

- Oxford Mail
- Oxford Times
- Witney Gazette
- Bicester Advertiser
- Herald series
- Bracknell News
- Reading Chronicle
- Bucks Free Press

Newsquest ads + targeted digital radio/ social marketing



Pharmacy bags



Mosque poster & post Friday Prayers
Imam speech

Buckinghamshire: Oct/ Nov



Buckinghamshire, Oxfordshire
and Berkshire West
Integrated Care Board

HSC staff: seasonal vaccines

- Wraparound digi screen near Stoke Mandeville Hospital – Wrap around digi screens
- Posters in shops near hospitals
- Keyrings with vaccine message to Trust staff

Pregnant women: seasonal vaccines

- ⁶Friars Square mall, Aylesbury: Digital Panels

2&3 year old and primary school age flu, 6 mths – 4 yrs at risk COVID

- Friars Square mall, Aylesbury: Digital panels
- Posters/ digital ads in softplay centres: Jungle Mania, Bourne End and Play Train, High Wycombe

At risk age 18-25: seasonal vaccines

- Paid social ad sets (Place and cohort targeted)

Other

- Buckinghamshire Council county wide magazine: advert and text re winter pressures including seasonal vaccines

Oxfordshire: Oct/ Nov



Buckinghamshire, Oxfordshire
and Berkshire West
Integrated Care Board

HSC staff: seasonal vaccines

- Posters in shops near hospitals
- Keyrings with vaccine message to Trust staff

Pregnant women: seasonal vaccines

- Radio and digital ads via Newsquest
- Oxford County Council Winter Pressure Podcast TBC

2&3 year old and primary school age flu, 6 mths – 4 yrs at risk COVID

- Get Radio ads: 2&3 yrs and primary school age flu + 6 mths to 4 yrs at risk COVID.
- Sponsorship package pre and during Oxfordshire firework event (screens, website, radio, e-newsletters, banners, posters)
- Posters/ digital ads in softplay centres: Partyman World, Oxford and Snakes and Ladders, Abingdon
- The Oracle, Reading: digi screens

At risk age 18-25: seasonal vaccines

- Westgate mall, Oxford. Large M vision screen gifs and lift door decals
- Paid social ad sets (Place and cohort targeted)

Berkshire West: Oct/ Nov



Buckinghamshire, Oxfordshire
and Berkshire West
Integrated Care Board

HSC staff: seasonal vaccines

- Posters in shops near hospitals
- Keyrings with vaccine message to Trust staff

Pregnant women: seasonal vaccines

- → The Oracle mall, reading: digital screens

2&3 year old and primary school age flu, 6 mths – 4 yrs at risk COVID

- Posters/ digital ads in softplay centres: Gymfinity Kids, Reading and Madhouse, Reading
- Castle Quays, Banbury: digi screens

At risk age 18-25: seasonal vaccines

- Paid social ad sets (Place and cohort targeted)

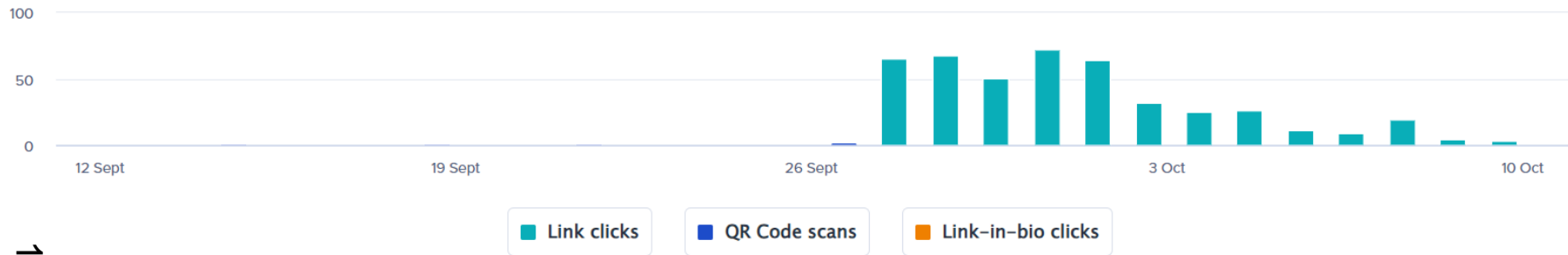
Digital evaluation to 10 Oct 2023

Bitly click throughs to date

bit.ly/bobvaccineclinics

Engagements **459** Last 7 days **74** Weekly change **↘ -80%**

Engagements over time



On materials promoting local clinic info: flyers, posters, organic social (stopped 6 Oct), with Place partners.

12

bit.ly/seasonalvaccines

Engagements **243** Last 7 days **119** Weekly change **↗ +125%**

Engagements over time



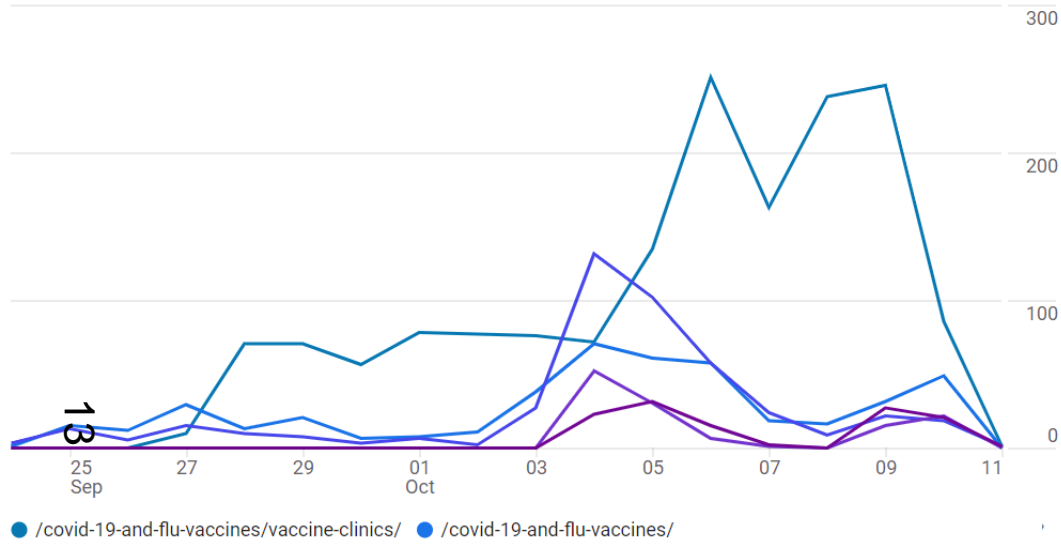
On bus rears, bus stop posters, Ad van, posters, flyers, Mosque materials, pharmacy bags (not live till 30 Oct)

Stay Well: GA

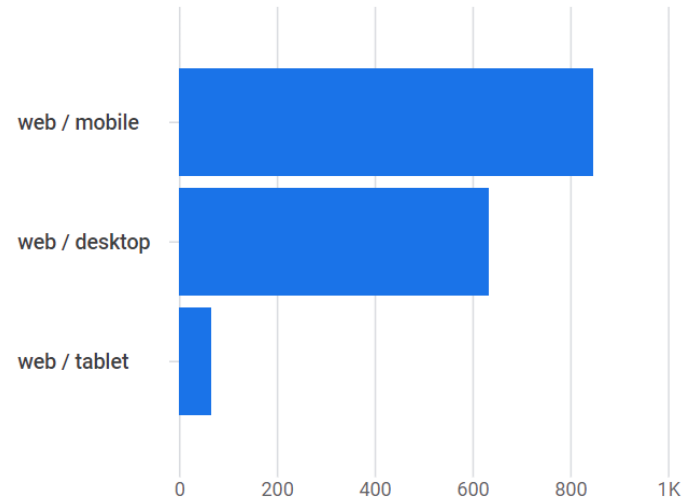
Date
Sep 17, 2023 - Oct 10, 2023

Path exploration

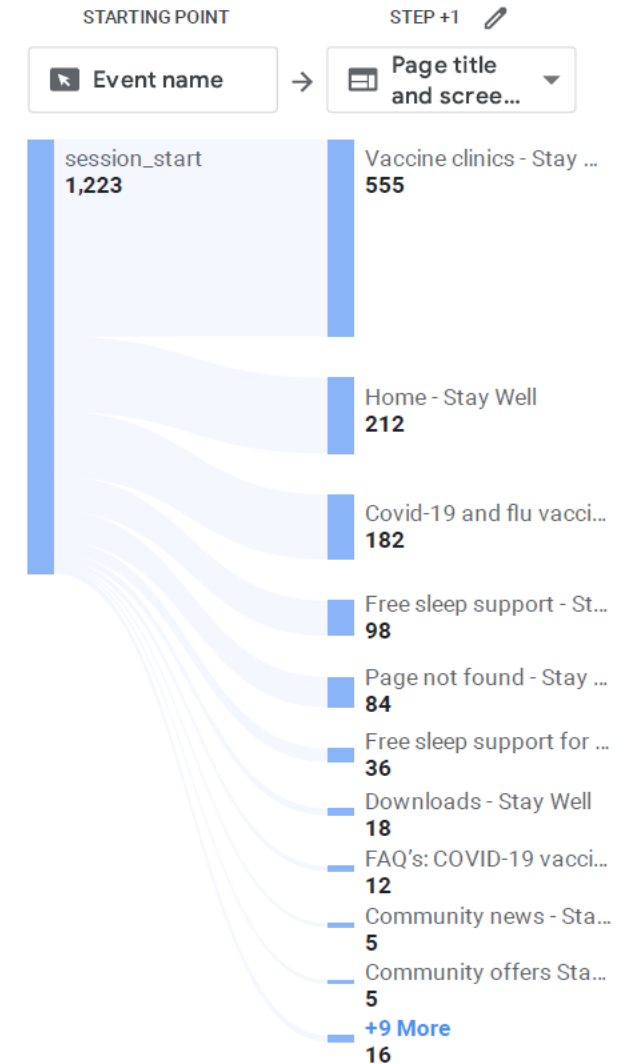
Views by Page path and screen class over time



Users by Platform / device category



Direct traffic



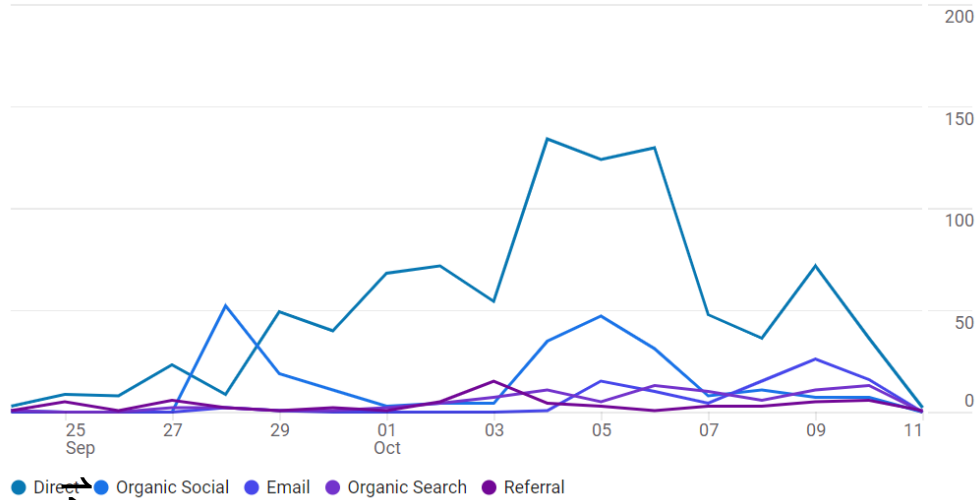
Search...

Rows per page: 10 Go to: 1 < 1-10 of 56 >

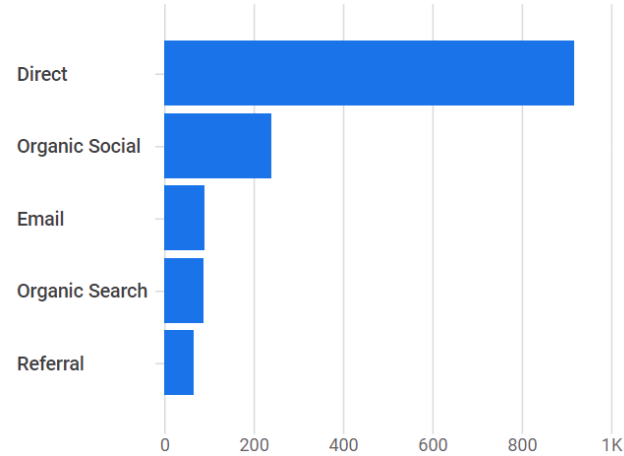
	Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions
		3,156 100% of total	1,429 100% of total	2.21 Avg 0%	0m 31s Avg 0%	7,899 100% of total	0.00
1	/covid-19-and-flu-vaccines/vaccine-clinics/	1,632	820	1.99	0m 30s	3,742	0.00
2	/covid-19-and-flu-vaccines/	461	334	1.38	0m 20s	1,178	0.00

Stay Well: GA

New users by First user default channel group over time



New users by First user default channel group



First user default channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
	1,401 100% of total	802 100% of total	43.8% Avg 0%	0.56 Avg 0%	0m 31s Avg 0%	7,899 100% of total
1 Direct	917	493	42.17%	0.53	0m 27s	5,108
2 Organic Social	240	92	33.21%	0.38	0m 16s	1,005
3 Email	90	52	44.07%	0.55	0m 42s	425
4 Organic Search	89	113	65.7%	1.23	1m 26s	935
5 Referral	65	50	52.63%	0.75	0m 36s	411
6 Unassigned	0	2	66.67%	2.00	0m 47s	15

Appendix:

BOB wide data

- Postcodes of community pharmacy bag promotion: Pregnant women starting 30 October:



- Ad van routes, starting 2 October – 5 November:



Microsoft Word
Document

- Tracked QR code to local clinic news: bit.ly/bobvaccineclinics (live)



- Tracked QR code to general vaccine info: bit.ly/bobvaccineclinics (live)



- Tracked pregnancy ad on pharmacy bags: bit.ly/pregnancyvaccines (not live till 30 Oct)



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