We’re flu fighters, are you?
I am delighted to introduce the NHS Employers organisation and show you how our experience and resources can help you increase flu vaccination among your staff and in your community.

Here at NHS Employers, we are the recognised experts in promoting patient care through effective employment practice and staff experience.

We have successfully worked across the NHS for ten years, and led the national flu fighter campaign for five years. Our work has had a real impact on workforce efficiency, staff experience, reducing sickness absence and increasing engagement.

The strength and visibility of our flu fighter brand is relevant for organisations across different sectors, whether your organisation is a clinical commissioning group looking to raise awareness of the flu virus in your community, or a council, charity, pharmacy or private healthcare provider, looking to prevent staff sickness absence over the winter months. The bottom line is: having the flu vaccination helps to protect you, your family, your colleagues, your patients and the general public against the effects of flu.

We have many flu fighter resources which can help you run a successful flu campaign in your organisation. We have also provided a sliding scale of costs, as we want a range of organisations to benefit from implementing our recognised and respected flu fighter brand, together with their own customisation and messaging.

To order now, or to discuss your requirements, please go to www.nhsemployers.org/flufighterproducts, email flufighter@nhsemployers.org or call us on 0844 334 5252.

We look forward to your organisation becoming flu fighters!

Best wishes,

Daniel Mortimer
Chief Executive Officer, NHS Employers
How does flu affect me and my team?

Flu is a highly transmissible infection. Vaccination isn’t just about keeping yourself safe – you can carry and pass on the virus to your friends, family and colleagues without having any symptoms yourself.

Globally, flu accounts for about 3 million to 5 million cases of severe illness annually.

Typically, the elderly, the very young and people with underlying medical problems are at a greater risk of suffering. However, even previously healthy people can develop severe complications from flu.

During the 2014/15 flu season, there were 1,184 admissions to care units due to flu, and 10.8% of these patients died.

Even if you consider yourself healthy, you may be risking the lives of others.

250,000 and 500,000 deaths

3

Become a flu fighter, to order: www.nhsemployers.org/flufighterproducts Tel 0844 334 5252 flufighter@nhsemployers.org @NHSFluFighter
Why choose the flu fighter campaign?

The **flu fighter** campaign is a huge success, resulting in vaccination uptake in healthcare workers increasing from 35% in 2010/11 to 55% in 2014/15.

Each year, we work with Public Health England and the Department of Health to provide employers in the NHS with tools and resources that help them run effective flu jab campaigns in their own organisations.

Now, we want to help you prevent the spread of flu in your workplace and your community.

**We bust myths about flu!**

You need the flu vaccine **every year** to be protected.

**Flu Vaccines generally give 50–70% protection against infection.**

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Flu bug graphics

The flu fighter bug can be used in numerous ways to promote your flu jab campaign – both internally and externally. Here are some ideas.

Set of flu bug graphics, supplied in all major graphics formats (EPS, JPEG, GIF).

See page 10 for costs

A leading workforce campaign delivered by

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Branded telephone boxes created by Nottingham City CCG.

Bus adverts produced by Nottingham City CCG.

Nottingham City CCG created billboard adverts.

Nottingham City CCG created graphics for local taxis.

A flu fighter team with a flu fighter space hopper.

Contact us if you would like help and advice on planning and delivering your campaign.
Posters and postcard

These eye-catching resources will promote the importance of getting a flu jab this winter in an internal-facing staff campaign or an external-facing public campaign.

Display them in high footfall areas, in your staff canteen, take along to team meetings, and add to your intranet. Or the postcard could be leaflet dropped into homes.

The templates are easily customisable – you can add your own logo, photos of team members and key messaging. Or we would be happy to do the customising for you.

**Customisation options**

- Your organisation’s logo here
- Add photos of your own team members here
- Add your key messaging, dates and times of flu jab clinics here

**Format**

Low-res and high-res PDFs and editable Word templates.
A4 posters & A5 postcards

Set of 5 posters and 1 postcard:

We can customise these for you:

Ask us about printing these for you.

Please contact us for a quote.

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A leading workforce campaign delivered by NHS Employers
Banners and screen savers

**Email banner**
Add this banner to the bottom of emails to reinforce your flu jab messaging. We will add your logo and deliver to you within 2 days of you approving a proof.

**Intranet / web banner**
Promote your flu jab campaign by adding this banner to your staff intranet or website. We will add your logo, supply in whatever size you specify, and deliver to you within 2 days of you approving a proof.

**Screen saver**
We will add your logo and supply to you within 2 days of you approving a proof.
### Promotional items

#### Official flu fighter ballpens

These ballpens are contoured for writing ease. They are supplied in white with your choice of grip section colour (please contact us for details) and your organisation’s logo in full colour.

Delivered to you within 10 business days of you approving a proof.

#### Official flu fighter mugs

The perfect desktop reminder, these mugs are supplied in white with your organisation’s logo in full colour.

Delivered to you within 20 business days of you approving a proof.

#### Official flu fighter hand sanitisers

This anti-bacterial gel will help your team stay clean and healthy. Printed with your organisation’s logo in full colour.

Delivered to you within 15 business days of you approving a proof.

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Tel 0844 334 5252  
flufighter@nhsemployers.org  
@NHSFluFighter
Promotional items

**Official flu fighter T-shirts**

These 100% cotton T-shirts are the perfect way of reinforcing your flu jab message. They are supplied in white with your organisation’s logo in full colour. Available in sizes S to XXL.

Delivered to you within 15 business days of you approving a proof.

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**Lanyards**

These 15mm lanyards have three breakaway attachments and a metal trigger clip. They are printed with the flu fighter logo and your organisation’s logo in full colour.

Delivered to you within 25 business days of you approving a proof.

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**Banner stands**

Promote your flu jab messaging with this banner display stand, supplied with your organisation’s logo and key messaging.

**Features**

- Weighs only 3.7Kg.
- Two feet for stability.
- Includes carry bag.

Delivered to you within 10 business days of you approving a proof.
## Prices

<table>
<thead>
<tr>
<th>Resource</th>
<th>See page</th>
<th>NHS Confederation member</th>
<th>Not-for-profit / public sector organisation</th>
<th>NHS Confederation Associate Partnership Scheme member</th>
<th>Commercial organisation</th>
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<td>(low-res and high-res PDFs and editable Word templates)</td>
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* + VAT

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