

Sicrhau bod cynifer o staff gofal cymdeithasol â phosibl yn cael eu brechu rhag y fflw: Canllawiau gwahoddiad



## **Sicrhau bod cynifer o staff gofal cymdeithasol â phosibl yn cael eu brechu rhag y fflw**

### **Canllawiau gwahoddiad**

#### **Cefndir**

Mae unigolion sy'n darparu gofal uniongyrchol mewn cartrefi gofal, a gofalwyr cartref, yn gymwys i gael brechiad rhag y fflw blynyddol (Iechyd Cyhoeddus Cymru 2023). Mae cyflogwyr y staff gofal cymdeithasol hyn yn gyfrifol am gefnogi a darparu/hwyluso eu brechiadau fflw. Dylai hyn gynnwys y defnydd o wahoddiadau personol i annog unigolion i gael y brechlyn fflw (NICE 2018a). Mae dull rhagweithiol o gynnig brechiadau yn egwyddor sy'n sail i Fframwaith Imiwneiddio Cenedlaethol Cymru (Llywodraeth Cymru 2022). Mewn rhai ardaloedd gall brechlynnau fflw a COVID-19 gael eu cydweinyddu'r flwyddyn hon i'w gwneud yn haws cael y ddau frechlyn.

Gall y defnydd o wahoddiadau personol fod yn ffordd syml o helpu i ddylanwadu ar nifer y rhai sy'n cael brechlynnau fflw a gwella hyn mewn ymgyrch sy'n wynebu staff.

#### **Tystiolaeth**

Mae tystiolaeth yn cefnogi'r defnydd o ddulliau gwahoddiad amrywiol ynghyd â hwyluso mynediad hawdd at frechu. Argymhellir defnyddio gwahoddiad personol, wedi'i deilwra ar gyfer brechlyn i'r holl staff iechyd a gofal cymdeithasol cymwys (NICE, 2018a).

Mae tystiolaeth yn awgrymu y dylai negeseuon cyfathrebu gael eu teilwra i fynd i'r afael â grwpiau gweithiwr gofal gwahanol, a mynd i'r afael â'r gwahanol ganfyddiadau o ran angen, risgiau a manteision brechu rhwng y grwpiau hyn (NICE 2018a). Mae Sefydliad Iechyd y Byd (WHO 2019) yn awgrymu y dylai cyfathrebu gwmpasu lefel yr unigolyn, tîm a sefydliad, er mwyn meithrin ymddiriedaeth ac ysgogi gweithwyr i dderbyn brechiad. Gall mesurau rhagweithiol fel hyn helpu i sicrhau bod cynifer â phosibl yn manteisio ar y brechlyn a sicrhau tegwch, fel y disgrifir yn Fframwaith Imiwneiddio Cenedlaethol Cymru (Llywodraeth Cymru 2022).

Mae'r sylfaen dystiolaeth ar gyfer y defnydd o wahoddiadau unigol wedi'i datblygu'n bennaf o ymgyrchoedd brechu sy'n wynebu cleifion, ac mae'r dystiolaeth gyhoeddedig empirig sy'n *benodol* i'r defnydd o broses wahoddiad neu ei heffaith ar nifer y rhai sy'n cael eu brechu ymhlith gweithwyr iechyd a gofal cymdeithasol yn brin. Fodd bynnag, mae'n ymddangos bod egwyddorion y dull yn briodol p'un a yw'r grŵp targed yn gleifion neu staff.

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Amlygodd NICE (2018a) bwysigrwydd defnyddio dulliau manteisgar a systematig o gynyddu cyfleoedd i gynnig brechu rhag y ffliw. Mae'r dystiolaeth yn dangos y gallai teilwra gwahoddiadau helpu i gynyddu nifer y rhai sy'n cael eu brechu (NICE 2018b). Gall fod llawer o resymau amrywiol pam nad yw pobl yn cael eu brechlyn ffliw, gan gynnwys y canfyddiad bod ffliw yn haint risg isel, profiadau gwael o frechlynnau yn y gorffennol, peidio â chredu bod y brechlyn yn effeithiol, mythau ynghylch cael ffliw o'r brechlyn a normau cymdeithasol hefyd. Ni ellir mynd i'r afael â'r rhain i gyd mewn gwahoddiad, ond mae enghreifftiau o deilwra gwahoddiadau yn cynnwys amlinellu manteision penodol brechu neu'r risgiau o beidio â brechu ar gyfer yr unigolyn hwnnw, ei broffesiwn, ei oedran neu ei gyflwr iechyd.

Mae Sefydliad Iechyd y Byd (2019) yn awgrymu, yn ogystal â strategaethau cyfathrebu, y dylid gweithredu ymdrechion sy'n seiliedig ar wyddor ymddygiad i annog staff i gael eu brechu. Gall hyn gynnwys gwaith ymyriadau sy'n seiliedig ar sbardun i ddwyn perswâd drwy greu amgylchedd sy'n gallu dylanwadu ar ymddygiad mewn ffordd ragweladwy ond nad yw'n dileu dewis, ac sydd wedi profi'n effeithiol mewn amrywiaeth o leoliadau.

Gall negeseuon atgoffa at unigolion i gael eu brechlyn ffliw, gan hysbysu unigolion pan fydd disgwyl iddynt gael brechlyn weithio fel sbardun, a'u hysgogi i'w gael. Gall y sbardunau hyn fod mewn nifer o fformatau gwahanol. Dangoswyd bod negeseuon papur neu negeseuon testun ar ffôn symudol yn effeithiol (Yokum et al, 2018). Gallai dulliau cyfathrebu eraill fel mewnosodiadau mewn slipiau cyflog (p'un a ydynt ar bapur neu fformat digidol) helpu hefyd (Stead et al 2018).

Yn seiliedig ar y dystiolaeth a drafodwyd uchod, mae'n ymddangos bod datblygu gwahoddiadau unigol gan ddefnyddio dulliau gwahanol y potensial i gael effaith gadarnhaol ar nifer y rhai sy'n cael y brechlyn ffliw ymhlith staff gofal cymdeithasol.

### **Ystyriaethau a chanllawiau ymarferol**

Efallai fod gan rai sefydliadau broses gwahoddiadau yn ei lle eisoes ar gyfer gweithwyr, ac efallai na fydd gan eraill broses o'r fath. Efallai y bydd yr holl sefydliadau am ystyried y canlynol i sicrhau bod eu prosesau'n cyd-fynd â dull aml-gydran:

*Cynllunio* - sut y mae'r broses gwahoddiadau'n cyd-fynd â'r ymgyrch gyffredinol?

- Gwnewch benderfyniadau am hyn yn gynnar fel y gellir anfon gwahoddiadau'n brydlon.
- Ystyriwch amseriadau gwahoddiadau cychwynnol, gwahoddiadau atgoffa ac unrhyw ohebiaeth arall.
- Aseswch y ffordd orau o weinyddu, rhannu a monitro'r broses gwahoddiadau.
- Gweithiwch gyda grwpiau/rhwydweithiau staff i ddatblygu'r gwahoddiadau.
- Cyfathrebwch â staff i roi gwybod iddynt y byddwch yn anfon gwahoddiadau unigol.
- Adolygwch unrhyw ddata gwerthuso o dymhorau ffliw blaenorol er mwyn helpu i benderfynu a ddylech flaenoriaethu rhai grwpiau staff ar gyfer gwahoddiadau personol.

*Dulliau* - pa ddull(iau) y gallwch/y byddwch yn eu defnyddio i anfon gwahoddiadau?

- Ystyriwch pa ddulliau sydd gennych i'w defnyddio, ac a oes unrhyw brosesu sydd angen i chi eu rhoi ar waith.

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- Ystyriwch sut y gallai grwpiau gwahanol o staff ymateb i ddulliau gwahanol.
- Penderfynwch pa fformatau y byddwch yn eu defnyddio ar gyfer gwahoddiadau a nodiadau atgoffa. Mae NICE (2018a) yn awgrymu defnyddio ysgogiadau a nodiadau atgoffa mewn fformatau printiedig a digidol amrywiol. Ymhlith yr enghreifftiau o ddulliau y gallech ystyried eu defnyddio mae:
  - yn ysgrifenedig (llythyr, neges e-bost neu neges destun)
  - dros y ffôn
  - defnyddio cyfryngau cymdeithasol
  - yn ystod rhyngweithiadau wyneb yn wyneb
  - slipiau cyflog (fersiynau digidol neu bapur)
- Gall mabwysiadu cyfuniad o'r dulliau uchod helpu i gyrraedd mwy o unigolion y grwpiau targed.
- Ystyriwch ddefnyddio dulliau gwahoddiad gwahanol ar gyfer grwpiau staff gwahanol. Er enghraifft, os nad oes gan staff fynediad hawdd at negeseuon e-bost, gall neges destun neu lythyr fod yn well.
- Rhowch nodiadau atgoffa mewn fformat gwahanol i'r gwahoddiad cychwynnol os yw hynny'n bosibl.
- Bydd y dull(iau) rydych yn eu dewis yn dibynnu ar faint o wybodaeth a manylion sy'n mynd i gael eu cynnwys yn y gwahoddiad.

*Cyd-destun y gwahoddiad* - pa gynnwys/wybodaeth a fydd yn y gwahoddiad?

- Fel isafswm, dylai'r gwahoddiad gynnwys:
  - Cyfarchiad personol i'r aelod staff.
  - Esboniad byr o bwysigrwydd brechiad rhag y ffliw.
  - Cyfeirio i ragor o wybodaeth.
  - Gwybodaeth am sut i gael y brechlyn.
- I bersonoli'r gwahoddiadau ymhellach, gallech hefyd ystyried cynnwys rhai o'r elfennau canlynol:
  - Diolch i'r unigolyn am gael ei frechlyn y llynedd (os yw'n berthnasol)
  - Tynnu sylw at y ffaith bod y rhan fwyaf o 'bobl fel nhw' yn cael y brechlyn
  - Amlinelliad o nifer yr achosion o ffliw mewn staff a/neu gleientiaid yn ystod y tymor ffliw diwethaf
  - Disgrifiad byr o unrhyw frigiadau o achosion (a'u heffaith) mewn tymhorau blaenorol
  - Neges gan reolwr neu uwch arweinydd yn y sefydliad, neu gan rywun y maent yn ymddiried ynddo, yn ei barchu neu 'rywun fel nhw' yn gofyn iddyn nhw gael eu brechu.

Gellir dod o hyd i lythyrau gwahoddiad templed yn

<https://icc.gig.cymru/pynciau/imiwneiddio-a-brechlynnau/brechlynffliw/adnoddau-i-weithwyr-proffesiynol-iechyd-a-gofal-cymdeithasol/>

*Data, cofnodi a gwerthuso* – beth sydd angen i chi ei ystyried wrth gael mynediad at ddata a'u cofnodi?

- Ystyriwch sut rydych yn cael mynediad at ddata staff a pha elfennau y gellir eu defnyddio i lywio eich proses gwahoddiadau a phersonoli gwahoddiadau.
- Sicrhewch fod arferion GDPR yn cael eu dilyn bob amser, a bod unrhyw ddata'n cael eu defnyddio'n briodol.

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- Penderfynwch sut y byddwch yn cofnodi a oes brechlyn wedi'i roi neu ei wrthod, i sicrhau nad yw staff wedi'u brechu yn parhau i gael nodiadau atgoffa.
- Ystyriwch sut y byddwch yn mesur ac yn gwerthuso effeithiolrwydd eich rhaglen gwahoddiadau.

## Casgliad

Nid oes un dull diffiniol o ddefnyddio gwahoddiadau mewn ymgyrch frechu sy'n wynebu'r cyhoedd, ond mae tystiolaeth yn cefnogi defnyddio amrywiaeth o ddulliau gwahoddiadau, teilwra'r gwahoddiadau hynny i'r unigolyn a rhoi nodiadau atgoffa a bod hyn yn gallu helpu i gynyddu nifer y rhai sy'n cael eu brechu.

Cynghorir cynllunio'r broses yn gynnar. Noder mai awgrymiadau yn unig yw'r pwyntiau uchod ac mae'n dibynnu'n llwyr ar sut y mae eich sefydliad a'ch ymgyrch yn gweithredu o ran yr hyn sy'n bosibl a mor effeithiol/llwyddiannus y bydd y broses gwahoddiadau.

## Cyfeiriadau

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## **Maximising flu vaccination in social care staff**

### **Invitation guidance**

#### **Background**

Individuals delivering direct care in care homes, and domiciliary carers, are eligible for annual flu vaccination (Public Health Wales 2023). Employers of these social care staff are responsible for supporting and providing/facilitating their flu vaccinations. This should include the use of personal invitations to encourage flu vaccine uptake (NICE 2018a). A proactive approach to offering vaccinations is a principle that underpins the National Immunisation Framework for Wales (Welsh Government 2022). In some areas flu and COVID-19 vaccines may be co-administered this year to make it easier to get both vaccines.

The use of personal invitations may be a simple way to help influence and improve uptake of flu vaccines in a staff-facing campaign.

#### **Evidence**

Evidence supports the use of various invitation methods along with the active facilitation of easy access to vaccination. Using a personal, tailored invitation for their vaccine in an appropriate format is recommended for all eligible health and social care staff (NICE, 2018a).

Evidence suggests that communications messages should be tailored to address the needs of different care worker groups, and to address the different perceptions of need, risks and benefits of vaccination between these groups (NICE 2018a). The World Health Organization (WHO 2019) suggests that communications should cover individual, team and organisation-wide levels, to build trust and motivate workers to accept vaccination. Proactive measures such as this can help maximise vaccine uptake and ensure equity, as described in the National Immunisation Framework for Wales (Welsh Government 2022).

The evidence base for use of individualised invitations has been largely developed from patient-facing vaccine campaigns, and empirical published evidence *specific* to the use of an invitation process or its impact on flu vaccine uptake in health and social workers is scarce. However, the principles of the approach seem appropriate whether the target group is patients or staff.

NICE (2018a) highlighted the importance of using both opportunistic and systematic approaches to increase opportunities to offer flu vaccination. The evidence shows that tailoring invitations could help to increase vaccination uptake (NICE 2018b). There may

be many varied reasons why people do not get their flu vaccine, including the perception that flu is a low risk infection, bad past vaccine experiences, not believing the vaccine is effective, myths about getting flu from the vaccine and also social norms. These can't all be addressed in an invitation, but examples of tailoring invitations includes outlining the specific benefits of vaccination or risks of being unvaccinated for that individual, their profession, age or health condition.

The WHO (2019) suggests that in addition to communication strategies, behavioural science-based efforts should be implemented to encourage staff to be vaccinated. This can include nudge-based interventions work by creating an environment that can influence behaviour in a predictable way but does not eliminate choice, and has proven effective in a variety of settings.

Reminders to individuals to get their flu vaccine, notifying individuals when they are due for a vaccine can serve as a nudge, and prompt them to receive it. These nudges may be in a number of different formats. Paper-based or mobile phone text message-based have been demonstrated to be effective (Yokum et al, 2018). Other communications methods such as inserts in pay slips (whether paper-based or digital format) could also help (Stead et al 2018).

Based on the evidence explored above, it would appear that developing an individualised invitation process using different methods has the potential to positively impact flu vaccine uptake in social care staff.

### **Considerations and practical guidance**

Some organisations may already have an invitation process for workers in place, and others may not. All organisations may wish to consider the following to ensure their processes align with a multi component approach:

*Planning* - how does the invitations process fit with the overall campaign?

- Make decisions about this early on so that invitations can be issued promptly.
- Consider the timings of initial invitations, reminder invitations and any other communications.
- Assess how best to administer, share and monitor the invitations process.
- Work with staff groups/networks to develop the invitations.
- Communicate with staff to let them know you will be sending individualised invitations.
- Review any evaluation data from previous flu seasons to help determine if you should prioritise some staff groups for personalised invitations.

*Methods* - which method(s) can/will you use to issue invitations?

- Consider which methods you have at your disposal, and if there are any processes you need to put in place.
- Consider how different groups of staff might respond to different approaches.
- Determine which formats you will use for invitations and reminders. NICE (2018a) suggests using prompts and reminders in various printed and digital formats.

Examples of methods you could consider include:

- in writing (letter, email or text message)
- by phone
- using social media

- during face-to-face interactions
- payslips (digital or paper versions)
- Adopting a combination of the methods above may help reach more individuals in the target groups.
- Consider using different invitation methods for different staff groups. For example, if staff do not have easy access to emails, a text message or letter might be best.
- Follow-up reminders in a different format to the initial invitation if possible.
- The method(s) you choose will depend on how much information and detail is going to be included in the invitation.

*Invitation content* - what content/information will be included in the invitation?

- As a minimum the invitation should include:
  - A personal greeting to the staff member.
  - A brief explanation of the importance of flu vaccination.
  - Sign posting to more information.
  - Information about how to get the vaccine.
- To personalise the invitations further, you could also consider including some or all of the following elements:
  - Thanking the individual for having their vaccine last year (if applicable)
  - Highlighting that most 'people like them' get the vaccine
  - An outline of the number of flu cases in staff and/or clients last flu season
  - A brief description of any outbreaks (and the impact of them) in previous seasons
  - A message from a manager or senior leader in the organisation, or from someone they trust, respect, or 'someone like them' asking them to be vaccinated.

Template invitation letters can be found at <https://phw.nhs.wales/topics/immunisation-and-vaccines/flu vaccine/resourcesforprofessionals/>

*Data, recording and evaluation* – what do you need to consider when accessing and recording data?

- Consider how you access staff data and which elements can be used to inform your invitation process and personalise invitations.
- Ensure GDPR practice is always followed, and any data used appropriately.
- Determine how you will record if a vaccine is given or declined, to ensure vaccinated staff don't continue to receive reminders.
- Consider how you will measure and evaluate the effectiveness of your invitation programme.

## **Conclusion**

There is not one definitive approach to using invitations in a staff-facing vaccination campaign, but evidence supports using a variety of invitation methods, individualising those invitations and issuing reminders can help to increase vaccination uptake.

Planning the process early is advisable. Note that the above points are purely suggestions and it entirely depends on how your organisation and campaign operates in terms of what is possible and how effective/successful the invitation process will be.

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