

## NHS Flu Season 2017/18

We've had a great start to the season this year – around 325,000 vaccinations nationally is very encouraging and makes up around 1/3<sup>rd</sup> of the total volume of last year already.

Unfortunately, we will only have sight of our local monthly figures from NHS England South (Wessex) via PharmOutcomes. If you can please use this platform, it very much helps tracking through the season.

I'll share more detail when the September data is provided by the Wessex Regional team, but some individual top performers have shared with us that they have started very well and are over 200 each already.

**Will you be one of our top 5% of contractors that achieved over 25% of the total number of vaccinations last year?**

To help further, the LPC started a radio campaign on Heart, Capital & Smooth radio stations from 17<sup>th</sup> September for a 2-week period. It actively promotes patients to come into their Community Pharmacy to receive their vaccination.

[Click here to hear it](#)

This week's key actions are:

1. Copy the advert link above (and on the LPC website) to put on your own website.
2. Retweet the LPC tweet highlighting the flu advert to all your contacts.
3. Check your Marketing in-pharmacy and update as necessary to increase prominence.
4. Continue with your recruiting / bookings and keep the energy high, celebrating each day's achievements!
5. Encourage and / or incentivise / reward your team to beat your targets... focus and push for success!



# Influenza

Hampshire & Isle of Wight LPC

Committee (LPCs - Community Pharmacy)



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