



Public Health, Health Protection

Flu Champion Framework

Adult Social Care

2026/2027

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Responsibility for Review

The Lincolnshire County Council Health Protection Team will be responsible for reviewing this document to ensure that the framework continues to meet the objectives of the work programme. The overall framework document will be reviewed annually at the end of the programme delivery.

Introduction

Infection Prevention and Control (IPC) is essential to support the provision of safe and effective care across the Health and Care sector. The global pandemic has highlighted now more than ever why preventative interventions are fundamental in improving health outcomes of the individuals we provide care for, whether that be in a Care Home, a Day Centre or in a person's own home.

Building on the established IPC Link Champion Programme, the Flu Champion Framework extends Lincolnshire's approach to prevention, preparedness and assurance by creating a network of provider-nominated Flu Champions. Following the *Adult Social Care Seasonal Flu Vaccination Review earlier in 2026*, an action from this review was to develop the role of vaccination champions to:

- Increase uptake among individuals who are hesitant to receive the flu vaccine,
- Provide personalised conversations,
- Provide accessible information resources,
- Share trusted messengers to address concerns, alongside environmental prompts and positive social norms to encourage uptake.

The Flu Champion role will focus on supporting nominees to provide supportive conversations, share information to colleagues, with the main aim to increase flu vaccination rates within ASC across Lincolnshire.

Lincolnshire's local authority health protection team will provide educational information, updates and local intelligence during the seasonal period when the influenza viruses are identified as more prominent to nominees.

Programme Rationale

All staff working within Adult Social Care play a vital role in co ordinating, implementing, and improving IPC standards within their settings to tackle antimicrobial resistance and prevent serious infections. This is achieved by using evidence-based guidelines alongside comprehensive individual knowledge of the service area and clients who you support.

The Health and Social Care Act 2008 code of practice on the prevention and control of infections and related guidance emphasises the need to ensure that health care workers are free of and are protected from exposure to infections that can be caught at work.

Registered providers should therefore put in place policies and procedures in relation to the prevention and control of infection to ensure that:

- all staff can access occupational health services or appropriate occupational health advice,
- occupational health policies on the prevention and management of communicable infections in care workers are in place,

- decisions on offering immunisation should be made based on a local risk assessment as described in Immunisation against infectious disease (The Green Book),
- if a risk assessment indicates that it is needed (COSHH Regulations 2002) there is a record of relevant immunisations and vaccinations.

Vaccination is one area of prevention work which can help to improve individuals and staff health outcomes. During the season of 2025-26 there was a 7.5% increase in frontline health care workers receiving the influenza vaccine, an increase from the previous season. [Influenza vaccine uptake in frontline healthcare workers in England](#)

Flu vaccination can reduce sickness absence among health and social care staff. A UK NHS study found that a 10-percentage-point increase in staff vaccination uptake was associated with approximately a 10% reduction in sickness absence. This is relevant to workforce planning, thus increasing vaccination coverage potentially reducing staff illness and helps maintain staffing levels during seasonal pressures.

In autumn 2025 the Adult Social Care flu vaccination survey was shared with Lincolnshire's Infection Prevention Control link champions, care home managers and staff. The purpose of the survey was to gather the opinions of staff working in adult health and social care settings regarding the flu vaccine, to gain an understanding of barriers preventing uptake and to hear their ideas which could encourage and improve uptake of the vaccine.

Analysis of the Adult Social Care flu vaccination survey identified the need for dedicated Flu Champions to support vaccine promotion, address barriers to uptake, and provide peer-to-peer engagement within services. This framework has been developed directly in response to those findings and is informed by learning and established practice from other local authority areas.

Programme Philosophy and Aim

Flu Champions will be provided with the training and resources to provide further information about the vaccine to other colleagues, (without the pressure to be vaccinated if they seek guidance).

- Education sessions informing staff about influenza, the complications that can be caused by it and real-life examples will raise awareness of the risks of influenza.
- A basic explanation of how flu vaccines are developed, how they work and where they can be accessed will highlight the benefits of the vaccine will provide staff with the necessary information to make an informed decision.
- Ongoing support with resources throughout each annual program (including support with consent forms and completion of these).

Adult Social Care is a dynamic and evolving area which relies on staff continuing to update their professional practice. This programme will aim to support staff to achieve this by providing opportunities to advance skills and knowledge around seasonal vaccinations.

The Flu Champion Framework also forms part of Lincolnshire County Council's wider health protection and infection prevention assurance approach within Adult Social Care. The programme supports providers to strengthen local promotion of seasonal vaccination, improve awareness of emerging risks and facilitate the sharing of vaccination uptake information to support system oversight, preparedness and resilience during periods of increased seasonal respiratory illness.

Programme Outcomes

- Nominated Flu Champion to attend webinar or bespoke workshops provided. (75% compliance rate).
- Provide vaccination uptake data at agreed intervals to support local assurance, identify areas requiring additional support and enable targeted public health interventions where uptake is lower than expected.
- Provide knowledge and share resources shared by LCC Health Protection Team and wider resources (national or local).
- Create a culture for sharing of information and exchange of ideas across the Flu Champion network to support the identification of successful approaches, emerging challenges and good practice that can be replicated across services to improve seasonal flu vaccination uptake.
- Improve availability of local intelligence regarding seasonal vaccination uptake, barriers and support requirements across Adult Social Care settings, enabling targeted health protection action and system assurance.

Resources (appendices):

- Annual Flu Letter
- UKHSA toolkit
- NHSE toolkit
- Seasonal Vaccinations Template (LCC).

Target Audience

The target audience for this training programme will be for Health Care Assistants, Nurses, Nursing Associates or any staff member who is nominated as the designated Flu Champion. The IPC Link Champion can also take on the role as a Flu Champion. The Flu Champion is encouraged to attend sessions delivered. If unable to attend, a deputy should be nominated to attend on their behalf.

Other staff members, not designated to the role of Link Champion can attend sessions where the topic is of interest or may be useful for their own learning and development.

Programme Evaluation and Review

During and in between programme sessions delivered, nominated Flu Champions will be asked to complete a post session evaluation. This will provide Flu Champions with the opportunity to feedback to the programme team, gathering information whilst engaging with colleagues and teams in their workplace setting. Sharing what works well and areas for improvement.

Roles and Responsibilities

The roles and responsibilities set out in this framework relate to the following groups of people and/or organisations:

- The Health Protection Team

- The Flu Champion
- The Service Provider

The Role and Responsibilities of HPT

The Health Protection team will agree to deliver a Flu Champion Framework Programme as outlined in this document as well as:

- Identify protected time to deliver any information to support Flu Champion's.
- Keep an up-to-date list of all Flu Champions including their contact details so that information can be disseminated.
- Liaise with colleagues and other organisations at a local level to deliver information in relation to seasonal winter illnesses.
- Monitor programme participation and vaccination update trends.
- Identify gaps, inequalities or barriers affecting update, escalating emerging concerns through appropriate governance routes.
- Provide assurance reports to relevant public health and ASC governance structures.

All communication from the HPT will be sent via the generic email address healthprotectionteam@lincolnshire.gov.uk

Role of the Flu Champion

The role of the Flu Champion is designed to support care providers to implement good support to other colleagues, offer opportunities to facilitate discussion around the flu vaccine and provide information as requested within their service.

The Flu Champion role will include:

- Acting as a role model for peers and promoting, disseminate information around vaccination uptake to others.
- Support the person in charge to complete information for vaccination uptake.
- Provide feedback on vaccination uptake to the management in line with governance and recording of information.
- Escalate concerns or emerging issues to line management and the Health Protection Team where appropriate.

The Role and Responsibility of the Service Provider

Care home managers and owners should be made aware that staff may be more willing to take up the flu vaccine if they feel supported to do so.

Promoting the benefits of a protected workforce such as less staff absence, less agency cover costs and reduced risk of outbreaks to owners and managers may provide a better understanding of cost / benefit when asked to encourage and report uptake.

Support the nominated Flu Champion in attending any relevant educational sessions to keep up to date with guidance and information shared by LCC health protection team.

Facilitate and empower the nominated Flu Champion to cascade information, resources and key messages across teams and staff groups, ensuring colleagues have access to up-to-date

knowledge, learning and best practice to support informed decision-making regarding seasonal vaccinations.

Appendix 1: Flu Champion Commitment Form

Please complete all sections and return a scanned copy of this form to:

healthprotectionteam@lincolnshire.gov.uk

Service / Facility Name:

Location:

Type of Service:

- ☐ Residential Service e.g., Nursing Home or Care Home
- ☐ Learning Disabilities Service
- ☐ Community Supported Living
- ☐ Domiciliary Care

If successful in the application, and on completion of the programme, our service will support our IPC Link Champion by committing to:

- Allocating time for the IPC Flu Champion to attend any meetings delivered by LCC HPT.
- Ensuring the Flu Champion has access to an established e-mail address (ideally a work email address) to communicate with the Health Protection Team (Lincolnshire County Council) Senior Health Protection Nurses, and access to a computer within the clinical area.
- Supporting the Flu Champion to access local and national information and guidelines by providing access to the internet at work.
- Supporting the Flu Champion to attend relevant study days/webinars in relation to IPC and winter preparedness.
- Providing the nominee with protected time to undertake the Flu Champion role.

Nominated Individuals details:

I [Click or tap here to enter text.](#) would like to apply for the role as a Flu Champion.

Email address for the nominee (work email address preferred):

[Click or tap here to enter text.](#) Contact number for the nominee:

[Click or tap here to enter text.](#)

Signature of Nominated Link Champion:

[Click or tap here to enter text.](#)

Date:

[Click or tap to enter a date.](#)

Line Manager details: Name & Title:

[Click or tap here to enter text.](#)

Signed:

[Click or tap here to enter text.](#)

Date:

[Click or tap to enter a date.](#)

Contact Phone Number:

[Click or tap here to enter text.](#)

Email Address:

[Click or tap here to enter text.](#)

Appendix 2:

Annual Flu Letter

[National flu immunisation programme 2026 to 2027 letter - GOV.UK](#)

Appendix 3:

UKHSA toolkit:

[Understanding and addressing immunisation inequities: a practical toolkit for a collaborative, multi-agency approach - GOV.UK](#)

Appendix 4:

NHSE toolkit:

[NHS England » Flu Vaccination Programme 2026/27](#)

LCC HPT Flu Champion poster:

[2627 Flu Champion ASC.pdf](#)

Appendix 5:

Seasonal Vaccinations Template (LCC).

ASC (residents, staff)	Checklist & Eligibility	Date completed	Signed off & updated relevant documentation
COVID-19: Vaccination for Residents	Ensure the care home GP (or alternative provider) offers COVID-19 vaccination to all eligible residents, available from 1st October 2026: • Adults aged 75 and over • Residents in care homes for older adults • Individuals who are immunosuppressed		
	*Ensure a supply of NHS COVID-19 LFD test kits is available to test residents eligible for COVID-19 treatment, if they become unwell.		
COVID-19: Vaccination for Staff	Frontline health and social care workers (HSCWs) and care home staff will not routinely be eligible for COVID-19 vaccination under the autumn 2026 national programme.		
Flu: Vaccination for Residents	Ensure the care home GP (or alternative provider) offers flu vaccination to all eligible residents and encourage frontline staff (including agency workers), available from 1st October 2026: • People aged 65 and over • Adults aged 18–65 years in clinical risk groups • Residents in long-stay care homes		
Flu: Vaccination for Staff	• Frontline workers in social care settings *Advise any pregnant staff that they are eligible for the seasonal flu vaccine (available from 1st September 2026).		

Pneumococcal: Vaccination for Residents	Ensure pneumococcal vaccination is offered to residents aged 65 and over who have not been previously vaccinated. *This is usually a one-time vaccine although some people at higher risk may require extra doses.		
Pneumococcal: Vaccination for Staff	Advise members of staff aged 65 and over or those at higher risk of getting seriously ill at any age that they are also eligible for this vaccine and should discuss with their healthcare provider.		
RSV: Vaccination for Residents	Ensure RSV vaccination is offered to residents aged 75 and over who have not been previously vaccinated. *This is a one-time vaccine.		
RSV: Vaccination for Staff	Advise any staff who are 28 weeks pregnant or more that they are eligible for the RSV vaccine (arranged via their healthcare provider).		



Flu_Myths_HCW_Draft4_1.pdf



Flu_Myths_HCW_Draft3_3 (1).pdf



Flu_Poster_HCW.pdf

References:

Healthcare Infection Society. (2011). [Effectiveness of seasonal influenza vaccination in healthcare workers: a systematic review - PubMed](#)

UK Health Security Agency. (2025-26). [Influenza vaccine uptake in frontline healthcare workers in England](#)