



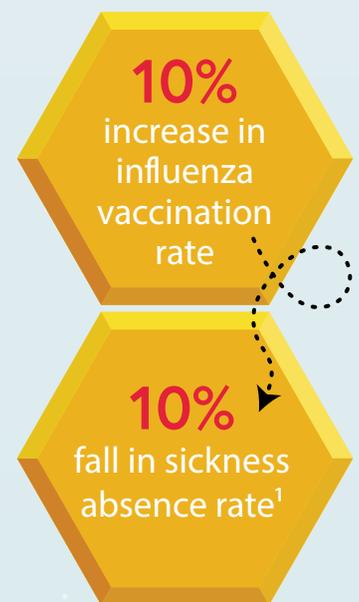
## Case Study 2018

How James Paget Hospital NHS FT used an online game to help increase staff flu vaccination rate from 39% to 71%.

**"Strangely addictive. A great way to learn facts about flu."**  
- Emergency Department Clinical Lead

In health and social care, it's vital that staff get their flu vaccination to protect themselves, family, colleagues and patients from the virus. Additionally, a 10% increase in influenza vaccination rate is associated with a 10% fall in sickness absence rate<sup>1</sup>.

Engaging staff and getting their attention is the starting point for any influenza vaccination campaign. The Flu Bee Game is designed to improve vaccination rates by engaging, educating and encouraging staff to get vaccinated. The game presents flu facts, busts vaccine myths and tells players where and how they can get vaccinated in their organisation.

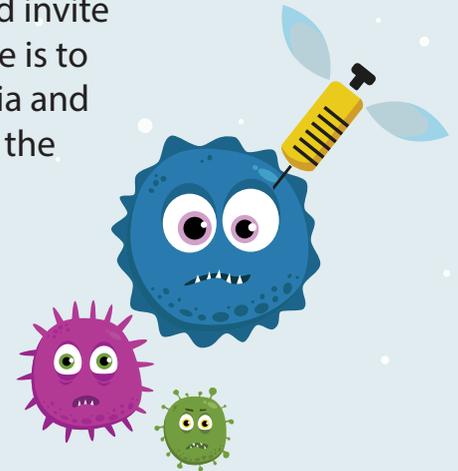


### What is Flu Bee?

The Flu Bee Game is an HTML5 web app with a supporting website. The game works on any device through a web browser and only takes a few minutes to play. Players answer questions about flu and vaccination. If they get enough questions right and dodge the flu bugs they build a 'honeycomb path' that leads them to 'Queen Bee' status.



Players can share their success on the game's leader-board and invite colleagues to play and compete via social media. The objective is to create a local, regional and national 'buzz' through social media and word-of-mouth that raises awareness and increases uptake of the vaccine.



## How and why Flu Bee was created

Flu Bee Game was inspired by Joan Pons Laplana and the transformation team at James Paget University Hospitals NHS Foundation Trust (JPUH). In 2016 JPUH staff uptake for the flu vaccine was only 39% putting JPUH near the bottom of national rankings. The flu team were given the job of addressing this issue and over the past 2 years they have transformed the situation at JPUH.

During last year's flu campaign, the team discovered that many staff believed they didn't need, or couldn't have, the jab. Staff offered a variety of reasons for not getting vaccinated like "I'm healthy so I don't need it", "I'm 12 weeks pregnant so can't have it" or "I'm allergic to it". These are among a longer list of common myths, and so the team decided they needed to tackle these myths head-on to improve uptake of the vaccine. They looked for a fun way to raise awareness of the importance of the flu jab and to bust these myths.



From left to right. Katherine Mace, Maria Harrison and Donna Parkin



In 2017 Joan approached Focus Games with the idea of developing a digital game to help encourage staff to get vaccinated against flu. Joan explained his bee-themed ideas to Focus Games and they created a new game mechanism and design around Joan's description and so, the Flu Bee Game was born.

Initially the game raised a few eyebrows amongst senior leaders at JPUH who were concerned about staff using devices to play games during working hours. However, after a few meetings to explain why the game was developed and the potential benefits to patients and the staff, senior leadership gave the flu team their full backing.



Joan Pons Laplana



## Flu Bee in action at JPUH

Focus Games created a website especially for JPUH that gave staff access to the game and offered clear advice about how and where to get the vaccine at JPUH. It also offered regular updates on the uptake of the vaccine by trust staff.

The response from staff has been incredible and on several occasions demand was so high that the team ran out of vaccine during clinics.

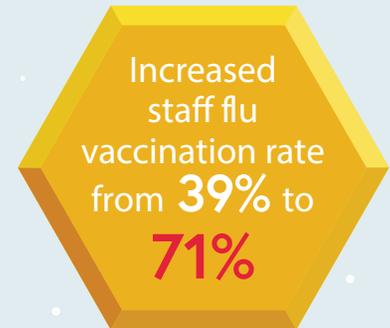


**"Strangely addictive. A great way to learn facts about flu."**  
- James Crawford, Emergency Department Clinical Lead.

In 2016 the JPUH uptake for the flu vaccine was only 39% putting the trust near the bottom of national rankings. In 2017/18 JPUH has achieved 71% uptake. JPUH is now one of the most improved trusts and sits near the top of national rankings, a remarkable transformation in under 2 years.

The most important outcome is that JPUH is a much safer place for patients, relatives and staff. Staff love Flu Bee Game and many commented on how addictive and fun the game is. "Flu Bee Game has definitely created a buzz at JPUH and helped us enormously." - JPUH.

Focus Games created customised versions of Flu Bee Game to support a number of NHS trusts and over 300 care homes in 2017/18.



### Some of our Flu Bee champions



Visit the JPUH Flu Bee website and play the Flu Bee Game:

[www.jamespaget.flubeegame.com/](http://www.jamespaget.flubeegame.com/)



<sup>1</sup>Healthcare worker influenza vaccination and sickness absence – an ecological study. Clin Med (Lond). 2017 Dec;17(6):484-489.