

# Abbots Care: increasing vaccine uptake in home care workers

The  
Strategy  
Unit.



## Overview

**Reference:** 19

**Location:** South East

**Target Group:** Social care workers

**Initiative type:**

Information

## Contact

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## Top Tip

*Communicate and listen. Don't dictate. Slowly but surely go through everyone's concerns individually. Persevere. Get the right information and use as many different channels as you can to share it.*

## Why is this important to us?

At Abbots Care, we employ around 500 care workers who provide home care to service users with a wide range of healthcare needs. It was essential that our frontline workers were vaccinated quickly in order to protect them and the people they support, as well as to enable us to continue playing a key role in keeping hospitals flowing and in providing an essential care service.

## What are we doing?

Our strategy was to inform, educate and influence. Our Management Team started by personally phoning every single staff member about the vaccine. This helped us to understand the concerns and worries that we needed to address. We then researched these concerns and went on an education drive, sending out lots of myth-busting information and holding webinars where our staff could ask the management team questions about the vaccine. Next, we used peer influence to encourage uptake. We interviewed staff and service users about why the vaccine was important to them, and filmed staff having their vaccination. The Department of Health also asked us to create a video for them, which was featured on the CARE App. We put out communications all the time, via email bulletins and social media, sharing images and videos of our staff being vaccinated. We also paid staff for the time it took them to have the vaccine. Finally, we have re-phoned everyone and offered 1:1 meetings with every person who is still reluctant.

## Who is involved?

Our Senior Management Team planned our vaccination strategy, and all of them as well as our Team Leaders were involved in talking to our care workers about having the vaccine. Our communications staff have played a key role in sharing information, photos and videos. Public Health in Hertfordshire have also supported us by being really accessible and by providing helpful materials for us to share.

## What works for us?

The personal touch – an approach of putting our arms around our care workers – to softly persuade, influence and encourage has been very effective. We have a diverse workforce, including our senior team, and have seen that care workers being approached by someone that they see themselves in, who represents their community and who is a peer that they can trust is also very important. Communication via email bulletins has been the preference of our staff. **Our uptake rates have jumped from 60% after our first round of conversations with staff, to 85% at present. We are continuing to inform, educate and influence and are still striving to pass the 90% mark!**

NHS England

NHS Improvement