

Press Release

Bevan House
17 Beecham Court
Smithy Brook Road
Wigan
WN3 6PR

Tel: 01942 482649
Web: www.bridgewater.nhs.uk

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Bridgewater Community Healthcare NHS Trust announces a 'War on Flu'

Bridgewater Community Healthcare NHS Trust (Bridgewater) is launching an innovative new 'War on Flu' campaign to encourage its 3,200 plus staff to take up the offer of a free flu vaccination.

The 40s style internal poster campaign urges the local NHS community staff, who are based in the boroughs of Wigan, Warrington, Halton, St Helens and other parts of the north west, to enlist in the Trust's 'War on Flu' and get vaccinated.

Four different posters featuring Bridgewater staff volunteers dressed as 40s style land girls, nurses, army and RAF officers have been produced and will be distributed to offices, clinics and health centres across Bridgewater over the next few weeks. Each member of staff will also receive a 'War on Flu' leaflet attached to their payslip.

Newton Community Hospital in Newton-le-Willows hosted the 'War on Flu' photo-shoot earlier this month and the staff who volunteered to take part include nurses, administrative officers, receptionists, managers and others who are based across the different areas Bridgewater covers.

Bridgewater's Chief Executive Dr Kate Fallon said:

"Although having the flu vaccine is a personal choice, we encourage all staff to have the vaccine if possible so we can help reduce staff sickness and keep our patients flu-free.

"The 'War on Flu' campaign posters do have a light-hearted tone designed to engage staff but they also include hard-hitting messages about flu and the importance of being vaccinated. We hope the campaign will encourage staff to attend one of the many flu vaccination sessions on offer.

"I would like to thank all our staff who have been involved in the campaign as well as Wigan Little Theatre and Fancy That fancy dress shop in Leigh for their help and support."

[View the posters here.](#)