

# Influenza Vaccination 20/21 Programme Update

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# 1. Introduction

The purpose of this paper is to set out the North Central London (NCL) approach to deliver a successful influenza vaccination and achieve the target of vaccinating in excess of 75% of those entitled to an NHS ‘flu vaccination.

This winter is likely to be the UK's "biggest flu vaccination programme in history". We are expecting more people to want a flu jab this year in the wake of the coronavirus pandemic. The COVID-19 pandemic means a greater emphasis on prevention of ‘flu incidences and outbreaks this winter. Provision of ‘flu vaccination clinics and appointments are also likely to be affected by PHE social distancing and infection control guidance.

The flu vaccine is routinely given on the NHS to:

- adults 65 and over
- people with [certain medical conditions](#) (including children in at-risk groups from 6 months of age)
- [pregnant women](#)
- children aged 2 and 3 on 31 August 2019
- frontline health or social care workers
- children in primary school

As part of the wider planning for winter this season flu vaccination will be additionally offered to:

- household contacts of those on the NHS Shielded Patient List. Specifically individuals who expect to share living accommodation with a shielded person on most days over the winter and therefore for whom continuing close contact is unavoidable.
- children of school Year 7 age in secondary schools (those aged 11 on 31 August 2020).
- health and social care workers employed through Direct Payment (personal budgets) and/or Personal Health Budgets, such as Personal Assistants, to deliver domiciliary care to patients and service users
- 50-64 year old (not at risk) age group will be offered vaccinations in November and December. This is subject to central vaccine supply

Table 1 - Who can receive and administer an NHS vaccination

| Eligible Group                          | General Practice                       | Community Pharmacy | Maternity Units | School Aged Vaccination Providers | Community Services (District Nurses) | Acute Trusts (inpatients / outpatient) | Voluntary Sector |
|---|--|--------------------|-----------------|-----------------------------------|--------------------------------------|--|------------------|
| Over 65                                 | √                                      | √                  |                 |                                   | √                                    | √                                      |                  |
| Clinical at-risk (6 months to 64 years) | √                                      | √                  |                 |                                   | √                                    | √                                      |                  |
| Housebound                              | √                                      |                    |                 |                                   | √                                    |  |                  |
| Homeless                                | √                                      | √                  |                 |                                   |                                      |  | √                |
| 2 & 3 year olds                         | √                                      |                    |                 |                                   |                                      |  |                  |
| Pregnant Women                          | √                                      | √                  | √               |                                   |                                      |  |                  |
| Care Home Residents & Staff             | √                                      | √                  |                 |                                   |                                      |  |                  |
| Primary School Aged                     |  |                    |                 | √                                 |                                      |  |                  |
| Year 7                                  |  |                    |                 | √                                 |                                      |  |                  |
| Health Care Workers                     |  | √                  |                 |                                   |                                      |  |                  |
| 50 to 64 year olds (n/a at-risk group)  | To be confirmed by NHSE (September 20) |                    |                 |                                   |                                      |  |                  |

The table above indicates which population groups are eligible for an NHS ‘flu vaccination and those providers who are able to administer vaccinations to particular groups. We are working with all system partners to establish any risks that they hold with regards to administering ‘flu

vaccinations this winter, including school aged providers and acute trusts. We anticipate that for the majority of the eligible population, they will receive vaccinations in their GP surgery or from a Community Pharmacist.

The NCL Action plan and Governance Structure (see section 3.) seeks to establish a clear mechanism to gather information from each area of the system and put plans in place to support the vaccination of each eligible group. Further work is needed to understand the system response required to support the vaccination of the 50-64 (not at risk) group. This will be undertaken following the release of further guidance from NHSE, which is expected in September.

## 2. Previous Performance and 20/21 Targets

As per the introduction, there is a target of 75% vaccination rates across all at risk cohorts in 20/21, which is considerably higher than previous years targets and actual percentage vaccinated in NCL. It is estimated that in excess of 425,000 people will be eligible for an NHS flu vaccination across the four main vaccination groups in 2020/21.

Table 2 – 19/20 Performance and 20/21 Targets

| Category            | NCL 2019/20       |                |               | Other 2019/20       |                      | 2020/21                 |                            |                               |
|---------------------|-------------------|----------------|---------------|---------------------|----------------------|-------------------------|----------------------------|-------------------------------|
|                     | Eligible Patients | No. Vaccinated | % Vaccinated  | London % Vaccinated | England % Vaccinated | National % Target 20/21 | No. to be Vaccinated 20/21 | Increase needed to hit target |
| 65 years and over   | 186,903           | 123,638        | 66.20%        | 66.20%              | 72.40%               | 75.00%                  | 140,177                    | <b>16,539</b>                 |
| 16-64 years at risk | 177,486           | 71,359         | 40.30%        | 41.80%              | 44.90%               | 75.00%                  | 133,115                    | <b>61,756</b>                 |
| Children 2-3 years  | 37,896            | 11,212         | 29.80%        | 32.40%              | 43.80%               | 75.00%                  | 28,422                     | <b>17,210</b>                 |
| Pregnant Women      | 19,655            | 7,267          | 37.30%        | 38.00%              | 43.70%               | 75.00%                  | 14,741                     | <b>7,474</b>                  |
| <b>Total</b>        | <b>421,940</b>    | <b>213,476</b> | <b>50.59%</b> |                     |                      |                         | <b>316,455</b>             | <b>102,979</b>                |

The table above shows that for NCL to meet the NSHE targets, it is estimated that we must vaccinate a further 103k patients across the four main vaccination groups in 20/21. This does not include the following groups:

- frontline health or social care workers
- children in primary school
- household contacts of those on the NHS Shielded Patient List
- children of school Year 7 age
- 50-64 year old (not at risk) age group

## 3. NCL Approach

### 3.1 Governance

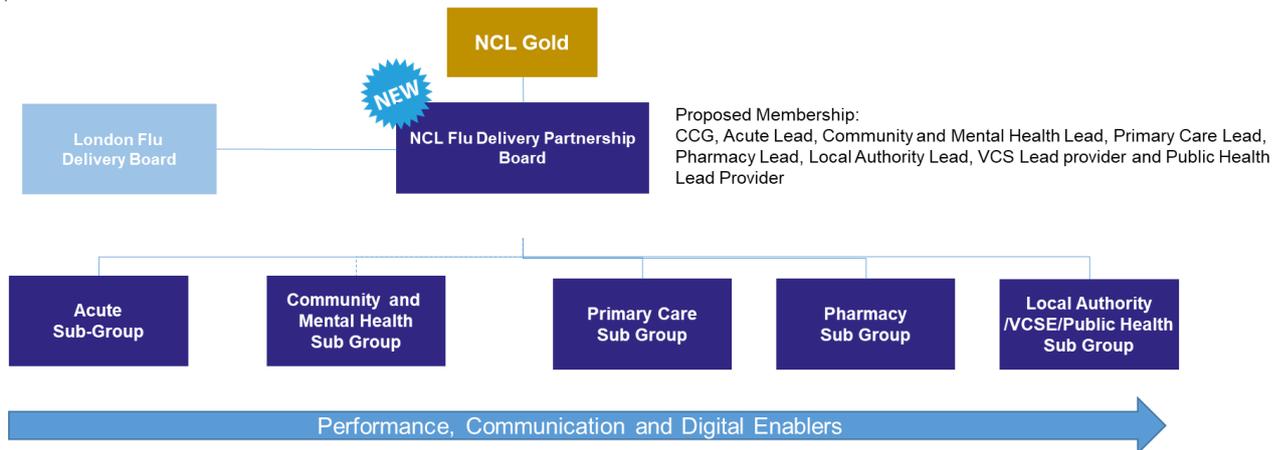
In response to the challenges faced this winter, NCL have devised a whole system approach to the flu vaccination programme by ensuring an ICS co-ordinated, ambitious response by all partners. The proposed governance structure (see table 1) ensures that all applicable areas of the system

(including local authority and voluntary sector) are represented and are able to make contributions to deliver the targets.

The system response will be overseen by NCL Gold, but will also feed into the London 'Flu Delivery Board, chaired by NHSE&I. Part of the remit of this structure will be to ensure the delivery of the NCL Action Plan, which is underpinned by borough and individual organisation action plans relating to 'flu.

Table 3 – Proposed Governance Structure

System Response



As part of this structure, we will identify three NCL Coordinating leads – one for Acute, Community & Mental Health Trusts to join the NCL Flu strategy group and drive flu vaccination numbers & unblock the blocks for these providers

In addition to this, each trust has assigned a flu lead to Make Every Contact Count in provider Trusts and vaccinate those eligible for a flu vaccination whilst they are seeking care from their organisations.

### 3.2 Performance and Tracking

Existing data systems for flu vaccination do not enable GP practices, PCNs and the wider system to have a near real time understanding of who is or is not getting flu vaccination, or who has refused vaccination. This includes by equalities groups and also by different levels of clinical and social need.

Given the scale of this year's flu vaccination campaign and the ongoing risks of flu within the context of a global Covid-19 pandemic, we will be using HealthIntent to proactively support GP practices, PCNs, pharmacies (if possible), boroughs and the wider system to improve the uptake of flu vaccination, and specifically to those most 'at risk' within the eligible cohorts with a focus on equity across different communities.

The focus will be on providing flu vaccination data back to care teams in near real-time so that they can understand who has still not had flu vaccination (and has not already refused) who may benefit from it, so at population and individuals levels, they can take appropriate actions to target their vaccination delivery.

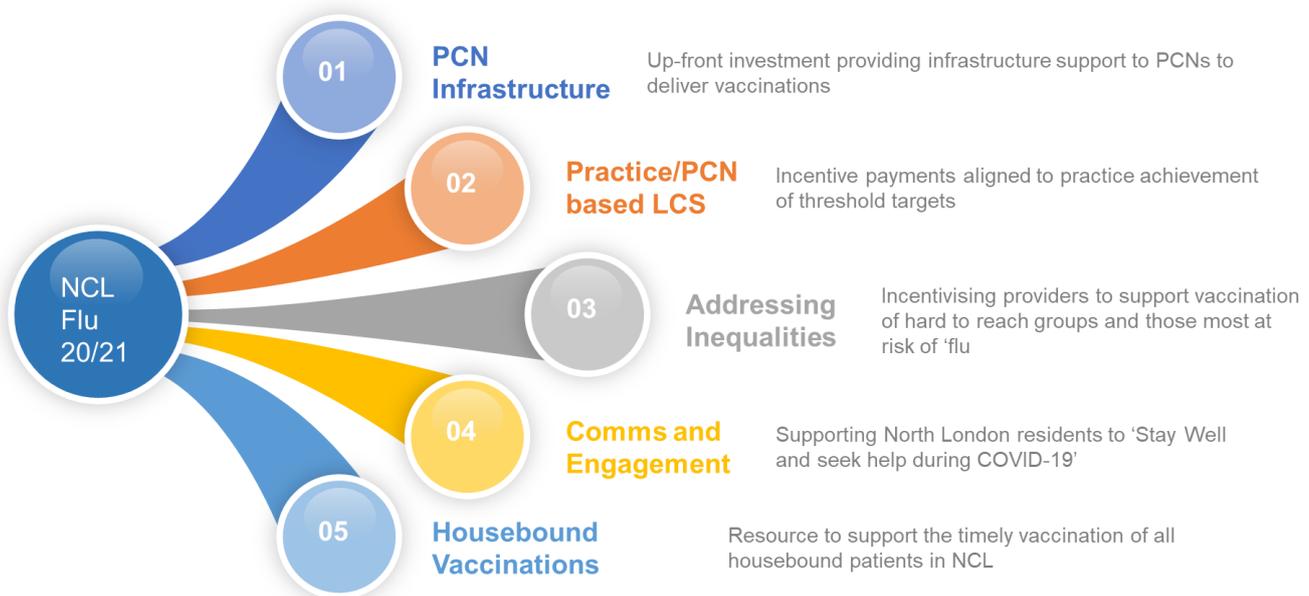
GP data will be used and is available for nearly all NCL GP practices. We will explore what can be done to on-board pharmacy and acute data for flu vaccination to try and get a complete picture of uptake, in near real time for local GPs.

Appendix 2 – HealthIntent provides further detail on the proposed approach

## 4. Support Outline

The following section gives an outline and description of the initiatives we have put in place to support the vaccination of patients across North London.

Table 4 – NCL Flu 20/21 (to date)



### 4.1. PCN Infrastructure

PCNs have been asked to complete a 'flu plan, detailing how they intend to provide flu vaccinations for the various at-risk population groups identified in section 1. Feedback that we have received to date indicates that practices will seek to vaccinate utilising existing primary care estate and workforce, but may need to consider alternative arrangements such as utilising sports halls to provide the scale of space required for social distancing. We are also aware that some PCNs will seek to provide vaccinations from 'at-scale' sites over the course of several weekends, as well as needing to train more staff to deliver vaccinations. In order to support this, we have provided PCNs with resource, both in the form of in-kind support (i.e. local authority and NHS sites) but also in the form of a PCN 'flu infrastructure fund.

### 4.2. Locally Commissioned Service

A Locally Commissioned Service has been introduced in Barnet, Enfield and Haringey borough directorates, bringing them in line with local incentives offered in both Camden and Islington. As Enfield has provision for 2/3 year olds, the newly commissioned LCS would only cover over 65 and under 65 (at risk) for Enfield. Further to this recommendation, there will be no change to the LCS in both Islington and Camden during 20/21.

As agreed at a Governing Body seminar previously, the LCS is based on the threshold outcomes achieved by individual practices (70%) and the overall PCN achievement (30%), as well as the inclusion of a 'stretch target' payment for practices/PCNs who achieve the 85% threshold.

### **4.3. Addressing Inequalities**

NCL CCG recognises that addressing inequalities must be a key focus this winter. It is essential to increase flu vaccination levels for those who are living in the most deprived areas, those who are often 'hard to reach' and those from BAME communities. We need to ensure equitable uptake compared to the population as a whole and help protect those who are more at risk if they are to get COVID-19 and flu. In order to support this, we have introduced a further funding stream (equivalent to £0.25 per patient) in excess of the LCS for every patient from the BAME population vaccinated.

### **4.4. Communications and Engagement**

In order to build upon and complement the national communication, we have launched an NCL communications and engagement campaign. The campaign aims to ensure that people who are most at risk of preventable emergency admission to hospital are aware of and, where possible, are motivated to take actions that may avoid admission this winter. This will be achieved by educating at risk groups about the actions they can take to stay healthy this winter and increasing up take of the flu vaccine. It is also aligned to the aims and key messages contained within our communications and engagement plan that is designed to support North London residents to 'Stay Well and Seek Help during COVID-19'. See appendix 1 for the campaign aims and audiences.

### **4.5. Housebound Patients and Carers**

In order to support the timely and effective vaccination of all housebound patients in NCL, we have introduced an incentivised model to support Community Service Providers (District Nurses) in Barnet, Enfield and Camden, involving a payment per housebound patient vaccinated (in excess of the current district nursing caseload). The proposed service builds on those approved in Islington and Haringey boroughs, but uses a different model. Discussions are currently taking place across all Boroughs with community service providers to facilitate the vaccination of all housebound patients and carers, with the aim to significantly improve on vaccination rates from previous years.

## **5. Next Steps**

### **5.1 Make Every Contact Count**

Making Every Contact Count (MECC) is about encouraging and helping people to make healthier choices to achieve positive long-term behaviour change. To do this organisations need to build a culture and operating environment that supports continuous health improvement through the contacts it has with individuals. Doing this will improve health and wellbeing amongst service users, staff and the general public and reduce health inequalities. The implementation model to help achieve this ambition has three core components:

- Organisational readiness
- Staff readiness
- Enabling and empowering the public

As described in section 3, all appropriate providers across NCL are contributing towards an overarching plan to reach the target for 'flu vaccination set by NHSE. As part of this, we are assessing provider capability to utilise a MECC approach. In order to achieve this, we are gathering more intelligence regarding opportunities/patient contacts, contractual restrictions, vaccine supply and provider readiness.

## **5.2 Borough Drive/Walk Through Facility**

As part of the borough/PCN response to the 'flu, supported by the PCN Infrastructure Fund (as detailed in 4.1) there are some plans to provide 'at-scale' vaccination clinics. This is subject to need in each area, which is determined by practice ability to provide vaccinations using their own estate and workforce.

Recent guidance updates on PPE, infection control and indemnity have meant that more practices in NCL feel able to conduct clinics themselves and/or using practice buddy arrangements to use each other's facilities to vaccinate the at-risk groups in September/October.

As discussed earlier, we are awaiting further guidance from NHSE as to how they expect the households of shielding patients and 50-64 (not at risk) categories to be vaccinated. We are aware that this is expected to occur following the vaccination of the at-risk groups, probably from November. We are therefore undertaking further scoping with NHSE as to the possibility of vaccinating these cohorts, as well as those in at-risk groups who have not yet received a vaccination, through at-scale drive/walk through sites across NCL from November.

# Appendix 1 – Communications and Engagement Campaign

## Campaign aims

To ensure that people who are most at risk of preventable emergency admission to hospital are aware of and, where possible, are motivated to take actions that may avoid admission this winter. This will be achieved by educating at risk groups about the actions they can take to stay healthy this winter and increasing take up of the flu vaccine. It is also aligned to the aims and key messages contained within our communications and engagement plan that is designed to support North London residents to 'Stay Well and Seek Help during COVID-19'.

Specifically, this flu campaign will:

- Encourage behaviours that will enable residents to stay well during the winter – including seeking early advice from pharmacists, NHS 111 and their own GP
- Drive flu vaccination uptake in target groups, particularly those we haven't reached well in the past and who experience health inequalities
- Share key messages on how to stay safe during COVID-19 and the importance of the flu vaccine (also will adapt to include information in respect of the COVID vaccine should that become available)
- Improve residents' awareness of local health services and how to safely access them
- Improve appropriate use of the right health service, at the right time (including alignment with our other key messages to ensure people with cancer are attending for treatments and people with symptoms are seeking help; pregnant women are attending their regular scans, getting their flu vaccine and seeking help if foetal movement reduces; and parents are getting their children immunised & checked appropriately if they are unwell. This will be done with simple clear messaging, so as not to confuse the public)
- Aim to dispel myths that vaccination is not safe

## Audiences

The following are our key audiences across North Central London:

### External

- Initially patients, carers and residents in North Central London, specifically:
  - All those aged 65 years and over
  - People aged up to 65 living with long-term health conditions, and their carers, family and friends
  - Pregnant women and parents of young children
- Local authorities and their staff
- Health and social care staff employed by a registered residential care/nursing home, registered domiciliary care provider or a voluntary managed hospice provider
- Healthwatch
- Media, local press
- Local MPs
- Local councillors
- Local NHS trusts in North Central London and their staff
- Voluntary, carer and community groups/organisations, including those who represent vulnerable groups and those disproportionately affected by COVID-19
- Primary schools, Nurseries and Secondary schools

### Internal

- Governing Bodies
- Member GP practices and Primary Care Network leads
- CCG staff

Later in the year, the new cohorts the Government has announced are:

- 50 – 64 year olds
- Year 7 children
- The households of people who are shielding

### **Key messages**

Key messages will be confirmed by the national campaign messages due out in September, but will focus on:

- Encouraging at risk groups to have their flu vaccine and reinforcing confidence in the flu vaccine, with a focus this year on those people disproportionately affected by COVID-19
- Encouraging people to seek advice from a pharmacist at the first signs of illness
- Encouraging all those aged 65 years and over, or people with long-term health conditions and their carers, family and friends to take specific actions to stay well over the winter
- Aligning our messages with those contained within the 'Stay Well and Seek Help during COVID-19' communications and engagement plan
- Promoting self-care: encouraging people to prepare for winter by stocking-up ahead of the cold weather and holiday period closures with food and other essential supplies and getting their prescriptions filled
- Promoting NHS 111 as the number to call
- Raising awareness of other local services, e.g. pharmacies and GP services and services for people with mental health concerns.

## Appendix 2 – HealthIntent



NCL Flu HealthIntent  
Specification\_Sep 2021