

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

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 Barnet.

Table 2 – 18/19 & 19/20 Performance

Feb-19				Feb-20			
Over 65s	Under 65s (6 months - < 65 yrs AT RISK)	Pregnant (TOTAL)	Total 2 and 3 yrs	Over 65s	Under 65s (6 months - < 65 yrs AT RISK)	Pregnant (TOTAL)	Total 2 and 3 yrs
National Target				National Target			
75%	55%	55%	48%	75%	55%	55%	50%
Barnet Average				Barnet Average			
63.1%	43.2%	35.7%	31.2%	65.9%	40.3%	35.5%	31.5%

The table above shows that Barnet has remained consistent in delivery of flu vaccinations in the previous two years. 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. Current Performance (17th November 2020)

Table 3 – 20/21 Performance (year to date)

Nov-20			
Over 65s	Under 65s (6 months - < 65 yrs AT RISK)	Pregnant (TOTAL)	Total 2 and 3 yrs
National Target			
75%	75%	75%	75%
Barnet Average			
62.1%	32.5%	N/A	39.8%

The table above shows that Barnet has made an excellent start and has nearly vaccinated the same amount of patients by November 20 as they did in the entire flu season in 19/20. We have in fact vaccinated more 2 & 3 year olds already and continue to vaccinate the remaining patients.

Data for pregnant women is currently being reviewed, as there are potentially issues with the total number of pregnant women being inflated.

Key issues that has hindered our ability to vaccinate patients include:

3.1 Vaccine stock (delays and shortages)

We have seen delays in vaccine delivery from certain manufacturers, particularly for the under 65 (at-risk) population. Some practices did not receive full delivery of this vaccine until late October which has impacted on their ability to host clinics.

Many practices have delivered extremely successful flu clinics and as a result have used all of their vaccine stocks. In order to support the expanded vaccination programme, the Department of Health and Social Care has secured an additional supply of influenza vaccines, which are currently being distributed to top up local supplies once they run low. We are now able to confirm the process by which GPs, Pharmacies and Trusts will be able to access this additional stock.

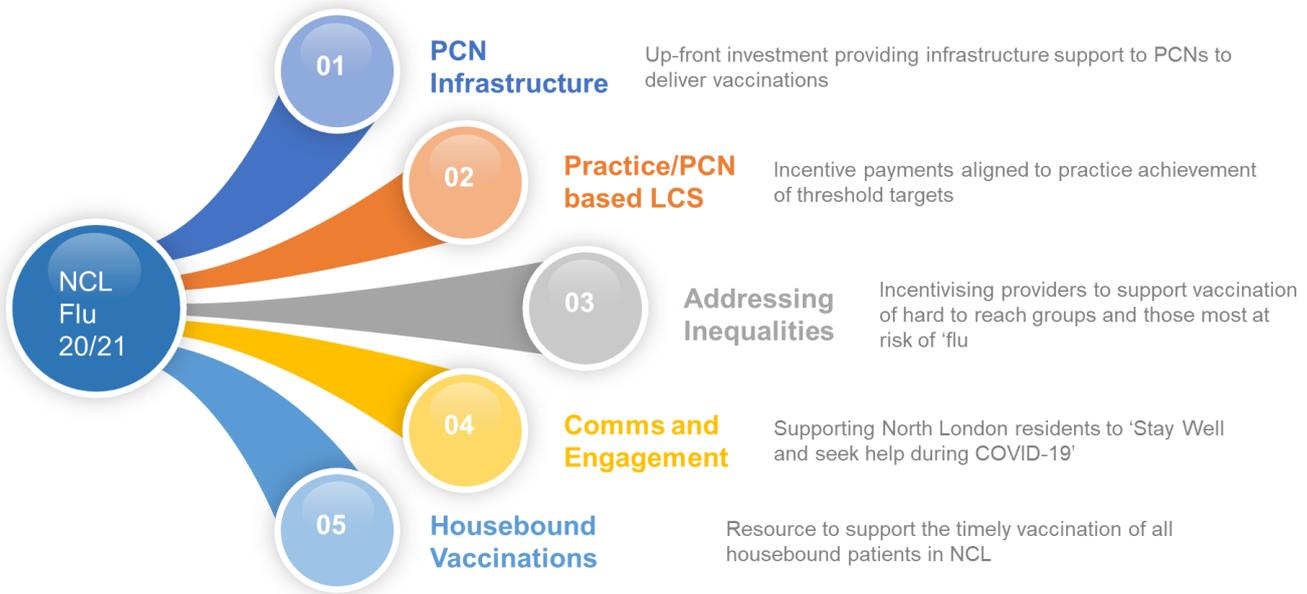
3.2 Patients refusing/declining

We have seen a higher refusal/decline rate in patients in the under 65 (at-risk) group in 20/21 in comparison to 19/20. We have provided practices with a script to support conversations with patients who have refused/decline the vaccination in the hope that we can allay fears and concerns and support more patients receiving this extremely important vaccination. We continue to monitor this situation to understand the reasons for this patient decision.

4. Support Outline and Next Steps

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



In addition to the initiatives described in the table above, we have also put in place the following to support vaccination of residents in Barnet:

4.1 Communications and Engagement

- Developed two animations, one for at risk groups and one aimed at parents – translated into top six languages spoken in NCL and shared through numerous channels – personal message videos from healthcare staff, community leaders and patients to encourage uptake are now being developed in different languages
- Inserts in housing statements, library bags and food bank parcels, partner newsletter articles, including to schools and nurseries, and outdoor space advertising
- Commissioned VCS organisations to deliver workshops and targeted engagement with communities disproportionately affected by COVID-19 to understand barriers and promote uptake.
- Virtual community events with VCS organisations
- Council magazine articles and resident letters from council leaders
- Working with faith forums to get messages out to their communities
- GP pack provided to every practice - weekly webinar with activity updates
- Social media campaign – sharing digital assets across London STPs
- Advertising programme across digital platforms Facebook, Instagram, InYourArea, Nextdoor, Mumsnet and Gransnet – geographically and demographically targeted, which will be regularly adjusted informed by HealthIntent uptake data
- Innovative promotional work, such as working with Arsenal football club to get messages out to their fan base
- Training, myth busting tools and Q&As, and a script developed for GP practices to use to address vaccine hesitancy
- Promoting uptake with staff across all partner organisations
- Working with the regional team to broadcast on community radio stations

4.2 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

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.

4.3 Care/Nursing Homes outreach

There are a number of schemes set up across London that support PCNs to achieve the aspirational targets, however neither the national advanced nor local enhanced 'flu services for community pharmacies provides the resource to release pharmacy teams into care homes to undertake bulk vaccinations. NHSE London have launched a pilot project which aims to support community pharmacy teams to be able to undertake bulk vaccinations in care homes and support the aspirational 'flu targets set at STP/CCG levels. We are currently working with care homes with lower uptake rates in residents and staff and matching them with local community pharmacies who will be able to undertake 'pop-up clinics' in homes.

4.4 Homelessness outreach

As per the initiative described above, we are also working in partnership with local authorities and housing associations to arrange for the vaccination of the homeless population who have been accommodated in hotels. The main bulk of Barnet's homeless population have been placed in the Stay Club in Brent. These residents will be offered a flu vaccination on the 25th November.