

Flu Vaccination Programme Update

Purpose

1. As mentioned in previous reports, now more than ever before it is important to maintain high vaccination coverage. However the delivery of this year's programme is more challenging because of the impact of COVID-19.
2. The purpose of this paper is to provide an update on the uptake of the Leicester Leicestershire and Rutland flu vaccination programme 2020/21 with a focus on Leicester City.
3. Data is taken from the IMMFORM national database. It should be noted that practice level data from IMMFORM cannot be shared in the public domain due to licensing restrictions.

Summary Update

4. The table below shows week 52 information for week ending 27th December 2020. This indicates that for the 65 years and over cohort overall Leicester City CCG has meet the 75% ambition.

GP Practice Flu Immunisation uptake - Week 52 2020/21			Summary of Flu Vaccine Uptake %					
CCG Code	STP	CCG	65 and over	Total Combined - 6 months to under 65 years: At-risk % uptake	All Pregnant Women	All Aged 2	All Aged 3	50-64
03W	Leicester, Leicestershire and Rutland STP	NHS EAST LEICESTERSHIRE AND RUTLAND CCG	83.0%	52.7%	50.2%	66.2%	68.0%	26.5%
04C	Leicester, Leicestershire and Rutland STP	NHS LEICESTER CITY CCG	75.2%	44.5%	33.6%	43.8%	44.0%	16.6%
04V	Leicester, Leicestershire and Rutland STP	NHS WEST LEICESTERSHIRE CCG	82.8%	50.7%	48.5%	67.1%	67.6%	25.2%
	MIDLANDS	ALL	80.7%	51.7%	42.8%	53.9%	56.1%	27.4%

5. There is practice variation within this overall number (40% - 90+%). There is scope to increase further, especially in those at risk groups aged 16 to 64 year olds, where coverage is currently

at 44.5%. There is a national focus on increasing uptake with reminder letters and telephone calls to 16-64 at risk and 50 -64 year olds.

6. Support to general practice and primary care networks continues to be provided by the CCG with general and specific targeted support undertaken. An example of this is sharing and revising methods of reminders and follow up when a high proportion of non-responders were identified.
7. There have been some issues specific to a general practice such as staffing. For example in one Leicester City general practice additional training was held for new nurse vaccinators. This increased the ability to provide more appointment slots each week resulting in the practice heading towards their target (moving from 15% to 54% uptake).
8. In terms of communications a number of actions have taken place including:
 - a. Dialogue between the communications teams within the CCG and Leicester City Council who are supporting with getting the flu messages into their face to face and online channels – specifically in areas with lower uptake.
 - b. The Council of Faiths has shared the national recordings in Urdu, Hindi and Polish with their local leaders and have requested further materials in other languages, which we are working to develop in Somali, Bengali, Punjabi and Gujarati.
 - c. Social media messaging continues to raise general awareness.
 - d. Jobs for age 50 – 64 messages shared in social media, websites, media, sitrep, 5 on Friday stakeholder newsletter and citizen’s panel newsletter.
 - e. ‘It’s not too late to have your flu vaccine’ messaging shared with local CVS groups to share with their members and through their communications channels.
 - f. Reminders in staff communications channels for health and social care staff.
 - g. Collated national and local resources on <https://www.westleicestershireccg.nhs.uk/your-health-and-services/flu-safe> for local organisations to use. If you click on this link <https://www.westleicestershireccg.nhs.uk/your-ccg/publications/your-health-and-services/flu> you can see how many downloads each has had – the leaflets in Hindi and Urdu in particular have had several hundred downloads.

9. Challenges do continue. This includes concerns around the ingredient list and a person's personal disposition towards the vaccine either positive or negative. Some of this will be cultural belief but some will be their personal belief. There are many practices which utilise bi-lingual staff to make sure everyone understands the offer. The Council of Faiths has been extremely supportive in getting the right messages out to the public.
10. The other big challenge is COVID-19. This is around staff or family members contracting the COVID-19 virus thus reducing workforce capacity as well as the introduction of the COVID-19 vaccination and the role of PCNs in delivering this.
11. Going forward data monitoring will continue weekly and the CCGs teams will continue to support general practice on specific issues and queries and to work on solutions. Further work is being undertaken looking at the available materials regarding promoting the vaccine to those with LTC and the homeless population highlighting the importance of the flu vaccine and reminding people it's not too late.
12. We are also targeting some specific work with homeless people in the City. We see this as an important initiative that will help with Covid vaccinations going forward

Conclusion

13. GPs and Pharmacies are continuing with their flu vaccination programme and prioritising uptake in the at risk groups, including care home residents and staff.