

**H&F Immunisation & Vaccination Briefing
Public Health
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Health and Adult Social Care
Policy and Accountability Committee**

Dean Linzey Senior Lead Health Protection

Elizabeth Naylor Head of Health Protection

Dr Nicola Lang Director of Public Health

Introduction

- Low vaccination uptake for children and adults has been a longstanding unresolved issue in H&F. This presentation sets the scene and describes some of the interventions in place to improve the vaccination coverage in the borough.
- In Hammersmith and Fulham, the lowest vaccination coverage is in residents of Black Caribbean or Black African ethnicity, and those living in more deprived areas.
- [H&F childhood immunisation report - January 2021 \(lbhf.gov.uk\)](https://lbhf.gov.uk)

Measles mumps rubella (MMR) vaccination

- Although 82% of all children in the Borough have received one MMR vaccination, full protection is only conferred with two vaccinations, and there needs to be 95% coverage for what is termed herd immunity (a level of immunity that protects the whole community safely).
- Using the **measles mumps rubella (MMR) vaccine** as a marker, in July 2024 almost two-thirds (65%) of White British children in the Borough had had two MMR vaccinations, compared with under half (46%) of Black African children (1).

(1). MMR Vaccine Status: Hammersmith & Fulham. July 2024 A Quinn-Savory BI Services.

Flu and Covid vaccinations

- Using **care homes** as a focus, we started working with nursing home staff in the Autumn of 2022. We focussed first on Flu vaccinations, exploring vaccine hesitancy and then developing targeted education sessions which specifically addressed staff worries, like losing paid time off work, or fears the vaccine would make them feel unwell.
- As we approach the third annual flu season using this approach, **Hammersmith and Fulham now has the highest uptake of Flu vaccine in Care Home residents and staff in the country (2)**. This approach will now be expanded to other care settings, as well as to homecare staff.

(2). Care Home Winter Flu Vaccinations 2023-2024 (as of 30th April 2024), Capacity Tracker.
[///C:/Users/dl62/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/AQNIQIJB/flu%20vaccinations care%20home%20residents%20and%20staffaggregated20report%202023-24.pdf](///C:/Users/dl62/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/AQNIQIJB/flu%20vaccinations%20care%20home%20residents%20and%20staffaggregated20report%202023-24.pdf)

Working with residents

- Working with local residents, we have piloted an MMR video in Somali, Arabic and English. This has proven very successful, with over 1000 'hits' on the Council website in the first weekend of release.
- We are preparing a further video on Pertussis to be filmed in Autumn 2024, followed by videos on Flu and COVID for the up-coming season.
- We produce a weekly local briefing for e-news and a monthly update for the faith leaders to share with their communities.



<https://we.tl/t-12wbKuVFzB>

<https://youtu.be/F7XRvzKcx2M>

Improving access to Vaccinations

- We are taking a “soft” approach to raise awareness of immunisations, by talking about their safety and value, as well as how to easily access the vaccines.
- Information giving is valuable, but we have found that there are high levels of “loss to follow up” - in other words - residents saying they will take up the vaccine, but then not seeing it through.
- Consequently, we’re working closely with the NHS Roving Team to take the vaccination service into the asylum hotels, and accompanying residents to their vaccine appointments and roving team vaccination pop ups.
- The Roving Team have access to a van which is free to use and offers limited Vaccination options (MMR, COVID, Flu) and MECC activity. In H&F we have recognised the strengths and weaknesses of this service and using targeted logistics have had good results nevertheless in other Boroughs there have been numerous events using the bus with limited vaccine uptake (particularly MMR).
- OUR H&F approach worked well with the Spring COVID campaign, when key workers accompanied vulnerable residents to have their vaccination at a special clinic set up at 145 King Street.
- **Community Pharmacy Project**, an initiative across NWL to include MMR in the range of vaccinations offered by community pharmacies, H&F has two pharmacies signed up to this:
 - Green Light Pharmacy 228-230 Uxbridge Rd, London W12 7JD,
 - Marcus Jones Pharmacy, 98 Old Oak Common Lane W3 7DA

HaFeriVax Training (formerly JitsuVax)

Do you want to have better conversations about vaccines?

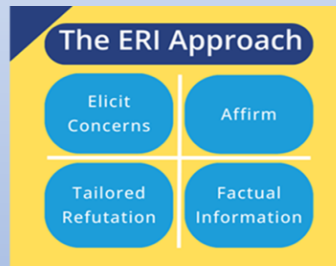


“The way healthcare professionals communicate about vaccines can play a vital role in patients vaccination decisions”

LBHF Health Protection team are running monthly **Vaccine hesitancy** training which uses **Empathetic Refutational Interviewing** approach.

What is the training about?

- Improving confidence and competence with vaccine conversation.
- Knowledge about motivating factors for vaccine concern
- Tailored communication skills
- How to refute vaccine misconceptions.



Training dates:

- 30th October 2024
- 27th November 2024
- Thurs 23rd January 2025

For more details and to book a place please contact:
Dean.linzey@lbhf.gov.uk
or
Elizabeth.naylor@lbhf.gov.uk

- We are the only borough offering this very successful training, originally developed by Bristol university and Liverpool university.
- The **HaFeriVax** approach is about having **structured conversations to address vaccine hesitancy.**
- We run this every month and have trained over 100 managers, frontline staff, and community representatives.

H&F Vaccines & Immunisations Group



- There is a **monthly H&F vaccines and immunisations meeting** for GPs, Nurses, Midwives, Health Visitors, NHS managers, the Integrated Care Board vaccines team and others, to discuss contemporary issues and share good practice.
- This helps to quickly identify local issues and solve them.
- We have an H&F vaccinations and immunisations plan, and are currently refreshing this, in light of new approaches and information from residents about what works.