

LONDON BOROUGH OF HAMMERSMITH AND FULHAM

Report to: Hammersmith and Fulham Health and Wellbeing Board

Date: 18th March 2026

Subject: H&F Immunisation and Vaccination Improvement Plan

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Summary

This report provides a summary of the multifaceted, system-wide action plan put in place to improve vaccination uptake across all age groups to reach herd immunity and reduce the risk of vaccine preventable infections in Hammersmith and Fulham Borough. The report also includes the work that has taken place to date to improve immunisation and vaccination uptake in the borough's population.

Vaccination uptake in Hammersmith & Fulham remains below both the London and England averages across most programmes and age groups. Coverage for key childhood immunisations remains below the 95% threshold required for herd protection. While some local improvements have been achieved, particularly through targeted initiatives, overall uptake remains a health protection risk.

Data interpretation is currently limited by reporting lag (typically 3–6 months) and inconsistent data flows across multiple provider systems. This restricts our ability to consistently identify ward-level and ethnicity and culturally specific low uptake cohorts. Work is underway with the BI team and ICS partners to develop a bespoke WSIC dashboard to improve data quality, timeliness and targeting of interventions.

RECOMMENDATIONS

For the Board to:

1. Support the system-wide, multi-faceted improvement plan.
2. Support effective system partnership to implement this plan with NHSE, Vaccination UK, primary care, secondary care, social care, schools, care homes and the VCSE sector.
3. Champion vaccination within services and communities to improve uptake and reduce inequalities.

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4. Note that vaccination uptake in H&F remains below London and England averages and below herd protection thresholds for key programmes.
5. Note the current data limitations and the work underway to improve intelligence through a WSIC dashboard.

Wards Affected: ALL

Our Values	Summary of how this report aligns to the H&F Values
Building shared prosperity	Vaccination is the most significant tool we have to prevent disease, morbidity and premature mortality. A strong working community has the potential to be a prosperous community.
Creating a compassionate council	Our rich diversity recognises that we have residents with varied and not always good experiences of health campaigns, we must be cognisant of this in our approach to promoting vaccination.
Doing things with residents, not to them	The H&F Immunisation plan has been developed in collaboration with LA colleagues, local stakeholders and residents to ensure our approach is respectful and our expectations are realistic.
Being ruthlessly financially efficient	Increased morbidity due to the presence of Vaccine Preventable Disease impacts work, education and health resources, this plan aims to improve vaccine uptake reducing health burden and the unique training component has already become a source of income for the LA.
Taking pride in H&F	This plan is enriched by the collaboration and buy-in from our local communities, this plan and our training is a collaborative programme which has already seen the Health Protection Team present the achievements of H&F on the international conference stage in Madrid 2025.
Rising to the challenge of the climate and ecological emergency	A key component of our plan is to help participants navigate social media postings and to use fundamental research skills (that is all participants regardless of educational attainment) to be able to challenge misinformation, now more than ever these skills are

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	needed to meet the demands of our contemporary ecological emergency.
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Hammersmith and Fulham System Wide, Multi-faceted Vaccination Improvement Plan

1. Vision:

1.1 A united, innovative H&F system that removes barriers, builds trust, and achieves 95% vaccination coverage to protect every resident across the life course.

2. Objectives 2026-2028:

- Adopt innovative, ambitious, courageous approaches in raising vaccination uptake rates to the level which will ensure herd immunity (95%).
- Strengthen vaccine system leadership and assurance.
- Develop a clear understanding of vaccine uptake in our community and identify hot spot areas for low uptake.
- Improve data quality, measure real-time uptake and strengthen vaccine governance arrangement across the system.
- Undertake in-depth meaningful community engagement to understand barriers and levers for improving vaccine uptake.

3. Structure of the vaccination delivery at H&F

3.1 We have a robust and extensive structure to provide vaccination to all ages and individuals in our communities. This includes provision from Primary Care, Roving Team, Vaccination UK and Maternity services. While this structure can provide complete cover for the community it does not mean that all the community will take up vaccination opportunities. For description of the UK vaccination programme please refer to appendix 1.

4. Challenges facing vaccination uptake in H&F

4.1 Vaccination uptake in Hammersmith & Fulham remains below the 95% target required for herd immunity. There is also a persistent inequality gap in uptake among underserved communities, driven in part by widespread misinformation and a lack of confidence in vaccines across different groups.

4.2 Access challenges, including difficulties in reaching vaccine providers, further contribute to lower uptake. Furthermore, inconsistent data flows across multiple provider systems, and fragmented reporting processes—reduce the ability to identify specific low-uptake cohorts at the ward or ethnicity level. To address these issues, a bespoke WSIC childhood immunisation dashboard is currently in development to improve data accuracy and support targeted interventions.

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5. H&F Immunisation Plan

Objective 1 – Strengthen System Leadership and Assurance		
Aim: Provide clear governance, accountability, system challenge and local coordination.		
Key Actions	Outputs	Outcomes
<ul style="list-style-type: none"> • Immunisation oversight group has been established to oversee the implementation of the vaccination plan • Implement borough immunisation assurance framework (aligned to UKHSA HPAF) • Hold monthly system performance reviews with NHSE, VAC UK and primary care • Introduce RAG-rated performance dashboard 	<ul style="list-style-type: none"> • Agreed governance structure • Quarterly assurance reports to HWBB • Documented escalation pathway • Immunisation oversight group to oversee the implementation of the plan 	<ul style="list-style-type: none"> • Improved system grip and accountability • Faster response to declining uptake or outbreaks

Objective 2 – Increase Vaccine Uptake Across All Age Groups		
Aim: Improve coverage in childhood, adolescents, adults, and at-risk groups.		
Key Actions	Outputs	Outcomes
<ul style="list-style-type: none"> • Targeted call-recall support for GP practices • School-based vaccination promotion (MMR catch up, HPV, flu and full school vaccination regime) • Care home and housebound vaccination optimisation • Flu and COVID seasonal delivery planning 	<ul style="list-style-type: none"> • Uptake improvement plans by cohort • Increased access points and outreach sessions 	<ul style="list-style-type: none"> • Year-on-year increase in COVER indicators • Reduced outbreak risk

Objective 3 – Reduce Vaccination Inequalities		
Aim: Close uptake gaps in underserved and high-risk populations.		

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Key Actions	Outputs	Outcomes
<ul style="list-style-type: none"> • Use WSIC/CHIS to identify low-uptake wards and communities • Targeted outreach for: <ul style="list-style-type: none"> ○ Ethnic minority communities ○ Deprived wards ○ Migrant and homeless populations • Partnership with VCSE and community leaders 	<ul style="list-style-type: none"> • Inequalities heat map • Targeted micro-plans by population group 	<ul style="list-style-type: none"> • Reduced variation between highest and lowest uptake area • Equitable improved performance in vaccine uptake

Objective 4 – Build Confidence and Reduce Vaccine Hesitancy

Aim: Increase informed decision-making through trusted conversations.

Key Actions	Outputs	Outcomes
<ul style="list-style-type: none"> • Continue H&F Vaccine Conversation Training to frontline staff/volunteers/community representatives • Embed training in care homes, children’s services, housing, and VCSE • Develop community vaccine champions • Provide myth-busting communication resources 	<ul style="list-style-type: none"> • Number of staff trained • Broad base of Trusted Vaccine advocates • Community champion network established 	<ul style="list-style-type: none"> • Increased vaccine confidence in all communities • Improved uptake in previously hesitant groups

Objective 5 – Ensure Seasonal Readiness

Aim: Deliver safe, coordinated seasonal vaccination programmes.

Key Actions	Outputs	Outcomes
<ul style="list-style-type: none"> • Annual borough winter and flu vaccination plan • Continued program of information provision to recognise all seasonal, social and religious events • Staff vaccination promotion (LA, care homes, Schools, VCSE) • Pharmacy and primary care capacity planning and support • Pregnant women continuous RSV, flu 	<ul style="list-style-type: none"> • Seasonal delivery plan • Workforce vaccination scheme • Coordinated Boroughwide response 	<ul style="list-style-type: none"> • Higher flu and COVID uptake • Reduced winter system pressure • Reduced Borough vulnerability to outbreaks

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and pertussis promotion		
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Objective 6 – Improve Data Quality and Identification of Hotspots

Aim: Enable timely, accurate intelligence for targeted action.

Key Actions	Outputs	Outcomes
<ul style="list-style-type: none"> • Develop WSIC 0–5 immunisation dashboard • Data-sharing agreements with partners • Monthly data quality review with NHSE/CHIS/BI Team • Practice-level performance reporting 	<ul style="list-style-type: none"> • Real-time uptake dashboard • Hotspot identification reports • Early risk alert 	<ul style="list-style-type: none"> • Data-driven targeting of interventions • Improved reporting accuracy • Improved monitoring of performance

Objective 7 – Conduct In-Depth Community Engagement

Aim: Understand barriers, confounders and co-produce solutions.

Key Actions	Outputs	Outcomes
<ul style="list-style-type: none"> • Community insight work in low-uptake areas • Focus groups and listening events • Collaboration with faith groups and local leaders • Behavioural insights approach 	<ul style="list-style-type: none"> • Community insight report • Co-produced intervention plans 	<ul style="list-style-type: none"> • Services aligned to community needs • Increased trust and access

Objective 8 – Adopt Innovative Interventions

Aim: Remove access barriers and improve convenience.

Key Actions	Outputs	Outcomes
<ul style="list-style-type: none"> • Pop-up and outreach vaccination clinics • Proactive, targeted communications • Mobile and community-based delivery models • Integrated vaccination with health checks and other services 	<ul style="list-style-type: none"> • Number of outreach clinics delivered • Pilot evaluation reports 	<ul style="list-style-type: none"> • Increased uptake in underserved groups • Progress towards herd immunity thresholds

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<ul style="list-style-type: none">• Incentive and reminder pilots (e.g. care home staff flu scheme)		
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6. Delivery & Governance

6.1 Lead: Local Authority Public Health (Health Protection) DPH, HPT

6.2 Key Partners: NHSE, VAC UK, Primary Care, CLCH, Pharmacies, Schools, VCSE, Care Homes, Public Health Colleagues

6.3 Reporting: Quarterly to Health Protection Board (when established) and Health & Wellbeing Board

7. Performance Measures

- COVER 0–5 indicators
- MMR (2 doses) at 5 years (MMRV 2 doses at 18 months)
- Flu uptake (65+, at-risk, pregnant women, children)
- RSV/Pertussis uptake in pregnant women
- HPV coverage
- Impact on Inequality gap between highest and lowest wards
- Staff/trusted figures trained in vaccine conversations
- Number of targeted outreach sessions

APPENDICES:

Appendix 1: Immunisation schedule in the UK .

Appendix 2: H&F Immunisation Action Plan.

Appendix 3: H&F Vaccine Conversation Training overview.

Appendix 4: Childhood Immunisation Across Primary Care

Appendix 5: H&F Vaccination Data RAG report.