

Hammersmith and Fulham Flu Vaccination Action Plan Winter 2015-2016

PAC 14th September

Public Health Department, Three Boroughs Shared Services

August 28th 2015

Executive Summary

The flu vaccine is offered free to 'at risk' populations nationwide (over 65s, those with long-term medical problems and pregnant women) and in addition a nasal spray vaccine for children aged two to four and school years 1 and 2 is now available. Unfortunately uptake of the flu vaccine within the Hammersmith and Fulham has been low, below both the national and London averages in all eligible groups.

A wide range of national and local organisations are involved in the delivery of vaccination programmes. NHS England local area teams are responsible for commissioning vaccination programmes, monitoring GP flu vaccination programmes and ensuring that these programmes meet the needs of the local population. While local authorities do not commission or deliver vaccinations, our role is to provide independent challenge and scrutiny of the local vaccination arrangements and to support promotion of the flu vaccination among eligible groups.

The 2015-2016 Public Health Hammersmith and Fulham flu action plan focuses on promoting community flu vaccination locally, and aims to increase uptake in 2 main ways:

- Advertising directly to the community
- Increasing awareness among professionals and volunteers who work with eligible people and therefore can promote flu vaccinations to their service users.

This will be accomplished through articles in borough newspapers and newsletters, articles in staff newsletters, intranet articles, via social media, letters to professionals and volunteers, digital TV screen advertising, and posters/leaflets in a wide range of locations. The campaign will be aimed at all eligible populations, and will include schools, nurseries, children's centres, libraries, day centres, residential/nursing homes, advocacy services and charities.

Contents

	Page
Executive Summary	2
Contents	3
1. Who is responsible for different aspects of vaccination programmes nationally?	4
2. Who should have the flu vaccine 2015-2016?	6
3. Flu vaccination uptake 2014-2015	7
4. Options for increasing coverage	8
5. NHS England (London) Action Plan	10
6. Action Planned by Public Health Shared Services for Hammersmith and Fulham	11
Resources	13

1. Who is responsible for different aspects of vaccination programmes nationally?

Immunisations Board (Representatives of the Department of Health, PHE and NHS England)

- Provides strategic leadership and governance.
- Ensures strategic alignment within the partnership.

Department of Health

- National strategic oversight and financing.
- Engaging with national and international partners to increase knowledge and understanding of vaccines and vaccine-preventable conditions.

NHS England

- Routine commissioning of the vaccination programme through the local area teams.
- Monitoring GP flu vaccination programmes and ensuring that these programmes meet the needs of the local population
- Building close working relationships with directors of public health to ensure that local population needs are understood and addressed by providers of flu vaccination services

Public Health England

- Plans the national approach, procurement and distribution of the vaccines.
- Oversees supply and reserves.
- Purchases all vaccines for children.
- Applies research, surveillance and analysis to inform and evaluate vaccine programmes.
- Undertakes public communications to promote uptake of the vaccination.
- Manages pilots of new programmes.
- Provides specialist advice and information to ensure consistency and safety.
- Supports the DH and NHS England.

Local Government

- Provides independent scrutiny and challenge of NHS England, PHE and providers.
- Works with other organisations to ensure that local vaccination strategies and policies address inequalities.
- Promotes vaccination among frontline social care workers and encourages external providers to also offer vaccination for staff where appropriate.

CCGs

- Quality assurance and improvement of vaccine services, which extends to GP services.

Providers of vaccines

i) GP Surgeries

- Ordering the correct amount and type of vaccine.
- Delivering vaccines and maintaining appropriate records.
- Vaccinating their own staff.
- Ensure that all those who are eligible for the annual flu vaccine are invited personally.

ii) Employers of Individuals working as providers of NHS services

- Management and oversight of vaccination campaigns among their own staff.
- Support to providers to ensure access to vaccinations and to maximise uptake among those eligible to receive it.

iii) **Central and North West London NHS Foundation Trust (CNWL)**

- In the Three Boroughs the new local provider for school vaccinations.

2. Who should have the flu vaccine 2015-2016?

1. People aged 65 and over
2. People aged 6 months to 65 years with specific clinical conditions Include those with chronic heart, lung, kidney, neurological and liver disease, diabetes, learning disabilities, asplenia and others if considered at risk. Consider household contacts of immunocompromised individuals.
3. People living in long-term residential care
4. All pregnant women
5. All two, three and four-year-olds, via GPs
6. Children of school years 1 and 2 age
7. Healthcare workers with direct patient contact – including primary and secondary care, dental care, optometry practices, community pharmacies and social care workers. Also trainees/students and volunteers in these sectors.
8. Carers

3. Flu vaccination uptake 2014-2015

a) Uptake in GP surgeries 2014 to 2015

	65 years and over (%)	6 months to 65 years at risk (%)	Pregnant (%)	Age 2 and NOT in a clinical risk group (%)	Ages 2 and IN a clinical risk group (%)	Age 3 and NOT in a clinical risk group (%)	Ages 3 and IN a clinical risk group (%)	Age 4 and NOT in a clinical risk group (%)	Ages 4 and IN a clinical risk group (%)
PHE Target	75%	No specific target	No specific target	40-60%*	-	40-60%*	-	40-60%*	-
England	72.7	50.3	44.1	38.1	53.7	40.7	56.4	31.9	52.3
London Area Team	69.2	49.8	39.9	29.9	47.6	32.1	50.8	22.7	45.8
NHS Central London (Westminster) CCG	64.8	43.1	34.0	20.9	28.9	24.6	45.8	17.7	52.2
NHS Hammersmith and Fulham CCG	61.7	38.4	31.1	26.0	35.1	22.4	34.2	18.9	41.0
NHS West London (K&C and QPP) CCG	64.1	41.7	31.7	18.4	33.3	19.0	40.0	13.8	44.7

*PHE expects a minimum uptake of 40 to 60%. The flu vaccination programme was first offered to healthy children aged 2 and 3 in 2013/2014 and has been extended this year to 4 year olds and school years 1 and 2. Pilots have demonstrated that a minimum uptake of 40% is achievable. Uptake should be consistent across all localities and sectors of the population.

b) Uptake in frontline healthcare workers 2014 to 2015 (PHE target 75%)

Organisation name	All HCWs involved in direct patient care			All doctors			All qualified nurses			All other professionally qualified clinical staff			All support staff		
	No. involved with direct patient care	Doses given		No. involved with direct patient care	Doses given		No. involved with direct patient care	Doses given		No. involved with direct patient care	Doses given		No. involved with direct patient care	Doses given	
		No.	%		No.	%		No.	%		No.	%		No.	%
England	987,310	541,757	54.9	137,033	76,557	55.9	368,964	183,038	49.6	162,976	90,087	55.3	318,337	192,075	60.3
Chelsea and Westminster Hospital NHS Foundation Trust	2,799	1,618	57.8	644	340	52.8	1,069	565	52.9	404	238	58.9	682	475	69.6
Imperial College Healthcare Trust	8,399	4,027	48.0	2,159	1,052	48.7	3,291	1,395	42.4	1,337	556	41.6	1,612	1,024	63.5
Central and North West London NHS Foundation Trust	4,888	1,810	37.0	533	186	34.9	2,107	668	31.7	1,213	385	31.7	1,035	571	55.2
Central London Community Healthcare NHS Trust	2,142	568	26.5	71	13	18.3	1,063	253	23.8	589	159	27.0	419	143	34.1

4. Options for increasing coverage

a. NHS England

NHS England (London) is in a position to commission extended provision of flu vaccinations by offering new locations and providers.

Action currently:

- Some community pharmacies are offering the flu vaccine (numbers of pharmacies yet to be confirmed).
- Vaccination teams are visiting special schools this year.
- Service level agreements have been offered to district nurses to vaccinate house bound patients.

It may be possible in the future to organise vaccinations in more settings such as nursing/residential homes, hostels, nurseries, children's centres. This could target specific groups of people. However arranging vaccinations in these settings is likely to be costly.

One option advocated by PHE is to enable midwives, both in the community and in their acute trusts, to vaccinate pregnant women. This has been offered as a service level agreement (SLA) to midwifery services in London, however none of the trusts in the three boroughs have signed the contract this year. It may be possible in future years to address the barriers which are preventing midwifery services from accepting these SLAs.

GPs are currently rewarded under the quality and outcomes framework (QOF) for higher percentage uptake of flu vaccination among patients with coronary heart disease, diabetes, stroke/TIA and COPD. It may be possible to offer rewards for high uptake in other settings (eg schools, maternity services etc), although it may be difficult to secure funding for this.

b. Clinical Commissioning Groups (CCGs) and NHS trusts

Local NHS trusts have the responsibility to vaccinate their staff. One barrier to vaccinating frontline healthcare workers may be the opening hours of occupational health for those on shift work and/or the location of the vaccinations for those who work in the community eg district nurses and health visitors. Therefore increasing uptake may involve going to the wards or places of work to administer the vaccines, or perhaps offering extended hours for a short period of time.

CCGs are also in a position to provide regular updates on uptake through the flu season to the local providers.

c. GPs

All GPs should write individually to all their eligible patients to offer them the flu vaccine.

Action that GPs could take (if not already offering):

- Offer out-of-hours vaccinations in GP surgeries
- Ensure that electronic 'pop-ups or flags' are activated on the GP system to alert them to patients at risk.
- Display posters and offer leaflets within the GP surgery
- Arrange vaccination in residential and nursing homes linked to their practice.

d. Central and North West London NHS Foundation Trust

NHS England (London) has requested their flu vaccinations service delivery plan.

e. Local Authorities

Local Authorities can promote uptake of the flu vaccine by increasing awareness locally of flu vaccination.

- One option is to contact local organisations, stakeholders or services who do not provide vaccinations themselves but come into contact with patients and service users who need the flu vaccination. The aim of this would be that the services could circulate reminders to their users and also that staff could discuss the flu vaccine with their service users individually.

Who could local authorities contact to increase uptake?:

Target Group		Possible Action
6 months-65 years At-Risk	Long-term chronic conditions	Contact relevant outpatient departments in acute trusts, requesting them to remind their patients and also to put up posters. Day Centres. Voluntary organisations.
	Learning difficulties	Contact day centres and charities working with people with learning difficulties.
	Residential care	Residential care homes and nursing homes to ensure that they are aware that the residents should all be vaccinated unless there are contraindications.
Children	Children 2-4s	Nurseries, health visitors, social workers, library services. Posters, letters to professionals, articles in children's newsletters.
	School Years 1 and 2	Contact school head teachers, school bulletins
Over 65s		Charities such as age concern, social workers. Library services.
Frontline Healthcare Staff	Community staff	Contact community opticians, pharmacies, residential care homes etc reminding them to vaccinate their staff. Contact head of social services, health visitors etc to ensure it is put in staff communication eg newsletter, email, intranet.
Pregnant Women		Midwives – ensure they are aware and that they inform all pregnant women. NCT classes.
Carers		Carers support groups, social workers

- Local Authorities also advertise material in areas where those requiring the vaccine are more likely to see it. The material can be directed at the specific client group eg pregnant women.

Where could posters/advertising material be displayed?:

- Secondary care outpatient departments – particularly renal/cardiology/neurology/Liver/respiratory/ paediatrics
- A&E
- GP surgeries.
- Children's centres
- Play centres / Nurseries
- Day centres
- School receptions (where parents would see it)
- Day centres
- Hostels/Soup Kitchens
- Voluntary Organisations
- Pharmacies
- Opticians

5. NHS England (London) Action Plan

Workstream	Action	Timeline
At risk cohort	Offer SLA t to providers to Vaccinate children in special schools across London.	21/07/2015
	Briefings for LAs, Directors of Children services	
	Highlight practices with low uptake and ask CCGs to communicate with their practices the importance of ensuring that patients on at risk registers were actively invited for their flu vaccination.	31/07/2015
	Send out communication to all GPs to ensure GP clinical systems 'flags/pop ups' are operational regarding alerting clinicians to those at risk.	03/08/2015
	Send out a briefing on flu to long term condition charities.	14/08/2015
	Homeless Charities, soup kitchens and winter shelters to be contacted to inform their staff those eligible cohorts could be vaccinated in community pharmacies.	22/08/2015
	Ranking Trusts performance Monthly	Ongoing monthly
	Draft a letters to achieving trusts	
Over 65 cohort	Offer district nursing (DN)SLA to all provider	14/07/2015
	Item in HPT newsletter to nursing and Residential homes	15/08/2015
	Item in GP Bulletin regarding importance flu for house bound patients	15/08/2015
	Liaise with providers regarding their capacity on vaccinating house bound patients.	25/07/201
	Monitor uptake of DN SLA	Ongoing from 03 August 2015
Frontline Healthcare Workers	Update SOP	03/08/2015
	Contact / meet with MONITOR and NTDA	03/08/2015
	Write to all Trusts asking for their plans to vaccinate FHCW	10/08/2015
	Write to CCGs asking them to remind GP's to put in place plan to vaccinate their HCW	10/08/2015
	Monitoring	Ongoing from November 2015 to March 2016.

6. Action Planned by Public Health Shared Services for Hammersmith and Fulham

Most GPs offer flu vaccinations from early October. The PHE flu vaccination campaign material will be available for download from 17th September.

This action plan will be updated as more avenues become available.

Action	Details	Contact	Timeline
Borough Communications			
Local Borough Public Newsletter Article	E newsletter	Russell Butt	September
Digital Screens Advertisement		Geoff Cowart	From Mid-September
Social Media Promotion (twitter/facebook etc)		Russell Butt	From Mid-September
Library Services	Posters and Leaflets in the Library, Open Age Partnerships and other groups	Kate Gielgud	25.9.15
Local Council Staff Newsletter Article		Kirsty Langley	September
Internal Intranet Article		Kirsty Langley	September
Public Health Leadership Forum	Presentation to staff from Three Boroughs with an interest in Public Health	Kate May	22.9.15
Adult Social Care			
Tri-angles PH and ASC newsletter Article		Cheryl Graham	Deadline 9 th September, Issue 14 th September
Day Centres letter and advertising material	List of addresses prepared	Cheryl Graham	25.9.15
Nursing/Residential Homes letter and advertising material	Awaiting up to date list and contacts of local residential homes and nursing homes		25.9.15
Eletter to ASC	ASC heads to distribute	Cheryl Graham to distribute send to ASC heads	20.9.15
Advertisement at Silver Sunday (older age event)		Kate Gielgud	4.10.15
Voluntary Sector			
Voluntary Organisation Emails +/- Posters	Age UK and carers network Local organisations email distribution list	Kate Gielgud Pete Westmore	25.9.15
Community Champions Email +/- Posters	Email List for community champions	Leslie Derry	25.9.15
	White City Enterprise (Healthy Winters Event)	Kim Barclay	November
Children's Communications			
Nurseries posters, leaflets and letter to staff	Early Years Foundation	Rosemary Salliss	October
Children's centres posters, leaflets and letter	List of children's centres contacts prepared	Yacoba Godwyll	25.9.15

to staff			
Letters to Health Visitors/School Nurses	Email to circulate	CLCH contact - Catriona Noble	25.9.15
Schools Bulletin Article	Sent each week	Sarah Kamen	Late September
Library Children's Groups	Promotion in the groups	Kate Gielgud	September/October
Healthy Early Years Newsletter Article		Anna Brennan	September
Other			
Healthy Homes Scheme leaflet distribution		Justine Dornan	October

Hospital Action (aimed at community vaccine uptake rather than staff)

	Imperial	Chelsea and Westminster
Staff bulletin	In brief – staff intranet Jenny Stott	Awaiting Response from C&W
Letter to Consultants/ Heads of Departments	Clementine Brun (PA to medical director)	
Digital TV screens	Joanne McGee	
Letter to Community Midwives	Nora Farrelly (Queen Charlotte's)	Emma Bartlett (Outpatient Midwifery Matron)

Resources

1. Public Health England, NHS England. Immunisation and Screening: National Delivery Framework & Local Operating Model. 23/5/2013
2. Department of Health, NHS England, Public Health England. Flu Plan: Winter 2015/2016
3. Department of Health, NHS England, Public Health England. Annual Flu Letter 27/3/2015
4. Public Health England. Seasonal flu vaccine uptake in GP patients final data from 1 September 2014 to 31 January 2015: area teams and CCGs
5. Public Health England. Seasonal influenza vaccine uptake amongst frontline HCWs in England: winter season 2014 to 2015
6. Immunisations, London. Flu Action Plan