

Appendix 2

Paper for the Policy and Accountability Committee

Arrangements for improving the uptake rate of the flu vaccine amongst children

The purpose of this paper is to:

- Share childhood influenza immunisation performance for 2013/14 and 2014/15
- Actions to be taken by the CCG for maximising flu uptake amongst children

1. Background

1.1 Providing adequate levels of protection against flu for both designated at risk children and the wider, more general child population remains the central message of the drive by NHS England to improve the levels of childhood flu immunisation uptake.

1.2 At risk children are immunised to reduce the direct impact of flu on their existing conditions. Over recent years the groups of children identified as being at risk and eligible for the flu vaccine have changed as the benefits and impacts on these groups have become clearer.

1.3 The wider childhood population programme of vaccination supports the general principle that reducing the risk of flu within the wider population reduces the overall risks of flu related ill health and the consequent impacts.

1.4 NHS England has the lead responsibility for determining policy and commissioning services in relation to flu. Primary care and other healthcare professionals have key responsibilities in ensuring that the public have access to the flu vaccine and to ensure that they patients are provided with the highest possible levels of support and information in order to make effective choices.

2. Groups included in the Flu immunisation programme for 15/16

2.1 NHS England has reiterated its ambition to ensure that all eligible individuals are offered flu vaccine to ensure as high an uptake as possible. The specific childhood target groups are:

- Those aged six months to under 65 in clinical at risk groups (75%)
- Two, Three and Four Year olds on 31st August 2015 (40-60% uptake)
- All children of school years 1 and 2 age (40-60% uptake)

2.2 The uptake targets for the wider childhood population of 40-60% reflects the outcomes from pilots which have shown that these levels are sufficient to reduce the spread of disease to the wider population.

3. Extension of the programme to children

3.1 The immunisation of children against flu began in 2013/14 with all two and three year olds being offered vaccination through general practice. In 2014/15, this was extended to four year olds. The programme has been further extended in 2015/16 to include children of school years 1 and 2. This group will predominantly be vaccinated in primary school settings by services commissioned by NHS England. It is expected that the programme will be further extended to include older primary school aged children in 16/17.

4. Hammersmith and Fulham Influenza performance

2013/14

CCG	% of Practices responding	Aged 2 and not in an at risk group	Aged 2 and in an at risk group	% of all 2 year olds	Aged 3 and not in an at risk group	Aged 3 and in an at risk group	% of all 3 year olds
Hammersmith and Fulham	100	20.8% (512)	34.5% (20)	21.1 (532/2521)	16.2%(398)	35.1%(20)	16.6(418/2520)
London	100	32.4%	48.4%	32.7	28.8%	48.1%	29.4
England	100	42.2%	56.1%	42.6	38.9%	56.8%	39.5

2014/15

CCG	% of Practices responding	Aged 2 and not in an at risk group	Aged 2 and in an at risk group	% of all 2 year olds	Aged 3 and not in an at risk group	Aged 3 and in an at risk group	% of all 3 year olds
Hammersmith and Fulham	100	26% (643)	35.1% (20)	26.2 (663 / 2534)	22.4% (530)	34.2%(26)	22.7(556/2446)
London	100	29.9%	47.6%	30.3	32.1%	50.8%	32.7
England	100	38.1%	53.7%	38.5	40.7%	38.9%	41.3

CCG	% of Practices responding	Aged 4 and not in an at risk group	Aged 4 and in an at risk group	% of all 4 year olds
Hammersmith and Fulham	100	18.9%(448)	41%(34)	19.6%(482/2457)
London	100	22.7%	45.8%	23.6%
England	100	31.9%	52.3%	32.9%

**figures in brackets denote numbers immunised; brackets for all immunised in each cohort includes total size of cohort*

4.1 The data indicates that immunisation of children aged two and three increased from the introductory first year in 2013/14 by 5 and 6% respectively, although still lower than the London and England averages.

5. Role of Primary Care

5.1 Primary care has a key role in delivering the programme to increase the uptake of flu immunisation both within the vulnerable children group and the wider childhood population now covered by the immunisation programme. As the point of access to healthcare for the majority of children, primary care is best placed to ensure that information is provided to parents, that targeted services are available and that the overall health impacts are communicated. Primary care should provide strong clinical leadership for the flu immunisation campaign. Parents will see GPs as the first point of reference for advice and support. Practitioners should proactively engage with parents to provide both advice and guidance they need as well as provide accessible provision to enable parents to make informed decision and make having a flu vaccination easy and straightforward.

6. Actions to be taken by the CCG for maximising flu uptake for children

6.1 In recognition of the improvement required to achieve optimum immunisation uptake for children the CCG, in partnership with NHS England and the local council, has agreed to work collaboratively together and will be meeting to discuss how they can collectively improve flu immunisation at a meeting scheduled on Wednesday 16th September 2015.

The CCG will continue to work with the council and NHS England on its plans to improve flu immunisation rates and will be developing a project plan for delivery which will be broadly based on the following themes:

A) Encouraging clinical leadership to maximise flu immunisation amongst general practice staff as well as patients.

The CCG is actively engaging with its members through GP network meetings and GP Members meetings to be clear of their responsibility in adhering to Good Medical Practice guidance which advises “against common serious communicable diseases”¹. Furthermore, and as part of the local Practice nurses forums, the importance of flu immunisation for staff is being emphasised. The CCG will work proactively with all practices to ensure practice staff immunisation as well as to ensure that staff understand the importance of immunising all eligible cohorts, children in particular, and are able to advise patients they come into contact with.

¹ www.gmc-uk.org/guidance/good_medical_practice/your_health.asp

B) Media campaign.

Communications Plan

The CCG will engage in proactive locally focused communications and engagement campaigns to encourage the use of flu jabs to prevent emergency flu-related admissions to hospital via A&E, along with other winter pressure related objectives.

A major focus of the local communications campaign will be the importance of those patients within the at risk groups, including certain children, take advantage of the flu immunisation. Parents of under 5s have been identified as a priority target audience for both the national and local campaigns.

We intend to work closely with the council and voluntary sector to leverage existing free of charge channels of information as detailed in appendix A. If the bid for funds is approved the CCG will also undertake a range of other initiatives also set out in appendix A.

C) Maximising General Practice Extended Hours Hubs

In 2013/14 and 2014/15, the CCG facilitated the delivery of one-off weekend GP clinics open to all practice patients during the flu season to increase access to children requiring flu immunisation. These clinics were successful in ensuring that a number of patients had access to immunisation outside of core GP practice opening hours. In 2014/15, the CCG proactively marketed the clinics available at Children's centres, with the bulk of referrals for immunisations coming via this route.

The CCG has recently commissioned an Extended Access Out of Hospital Service specification which stipulates that the hub locations providing extended access both during the week and at weekend will be required to provide both Childhood Immunisations as well as Influenza Immunisations. The hub locations have been selected and are equitably distributed across the borough for full population coverage and there is therefore an opportunity to use the hubs to provide dedicated childhood immunisations, adult and children's flu clinics. These hubs are due to go live on delivering extended access services from 26th September and the CCG will be working with the hubs on delivering specific immunisation clinics on a planned basis throughout the flu season

D) Maximising the support that our community providers can provide

School Nurses

We will be working closely with NHS England who will be commissioning Central North West London (CNWL) to provide a school nursing service and will be responsible for delivering flu immunisation for primary school children.

Community Pharmacy

As in previous years, our community pharmacies are able to offer NHS flu vaccinations to adult patients over 18. This will free up practices to proactively implement their call and recall procedures to encourage patients to present for immunisation, with a particular emphasis on at risk groups (including all children at risk) and the wider under 5 population.

7. Summary

7.1 This report provides an update on the CCG's current plans with regard to childhood flu immunisation. The CCG will keep the Committee informed of progress and updates as and when requested.

Communication Campaign Information Channels**Free of charge media channels**

- Social media to parents of infants in H&F
- Press releases to local media and media for parents of infants (EG 'Families' newsletters for parents of under 5s) and council magazines
- Stakeholder newsletters and websites
- Text messaging to GP-registered patients
- Messages to CCG websites, social media and stakeholder websites and newsletters
- Editorial in council and community / voluntary sector publications
- Tailored local communications around the importance of flu jabs for infants in partnership with Community Champion hubs
- Electronic messaging screens for GP surgery waiting room display monitors
- Internal communications to primary and secondary provider staff
- Engagement via Public Health "health trainers" and Community Champion hubs
- Local face to face engagement by CCG engagement teams
- Engagement with local community groups via voluntary community service networks, children's centres

Communication channels to be used subject to funding being approved

- Support of local and digital channels
- Posters and leaflets with detailed information on how to get flu jabs for infants
- Local newspaper and telephone box advertising
- Targeted advertising in specialist local media (EG 'Families' newsletters for parents of under 5s) and council magazines
- Easy read communications for local BME communities and disability groups
- Inclusion of flu vaccination for infants messages in reprinted North West London leaflet to homes in the area
- Tailored local communications around flu vaccines for infants in partnership with Community Champion hubs
- Advertising on receipts for local 99p and Argos retailers
- Healthcaremessaging.co.uk: electronic messaging at A&E departments
- Commissioning local voluntary organisations/Community Champion hubs and/or social marketing agencies to carry out targeted engagement with parents of infants in community settings such as supermarkets and SureStart centres for infants and their parents