


<p>London Borough of Hammersmith & Fulham</p> <p>Health & Wellbeing Board</p> <p>9 November 2015</p>	
<p>Update on the 2015/2016 Flu Action Plan: Local Authority Public Health, NHS England and Hammersmith and Fulham CCG</p>	
<p>Report of the Divisional Director</p>	
<p>Open Report</p>	
<p>Classification - For Scrutiny Review & Comment</p>	
<p>Key Decision: No</p>	
<p>Wards Affected: All</p>	
<p>Accountable Executive Director: Liz Bruce</p>	
<p>Report Authors: Sarah Wallace, Three Boroughs Public Health Registrar; Sophie Ruiz, Senior Network Coordinator Hammersmith and Fulham CCG; Cecile Henderson NHS England, Public Health Commissioning Manager (Immunisations, London)</p>	<p>Contact Details: Tel: 02076411256 E-mail: swallace@westminster.gov.uk</p>

1. EXECUTIVE SUMMARY

- 1.1. NHS England, local authority public health, and Hammersmith and Fulham CCG have been working together to ensure a coordinated strategy for the flu campaign in Hammersmith and Fulham for Winter 2015/2016. A Hammersmith and Fulham immunisations system leadership workshop has been convened with these organisations; this leadership forum will meet throughout the flu season to provide a forum for joint working and challenge of existing arrangements.
- 1.2. This paper provides details of the work that has been undertaken by the three organisations, both jointly and independently, to increase vaccine uptake. Future action plans are also described. Monitoring of flu vaccination uptake will be undertaken by NHS England with assistance in specific areas from the CCG and public health. Monthly GP and NHS trust data will be available from the 16th November.
- 1.3. Unfortunately there is currently a national supply issue with children's nasal vaccines. This may lead to initially low uptake figures nationally for children's flu vaccine. NHS England is working with Central and North

West London NHS Trust to ensure that the schools vaccination programme is still delivered as smoothly as possible.

2. INTRODUCTION AND BACKGROUND

- 2.1. Flu is a highly transmissible virus which for most people is an unpleasant illness. However for people who are vulnerable, such as the over 65s, those with long-term medical conditions, young babies and pregnant women, flu can lead to serious complications including bronchitis and pneumonia. A flu vaccine is available which reduces the risk of acquiring and of transmitting flu; it is provided free for certain eligible groups.
- 2.2. The flu vaccine is recommended for over 65 year olds, 6 months to 65 year olds with underlying medical conditions, pregnant women, carers, frontline health and social care workers, 2-4 year olds, and for the first time this year is offered to all school children in years 1 and 2. Adults receive an injected vaccine while most children receive a nasal spray (Fluenz).
- 2.3. Most people who are eligible for the flu vaccine will receive it at their GP surgery, however the adults flu vaccination is also available in some community pharmacies. Children in school years 1 and 2 will be offered it at school; the provider for school vaccination services in Hammersmith and Fulham is Central and North West London NHS Trust (CNWL).
- 2.4. The responsibility of flu vaccination services, monitoring, delivery and performance monitoring is complex.

Public Health England plans the national approach, the procurement and distribution of the vaccines, oversees supply and reserves, purchases all vaccines for children, evaluates vaccine programmes and plans the national communication campaign.

NHS England has responsibility for routine commissioning of the vaccination programme through the local area teams and for monitoring GP flu vaccination programmes and ensuring that these programmes meet the needs of the local population.

Local government public health provides independent scrutiny and challenge of NHS England, PHE and providers. It also 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 provide quality assurance and improvement of vaccine services, which extends to GP services.

- 2.5. Hammersmith and Fulham had poor uptake of the flu vaccination last year; it had the lowest uptake of all the London boroughs for individuals 65 year

of age and over, at risk individuals under 65 year of age and pregnant women.

- 2.6. Local authority public health, NHS England and the Hammersmith and Fulham CCG presented their action plans to the PAC on Monday 14th of September. The reports focussed on planned action by these organisations and how we are working together to increase uptake of flu vaccines in Hammersmith and Fulham. This report is to update the PAC on progress of this action plan.

3. IMMUNISATION SYSTEMS LEADERSHIP WORKSHOP

- 3.1 A multi-agency LBHF systems leadership workshop on flu vaccinations was convened on 16th September 2015, and chaired by Liz Bruce, Executive Director of Adult Social Care and Health. The group included representatives from local authority public health, NHS England, Hammersmith and Fulham CCG and local authority children's services.
- 3.2 The workshop identified a number of potential reasons for poor uptake of the flu vaccination and options where we could work together to address these factors.
- 3.3 Outcomes of the workshop included:
 - Aim to improve data sharing between NHS England and the Local Authority and CCG, particularly around poorly performing GP practices.
 - A possible pilot of children's vaccinations in Hammersmith and Fulham children's centres.
 - The importance of ensuring that have a robust communications strategy with their eligible patients, and patients who are not seen face-to-face receive several offers before classed as 'declined'.
- 3.4 The workshop will meet throughout the flu season; twice in November, once in December and once in January.

4. ACTION COMPLETED

Joint Working

- 4.1 Hammersmith and Fulham CCG and NHS England are working together to try and capture the reasons for patients declining the flu vaccinations.
- 4.2 The CCG and the local authority have aligned communications strategies. Outputs have included a letter from Cllr Lukey and Dr Spicer, Vice Chair of the CCG calling frontline healthcare workers to have their vaccinations. A borough newsletter article, 'H&F backs health workers as they get flu

vaccinations Friday 25 September 2015' was published in the LBHF enewsletter.

- 4.3 NHS England and Hammersmith and Fulham CCG are working together to ensure a robust call and recall system with 3 offers required for eligible patients.
- 4.4 A meeting with public health, children's services and the CNWL school immunisation commissioner was arranged to identify how the local authority could with improving uptake of flu vaccinations in schools. Particularly discussed were the schools who have not engaged with CNWL to identify a date for the school vaccination team to visit the school. Possible locations for the planned school 'catch-up clinics' (for those children who missed CNWL's visit to the school) were identified. NHS England commissioners are currently investigating whether school level uptake data can be shared with the local authority.

NHS England

- 4.5 An email was sent out by NHSE on 3rd August 2015 to enable GP practices to prepare for the flu season well in advance; it included the Public Health England information on eligible populations, setting up flags/pop ups to alert clinicians; a count-down list of all actions to be done by the practice to prepare for the season and a form with best practice actions for flu programmes. Progress on the suggested actions will be evaluated at the end of the campaign period through returns of the form to the CCG.
- 4.6 An NHS England commissioner attended the Three-Borough Systems resilience group (SRG) meeting. The presentation included reviewing the results for Hammersmith & Fulham, presenting the strategic priorities for 2015/16, discussing commissioning arrangements, the communication strategy and resources.

Main outputs:

- Reaffirmation of the importance of the flu campaign and increased engagement with the SRG.
 - Clarification of commissioning arrangements.
 - Sharing best practice through discussions of what the top boroughs for flu coverage (Tower Hamlets and Newham) do differently.
- 4.7 The merged Chelsea and Westminster and West Middlesex have agreed in principle to take up the maternity service level agreement (SLA). Therefore pregnant women will be able to receive influenza and pertussis vaccinations from their midwifery service in addition to them being available from their GP. NHS England are currently arranging a joint meeting NHSE/CCG (Flu Lead for Hammersmith & Fulham)/possibly PHE to discuss the Maternity

SLA with Imperial. The expected outcomes are improved accessibility and choice for patients and increased uptake of both these important vaccinations to protect pregnant women and their babies.

- 4.8 CLCH deliver District Nursing (DN) services to Hammersmith & Fulham and they have agreed to NHS England's housebound patient SLA in principle. Prior to this taking effect Hammersmith and Fulham CCG have agreed a process with CLCH District Nursing team to ensure that all housebound patients irrespective of whether they are on the district nursing caseload or not. CLCH has confirmed that all their DN staff have been trained to deliver flu immunisations and how to record this information using SystemOne. Practices have started to liaise with the DN teams who are receiving referrals from practices.
- 4.9 An open access SLA for GPs has been created which will enable GPs to vaccinate unregistered patients. This will be particularly useful for GPs who serve homeless communities and hostels. This open access SLA has been provided to the three practice provider hubs that offer extended access during the week and at the weekend, which all LBHF residents can access.
- 4.10 24 community pharmacies in LBHF are offering the flu vaccination. NHS England has obtained assurance that information on vaccinated individuals will be reliably fed back to their GP in a timely manner via SONAR, so this activity is recorded in the datasets reported by the practice.
- 4.11 NHS England has obtained written assurance from all NHS trusts in the borough that they will follow best practice in vaccinating their frontline staff.
- 4.12 NHS England have also communicated clarification on both the definition of frontline health and social care workers (FHCW) and commissioning arrangements. NHS England (London Region) offers free flu vaccines to all FHCW who are directly employed by NHS or by an NHS provider. NHS England (London Region) cannot offer flu vaccinations to care home worker as they not employed by NHS or NHS provider. However, these employers may arrange for a London community pharmacy to give the private patient group direction (PGD) flu vaccine at NHS tariff.

CCG

- 4.13 Hammersmith and Fulham CCG have formally launched their flu campaign, and flu vaccinations are a high priority for the CCG. At the GP members meeting, the CCG Chair Dr Tim Spicer emphasised clinicians' responsibilities to ensure that they and their staff are immunised, as well as giving a reminder that practices should be focusing on maximising uptake as much as possible (particularly for the 2 – 4 year age group). He also personally wrote to each of our provider organisations emphasising the priority and actions expected for the next few months. These messages were reinforced by an immunisation event at the Governing Body Meeting

on 22nd September when governing body members and Cllr Lukey received their own flu immunisations.

- 4.14 The CCG has a flu lead who serves as the point of contact for practices as well as NHSE and LBHF for all matters pertaining to flu. The flu lead will send regular flu bulletins to all GP Practices. The practice level flu performance data will be shared with all practices on an ongoing basis via email and at practice /network meetings to encourage increased immunisation. The lead has offered to work with NHSE in relation to undertaking joint visits/ communications to underperforming practices.
- 4.15 Practices nurses in Hammersmith and Fulham have received education sessions on the flu vaccination from the North West London Health Protection Team / Public Health NHS England.
- 4.16 Extended Access GP hubs commenced services on the 26th September; they offer extended hours GP and practice nurse appointments and are open to any patient registered in the borough. There are 3 hubs available in Hammersmith and Fulham (North, Central and South localities). Therefore flu vaccinations are available to LBHF residents at evenings and weekends. These practices have committed to specific having specific flu clinics on a monthly basis (31st October, 28th November 2015, 19th December in the first instance), which can be prebooked via their registered practice up to two weeks in advance. The CCG is working with practices to encourage use of text messages to patients to promote the service.
- 4.17 The CCG has contacted the local children's centres to inform them about the flu vaccinations at practice hubs, as well to ascertain the numbers of 2-4 year olds that attend the centres to establish whether there should be consideration given to support immunisation at specific centres that a number of children attend.
- 4.18 The CCG has commissioned posters to target at each group which are being distributed. There are also posters that have been developed to advertise the specific flu sessions hosted at the extended access hubs. Specific posters have been created with the details of these sessions stressing the importance of child immunisation which will be distributed to children's centres in the borough. These have been available for distribution from the week commencing 19th October 2015.
- 4.19 The CCG is also using regular twitter feeds and the website to promote the necessity of flu immunisation as well as promoting the flu immunisation sessions that are available at each of the extended access hubs. The CCG is working with practices to ensure that their reception screens / display screens also advertise these messages.
- 4.20 The CCG is currently developing a survey monkey functionality on practices' clinical systems so that practices are able to record the reasons why patients are declining flu immunisations. This should provide the CCG, LBHF and NHSE with rich information that can be used to develop a comprehensive public health campaign in the future.

4.21 The CCG has also identified and has been working with key community and voluntary sector groups such as Carers Network, Age Concern and the community champions, to distribute flu materials through their various communications channels including events that the CCG will attend to promote the campaign.

Local Authority Public Health

4.22 Letters from the Deputy Director of Public Health (Health Protection) and the director of the relevant local authority directorate have been circulated to acute hospitals (Imperial and Chelsea and Westminster), health visitors, school nurses, children's centres, nurseries, midwives, voluntary sector organisations, advice and advocacy services and community champions. These letters give information on the flu jab and ask for help to promote the flu vaccine to the relevant service users.

4.23 A letter from the Deputy Director of Public Health and Director of Adult Social Care and Health was circulated to the adult social care team. It raises awareness that the vaccine is recommended for frontline health and social care workers and also asked workers to promote it among their clients.

4.24 Articles promoting the flu vaccination were placed in the Hammersmith and Fulham e-newsletter, schools bulletin, early years bulletin, carers trust newsletter and the proactive care homes pilot newsletter.

4.25 Social Media is being used by the LBHF communications department to promote flu vaccinations, including twitter, facebook, and information has been placed on the LBHF website.

4.26 Community champions have been given a letter about the flu vaccine and further information, and it is one of their designated public health campaign outputs.

4.27 Leaflets, posters and information around the flu jab have been distributed to all hub children's centres in Hammersmith and Fulham. Information about the flu vaccination has also been sent to all children's centre managers.

4.28 Posters and leaflets have been distributed to LBHF libraries.

4.29 Flu promotion letters were distributed to residents at the Silver Sunday events for over 65s.

4.30 A flu presentation was given to Hammersmith and Fulham health visitors and school nurses forum. This particularly focussed on information about flu and the flu vaccine, and myths about the vaccine that these professionals may encounter. Further information has since been distributed to the teams.

- 4.31 Imperial NHS Trust have agreed combine flu messages aimed at patients with their staff flu vaccination campaign. This includes displaying national flu campaign posters and flu material on digital TV screens aimed at eligible groups of patients.

5. ACTION PLANNED

Joint Working

- 5.1 A meeting is planned between public health, early years children's services, NHS England and CNWL regarding a possible pilot of flu vaccinations in selected LBHF children's centres. This meeting was previously scheduled but cancelled due to uncertainty around supply of children's flu vaccines (see Section 6).
- 5.2 Further discussion is ongoing with Imperial NHS trust regarding the maternity SLA. The CCG flu lead is supporting this discussion.

CCG

- 5.3 12-15 A2 flu posters will be placed in LBHF locations.
- 5.4 Till receipts in 99p and Argos stores will carry flu vaccination promotional messages from October and November
- 5.5 Flu vaccinations will be raised as a topic at the contract meetings with the secondary care providers.

Local Authority Public Health

- 5.6 A flu press release is currently being written.
- 5.7 Letters with posters and leaflets (including leaflets for those with learning disabilities, where appropriate) will be sent to day centres and care homes.
- 5.8 Posters and leaflets will be sent to Hammersmith and Fulham nurseries.
- 5.9 Some community champion winter wellness events will feature flu vaccination promotion. A public health representative will attend the planning meeting of the winter event of the White City Community Champions to discuss how flu vaccinations can be promoted there.

6. PROBLEMS ENCOUNTERED

- 6.1 There has been a national supply issue with the children's nasal spray flu vaccine (Fluenz). The programme is still going ahead with the offer of child flu vaccination to all children in years 1 and 2. NHSE is limiting the effect of the supply issue by advising that some clinics originally planned for November may have to be postponed to later in the season. There is also a cap on vaccine stock ordering, restricting providers to only order enough for two weeks' vaccination at any one time. NHSE (London) is working closely with the National Team, PHE and the CNWL to ensure timely communication and adequate decision-making to maximise coverage. However this may mean that vaccine uptake in children is initially low.
- 6.2 Public Health England delayed their national flu campaign from an original launch date of 5th October to 'mid-October'.

7. MONITORING AND PERFORMANCE MANAGEMENT

- 7.1 Weekly GP Data (sentinel data only) is available, but the first monthly report of GP data will be available on 16th November. Monthly monitoring of trusts FHCW vaccination and weekly monitoring of school flu vaccination programme uptake will also be available.
- 7.2 NHS England have agreed to share limited data as they receive it from CNWL on a weekly basis, to enable joint working with Hammersmith and Fulham public health and children's services to maximise coverage and reduce inequalities for the child flu programme. The data that will be shared with the local authority will include the names of the school visited, numbers of children to be vaccinated, numbers of refusals and numbers of children vaccinated.
- 7.3 Performance management: Monthly teleconference with CCGs Monthly flu teleconferences between NHS England and CCG flu leads have been convened to review the uptake, give latest information and exchange best practice ideas.

LOCAL GOVERNMENT ACT 2000

LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.	Nil		