

Report for Covid-19, Flu, Polio and MMR vaccinations

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1. Covid-19 booster and flu vaccination programme

The winter Covid-19 booster and flu vaccination programme is underway nationally, and demand for the across north east London has been high. With Community Pharmacy sites being the most popular location to have a Covid-19 vaccine in north east London. We are currently inviting over 65s to get their vaccinations, alongside other vulnerable groups.

This half term and beyond, we are urging parents of eligible children (2-3 year olds in particular) to take up their flu vaccination invites. Older children will be offered vaccinations via school. Vaccinating children is hugely important in protecting them and others and controlling the spread of flu. Our new winter vaccinations webpage with information for parents on the vaccines, eligibility and how to book is here <https://northeastlondon.icb.nhs.uk/your-health/winter-vaccinations/>

It is also important as we head into winter that we continue to encourage everyone aged 5 (on or before 31 August 2022) and over to get their 1st and 2nd dose of the Covid-19 vaccine.

People aged 16 and over, and some children aged 12 to 15, can also get a booster dose. Information for parents and young people on how and where to get their vaccination is here: <https://www.northeastlondonhcp.nhs.uk/ourplans/covid-19-vaccination-programme.htm>

In north east London we have been working with local partners to raise demand and help increase levels of vaccination in lower uptake communities. We are working with faith and BME network leads to develop videos using local influencers, in English and community languages, to encourage vaccine take up alongside other winter messages, for sharing on WhatsApp and social and we are doing the same with local clinicians in our patch in in English and community languages.

We are coordinating with and supporting local authority partners with NHS funding for vaccine outreach activity.

In Barking and Dagenham, they are currently using Council channels to engage with communities to promote uptake of winter vaccinations.

This includes:

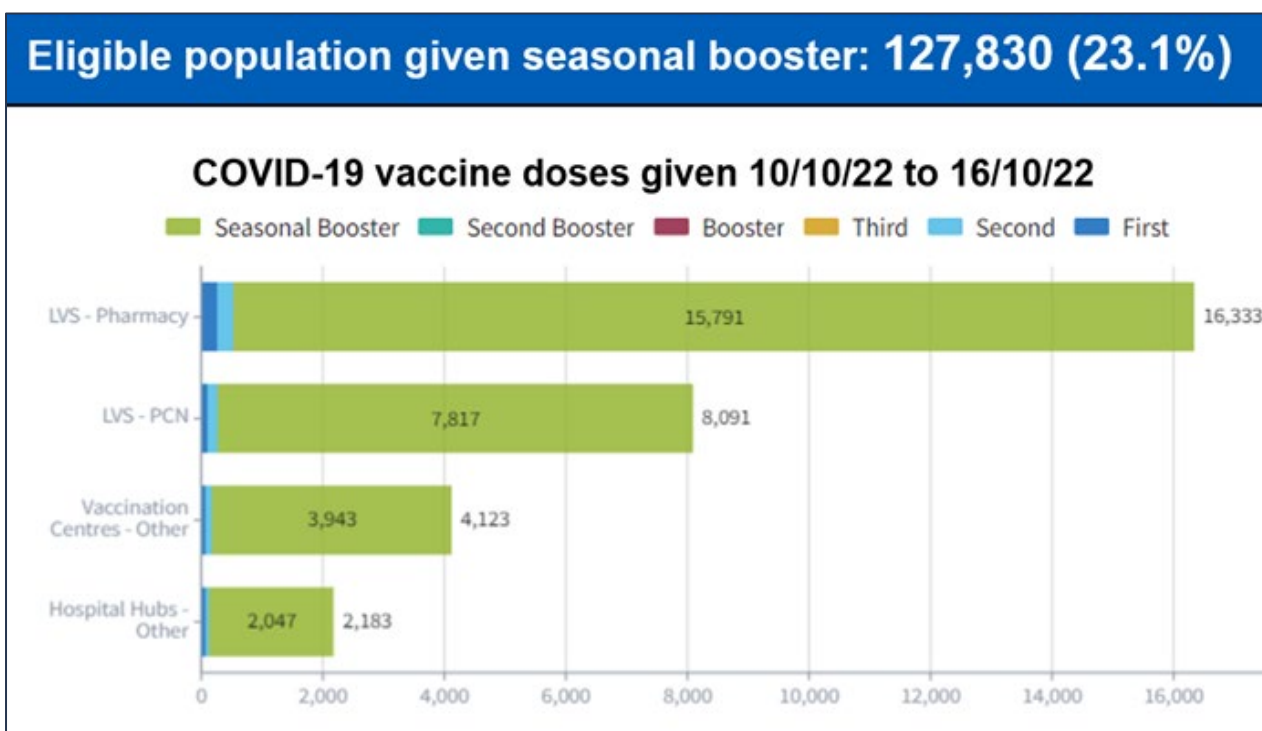
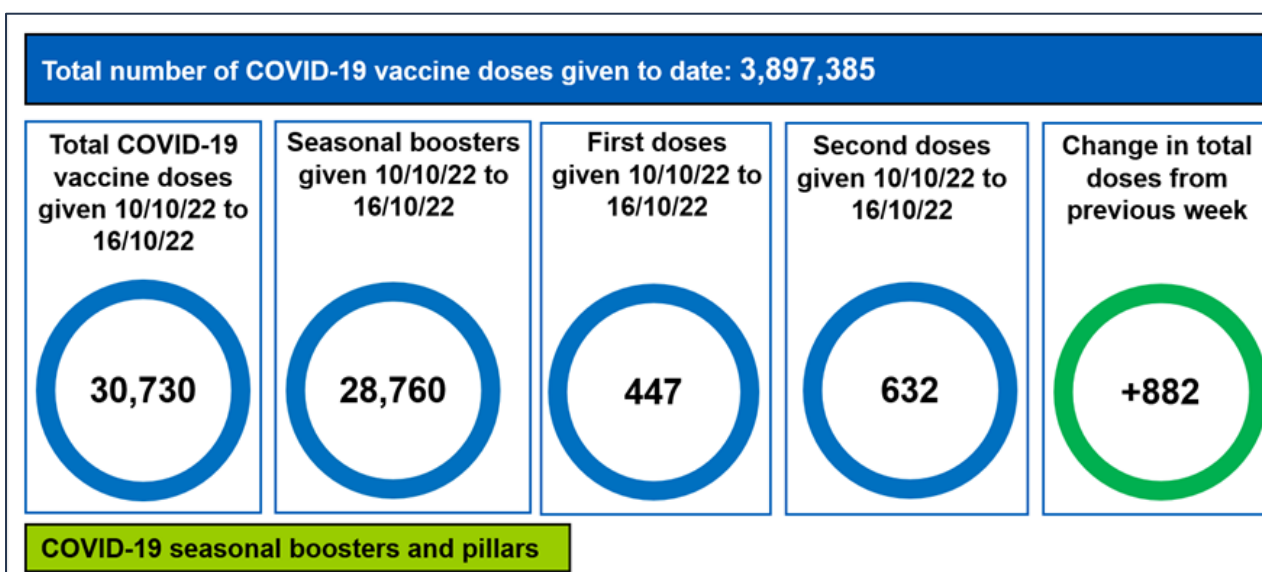
- engaging with community groups to understand barriers and issues of concern
- outreach to homeless hostels to provide vaccination information
- working with faith groups to promote vaccinations to their congregations using leaflets, sermons, WhatsApp groups
- promoting vaccinations in libraries, community and family hubs

On top of this they will be organising 4 family Health Fun Days with faith leads to promote vaccination and help people to book vaccination appointments.

In Havering they are funding a dedicated member of staff in the communications department promoting key messages, communicating with faith and community groups, working with public health champions and using key channels to reach Havering residents. In addition, digital marketing techniques will be used to reach key target groups to encourage take up of vaccine. In particular younger age groups and those from eastern European communities. Last year these methods saw an increase in vaccinations at pop-up centres.

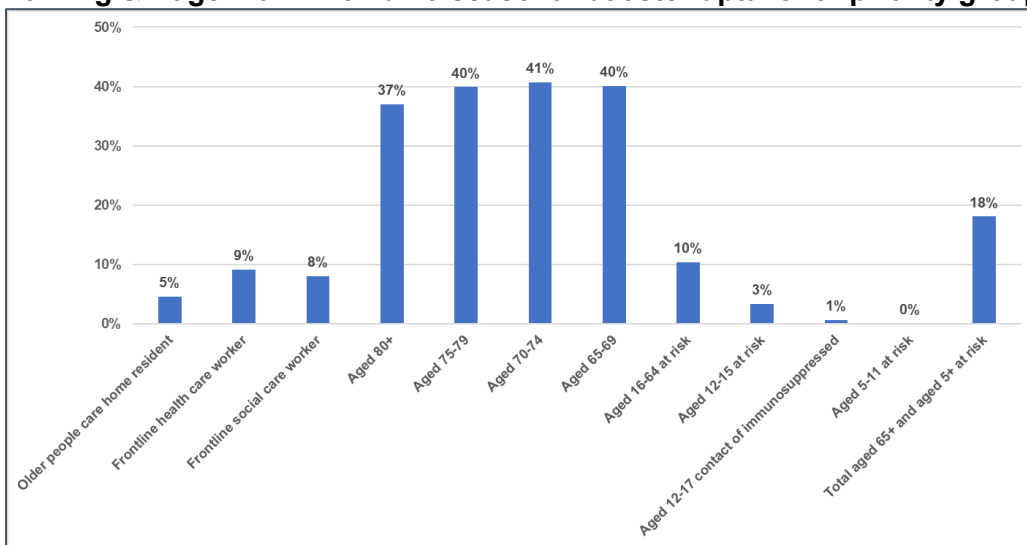
In Redbridge they are planning to use NHS funding for co-designed videos for the deaf and Roma communities produced and delivered with maximum participation and buy in.

Alongside this we have been working with local media and with national NHS. There are currently 295 digital screens in pharmacies live across London promoting Covid-19/flu and a digital campaign running now alongside a number of tailored activities to support uptake in communities.

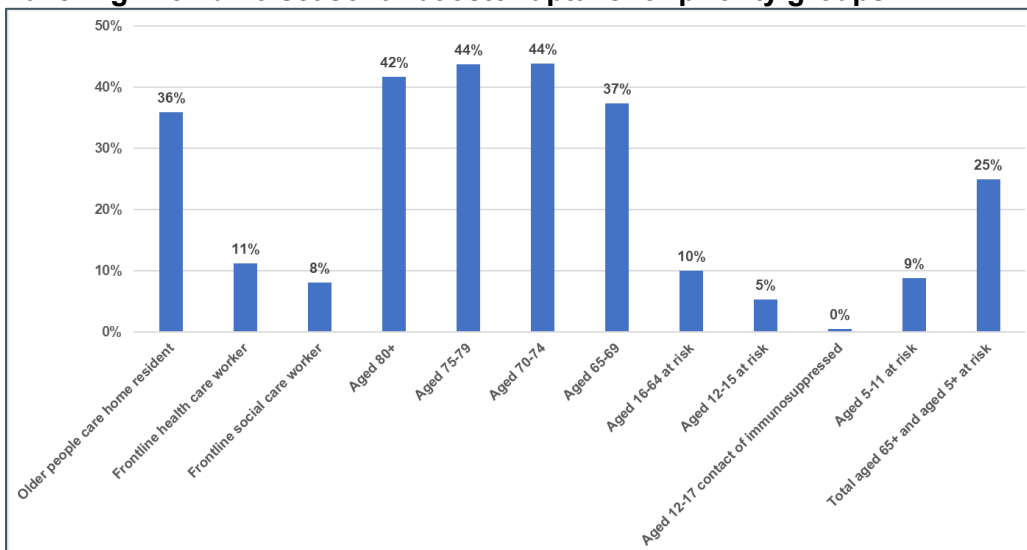


Covid-19 booster

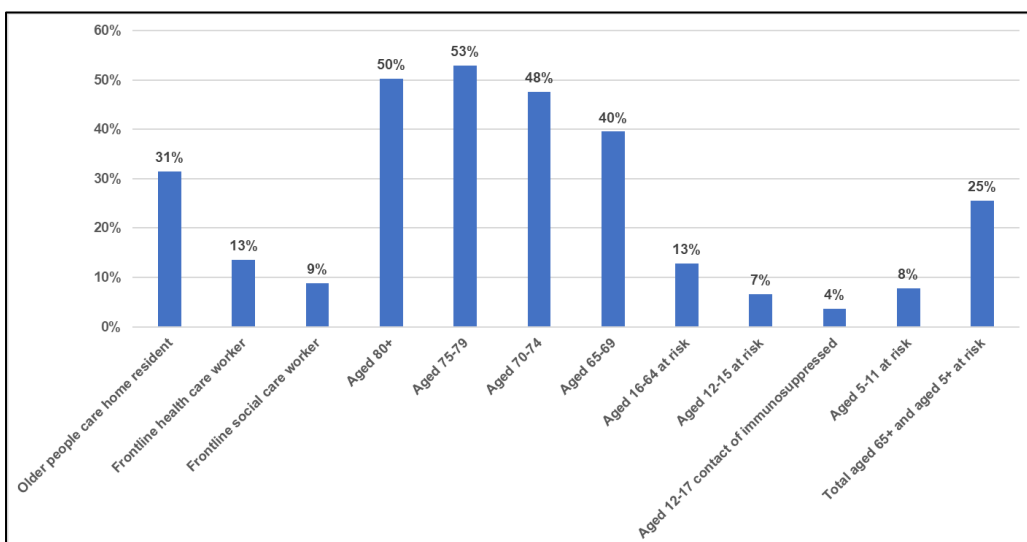
Barking & Dagenham: Covid-19 seasonal booster uptake for priority groups



Havering: Covid-19 seasonal booster uptake for priority groups

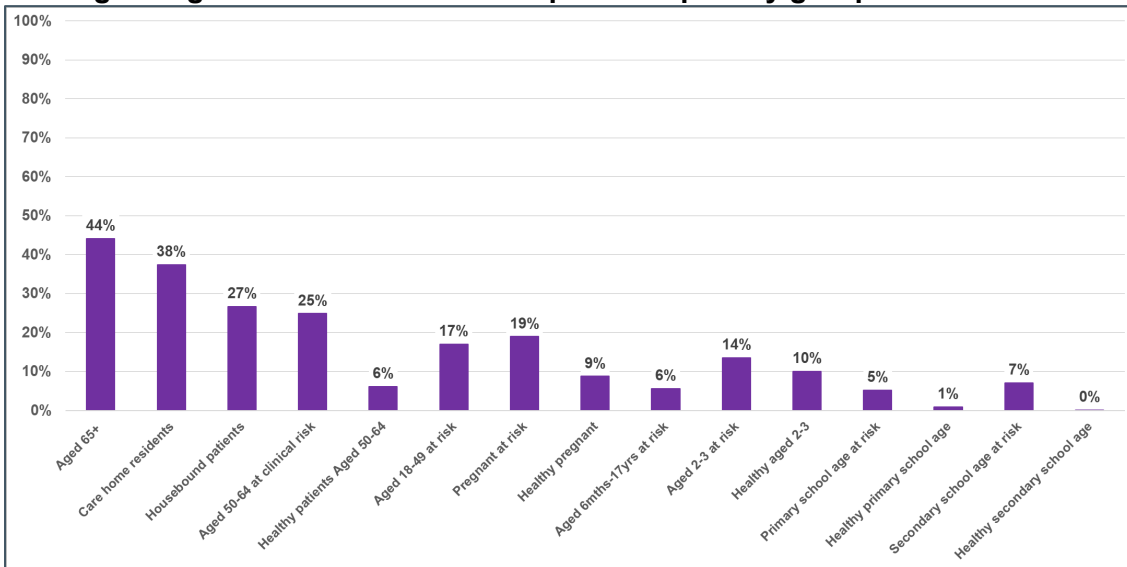


Redbridge: Covid-19 seasonal booster uptake for priority groups

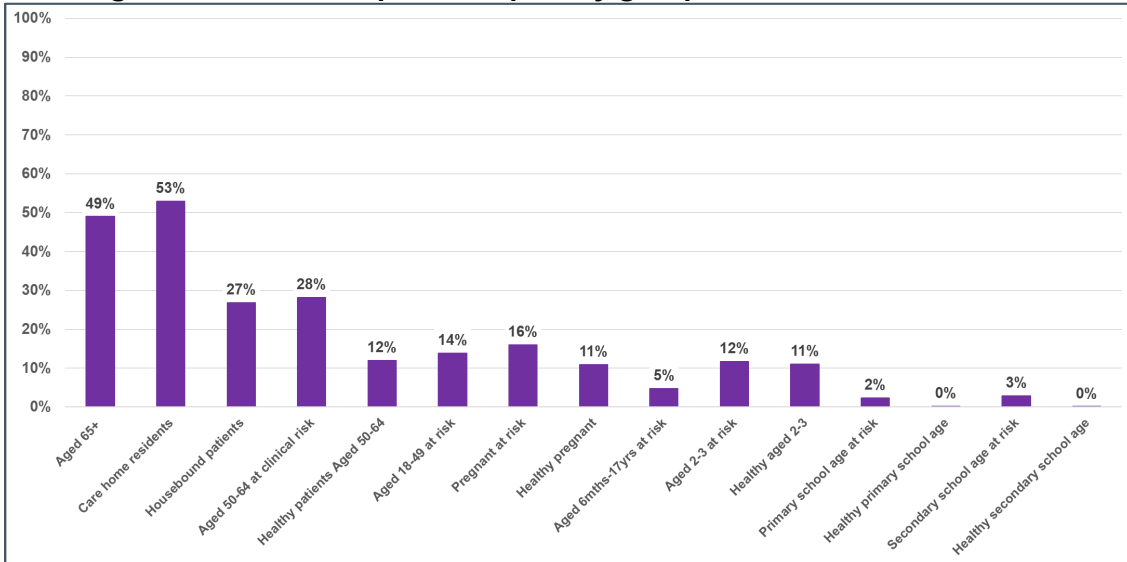


Flu vaccinations

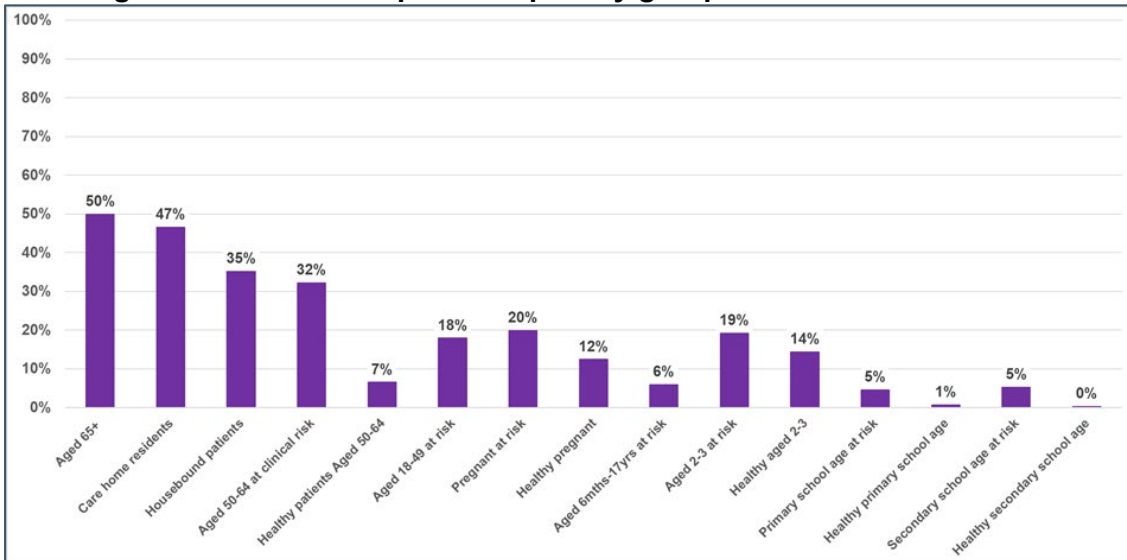
Barking & Dagenham: flu vaccination uptake for priority groups



Havering: flu vaccination uptake for priority groups



Redbridge: flu vaccination uptake for priority groups



2. Polio vaccinations

With half term next week, we are increasing vaccine capacity and encouraging parents to get their children aged 1 to 9 boosted for Polio.

The national NHS is re-writing to parents of eligible children across North East London who have yet to take up the offer of booster vaccination and all parents. All children aged 1 to 9 are being offered an appointment by their GP practice and there are a number of community vaccination centres, which parents can either book or walk in to with their child, details here: www.northeastlondon.icb.nhs.uk/polio

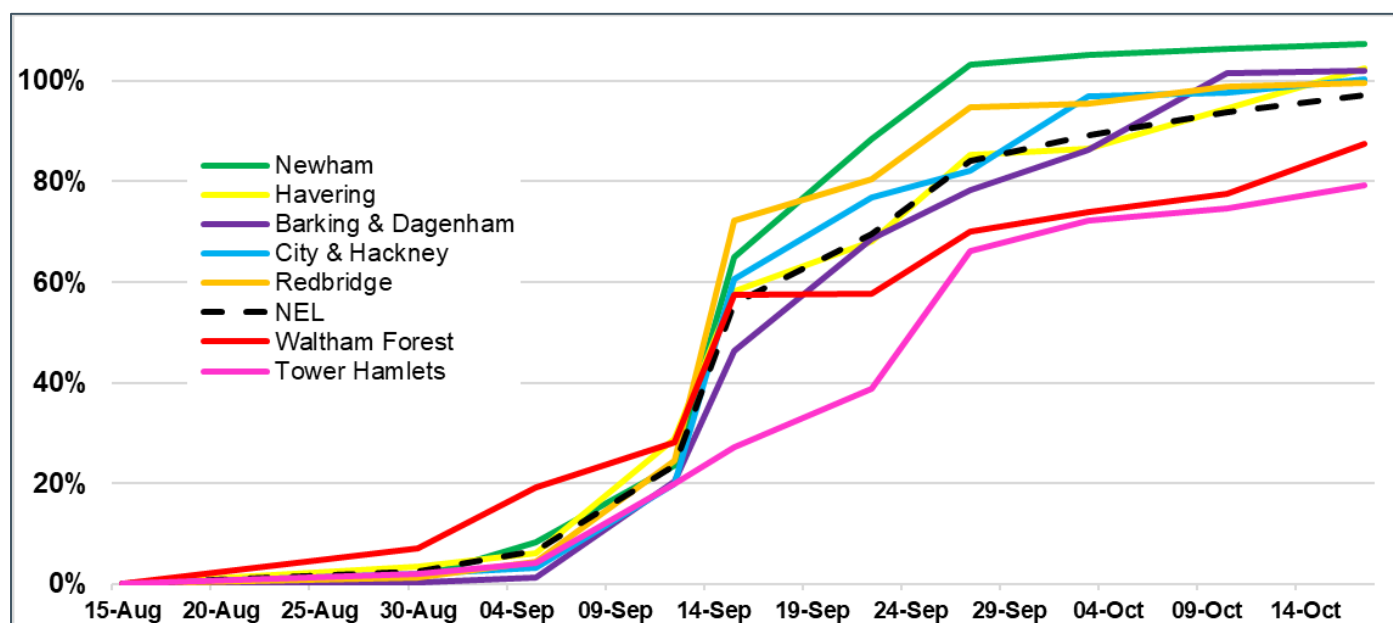
Polio vaccination programme

- Children aged 1 to 9 in London are being offered a dose of polio vaccine as some poliovirus has been detected in sewage systems. In north east London it has been detected in Waltham Forest and Hackney.
- Although the risk of getting polio remains extremely low, the chance of getting ill from polio is higher if a child is not fully vaccinated.
- The vast majority of children in NEL are eligible – the only exception is children aged over 3 years 4 months and less than 10 years who have had their pre-school booster less than 12 months ago (and have had their 3 primary doses).
- Vaccination rollout will take place at GP practices, community pharmacies, hospitals and vaccination centres supported.
- GP practices are directly contacting eligible parents via letters/text message.

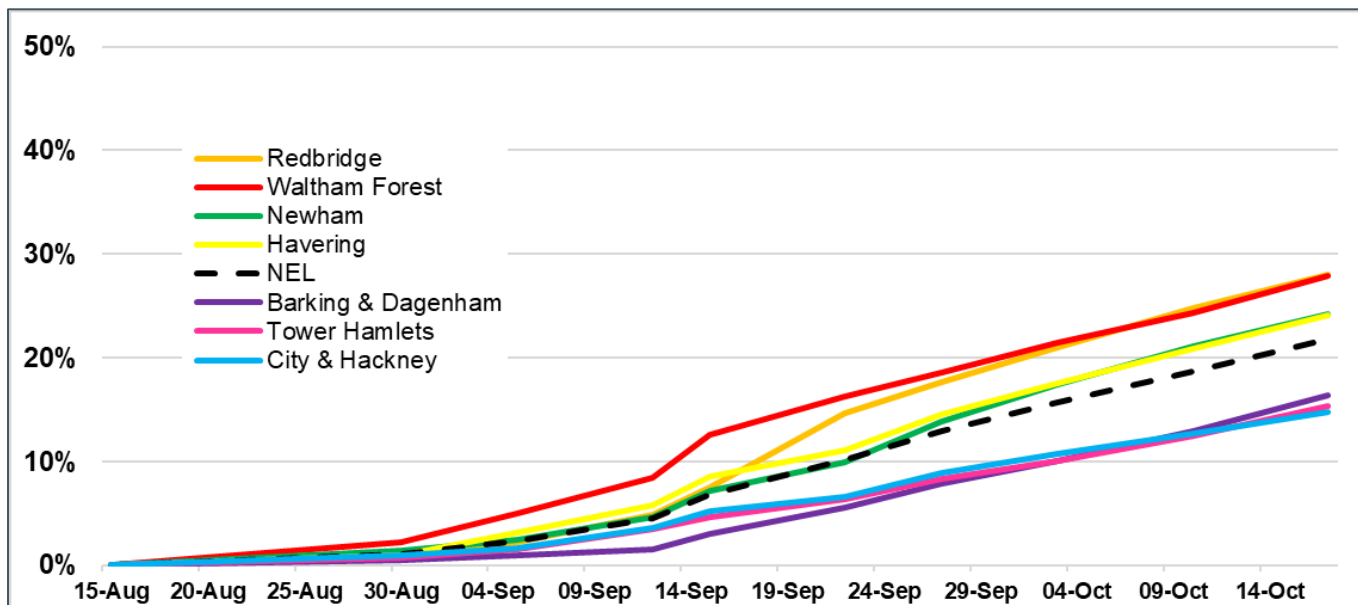
Invitations from GPs and Polio vaccinations

Borough	Eligible children	Invitations up to 17th Oct	Invited %	Declines up to 17th Oct	Vaccinations up to 17th Oct	Uptake %
Barking & Dagenham	28,827	29,404	102.0%	208	4,734	16.4%
Havering	27,580	28,268	102.5%	94	6,652	24.1%
Redbridge	35,505	35,331	99.5%	143	9,929	28.0%

Eligible children invited by GPs



Eligible children vaccinated



So far we have:

- Updated our polio vaccination landing page with updated info on vaccination site availability and linked from the North East London Health and care Partnership website.
- Distributed London level, and tailored local place-based communications toolkits to local authority and provider partners which include full array of assets, translated materials, FAQs and social media messages
- Shared messaging with engagement and primary care leads as well as community organisations, forums and platforms such as: Faith Forum Call covering all Bart's Trust, National Burial Council, 350 community leaders who have also forwarded to various forums, Baby Buddy app, local community Facebook groups, local Guides and Brownies groups.
- Developed a case study for use with NHS England (NHSE) media.
- Drafted multiple text messages for GP practices to send out directly to parents of eligible children.
- Shared content via all internal and external newsletter channels in particular GP communications.
- Drafted letters for parents and head teachers to be distributed by local councils.
- Stall at the Halal food fest in Olympic park 24 and 25 September, staffed and with polio (and winter vax) messaging

3. MMR vaccination programme

NHSE national campaign started 26 September 2022 as one in ten children are not currently up to date with their MMR vaccinations in the UK.

- Letters and texts were sent parents/ guardians of registered children 1-6yrs old, due, becoming due or overdue MMR vaccine between the end of September to December.
- Delivery will be via general practice as per the usual contract.
- Supporting materials are available including FAQs and translations into different languages.
- We are building on plans to make every contact count by checking a child's complete vaccination status when offering a vaccination for MMR or polio.

MMR vaccination uptake (quarterly)

Borough	Uptake of first dose for children becoming 24 months during July-Sep 2022	Additional children requiring dose for 95% coverage target	Uptake of second dose for children becoming 5 years during July-Sep 2022	Additional children requiring dose for 95% coverage target
Barking & Dagenham	83.7%	99	75.5%	186
Havering	87.9%	64	87.0%	75
Redbridge	80.9%	160	79.9%	185

4. Your support to encourage vaccine uptake

All information on who is eligible, how and where to get vaccinated is on our new winter vaccinations website www.northeastlondon.icb.nhs.uk/wintervaccinations

NHS North East London Boost your immunity materials can be accessed through this google drive: <https://drive.google.com/drive/folders/1RC9s-VJSNEu2UZCP1TqcG0W9zIrfd2F?usp=sharing>
This includes toolkits, posters, leaflets, social media materials like animations and translations.

We have been working with colleagues across the system to share them, particularly local authority colleagues, but all support to encourage people this autumn and winter is appreciated.

Nationally produced social media materials are here: <https://drive.google.com/drive/folders/1dm1CkvpLoT1vDR3yrnMau9l6tFWNmcRT?usp=sharing>