



**South West Collaborative
Commissioning Hub**

NHS England Vaccination Strategy – How to improve access to vaccinations

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NHS England South West Vaccination and Screening Team

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Vaccines save lives

After clean water, vaccination is the most effective public health intervention in the world. Vaccines save lives and promote good health. It's vital that everyone eligible gets vaccinated.

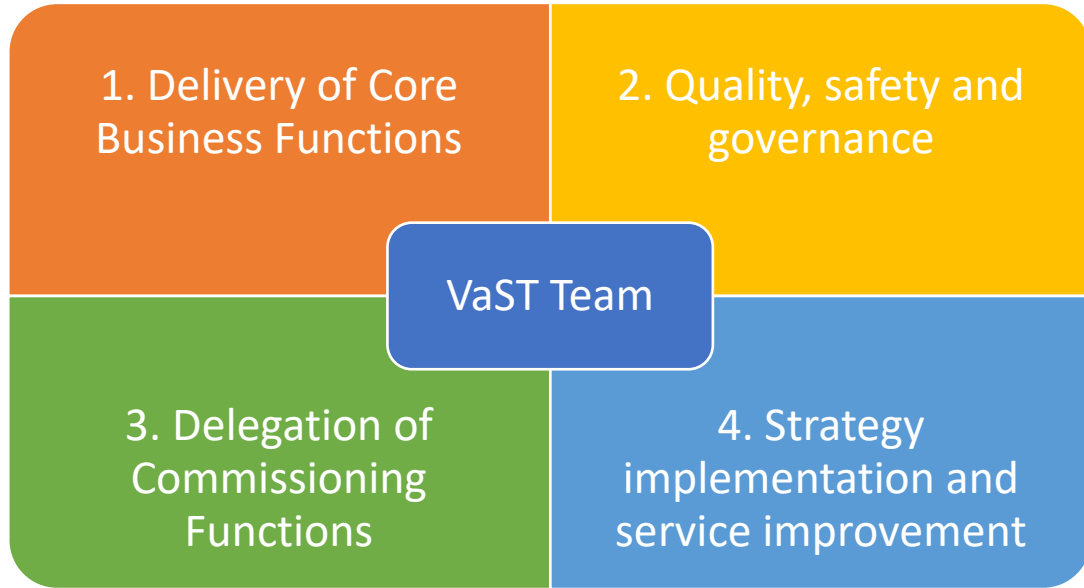
Overview of the session

- Introduction to the NHS England Vaccination and Screening Team
- Background to the national Vaccination Strategy and key elements
- How the Strategy is being rolled out in the South West and Devon
- Regional approach to improving uptake and reducing inequalities and Maximising Immunisation Uptake Groups

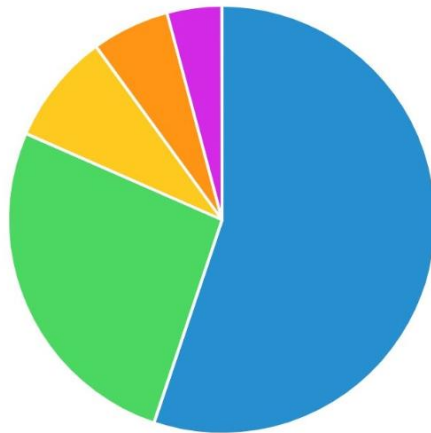


South West Vaccinations and Screening Team

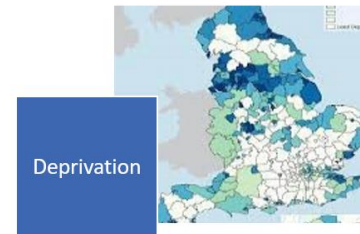
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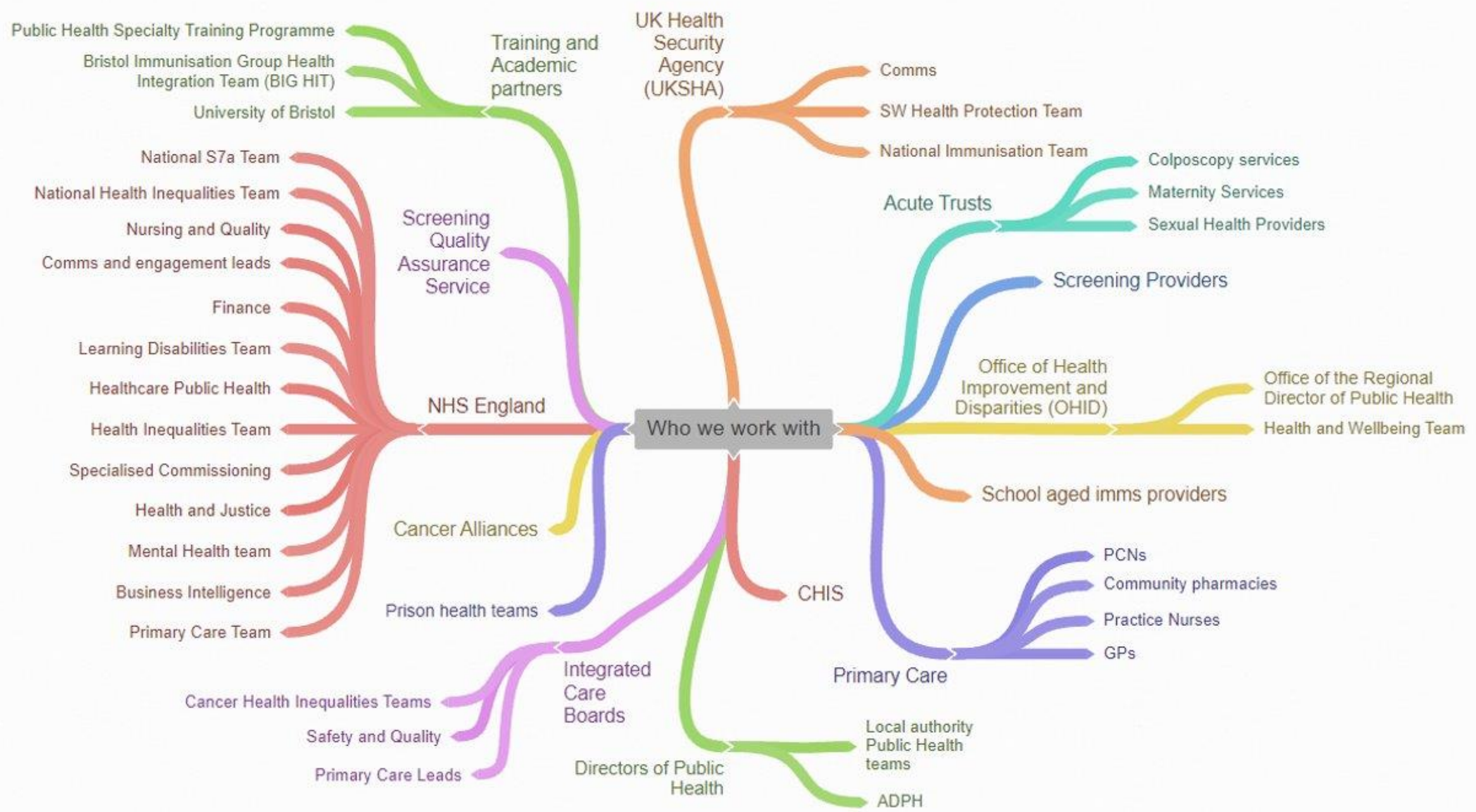


Courtesy of The NHS Information Centre for health and social care. Full diagram available at: www.ic.nhs.uk/commissioning



| | |
|--|---|
| ■ Query: S7a Immunisation = 1,079 (55.16%) | ■ Incident: S7a Immunisation = 517 (26.43%) |
| ■ Incident: COVID = 164 (8.38%) | ■ Query: Out of scope = 115 (5.88%) |
| ■ Query: COVID = 81 (4.14%) | |





S7A Immunisation programmes – life course approach

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- neonatal hepatitis B immunisation programme
- pertussis pregnant women immunisation programme
- neonatal BCG immunisation programme
- immunisation against diphtheria, tetanus, poliomyelitis, pertussis, Hib and hepatitis B
- rotavirus immunisation programme
- meningitis B (men B) immunisation programme
- meningitis ACWY (men ACWY) immunisation programme
- Hib/men C immunisation programme
- pneumococcal immunisation programme
- dTaP/IPV and dTaP/IPV (pre-school booster) immunisation programme
- measles, mumps and rubella (MMR) immunisation programme
- human papillomavirus (HPV) immunisation programme
- human papillomavirus (HPV) immunisation programme for men who have sex with men
- Td/IPV (teenage booster) immunisation programme
- seasonal influenza immunisation programme
- seasonal influenza immunisation programme for children
- shingles immunisation programme
- COVID-19 immunisation programme for adults (including booster groups) and children
- child health information services

Travel vaccinations and most occupational health vaccinations are not covered by the S7A arrangements.

[Immunisation against infectious disease - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

Immunisation
against
infectious
disease

Influenza Hib Japanese encephalitis Typhoid Varicella
measles mumps Anthrax Diphtheria Cholera
Typhoid Polio Hepatitis A Yellow Fever
Hepatitis B Measles Typhoid Polio
Hepatitis A Yellow Fever
Cholera Tuberculosis Influenza
Pertussis Smallpox Meningococcal
Pneumococcal Tetanus



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Vaccination Strategy



Drivers for the Vaccination Strategy (Dec2023)

Learning from COVID

Variation in uptake across communities

Gradual decline in uptake

Desire for more flexibility and an integrated vaccination delivery network

No systematic approach to responding to outbreaks of vaccine preventable diseases

Strategy is intended to start a conversation with partners within integrated care systems:

How do we build on what is working well and transfer the learning from COVID to routine programmes?

How do we do more to reach those who are currently underserved by creating more flexible delivery and teams to meet the needs of our communities?

How do we create more integrated delivery that spans primary, community and secondary care as well as other sectors?

How can we align vaccination with other interventions to deliver holistic, person-centred care to better address wider inequalities?



Maximising uptake and coverage of vaccinations across the whole population through transformation of vaccination services by:

Providing a simple, convenient and efficient vaccination ‘front door’ for everyone who is eligible, including:

- Helping people understand why they need a vaccine and how to access it
- Extending national booking capability, including online and via NHS App
- A ‘core’ vaccination offer in consistent settings tailored to local need

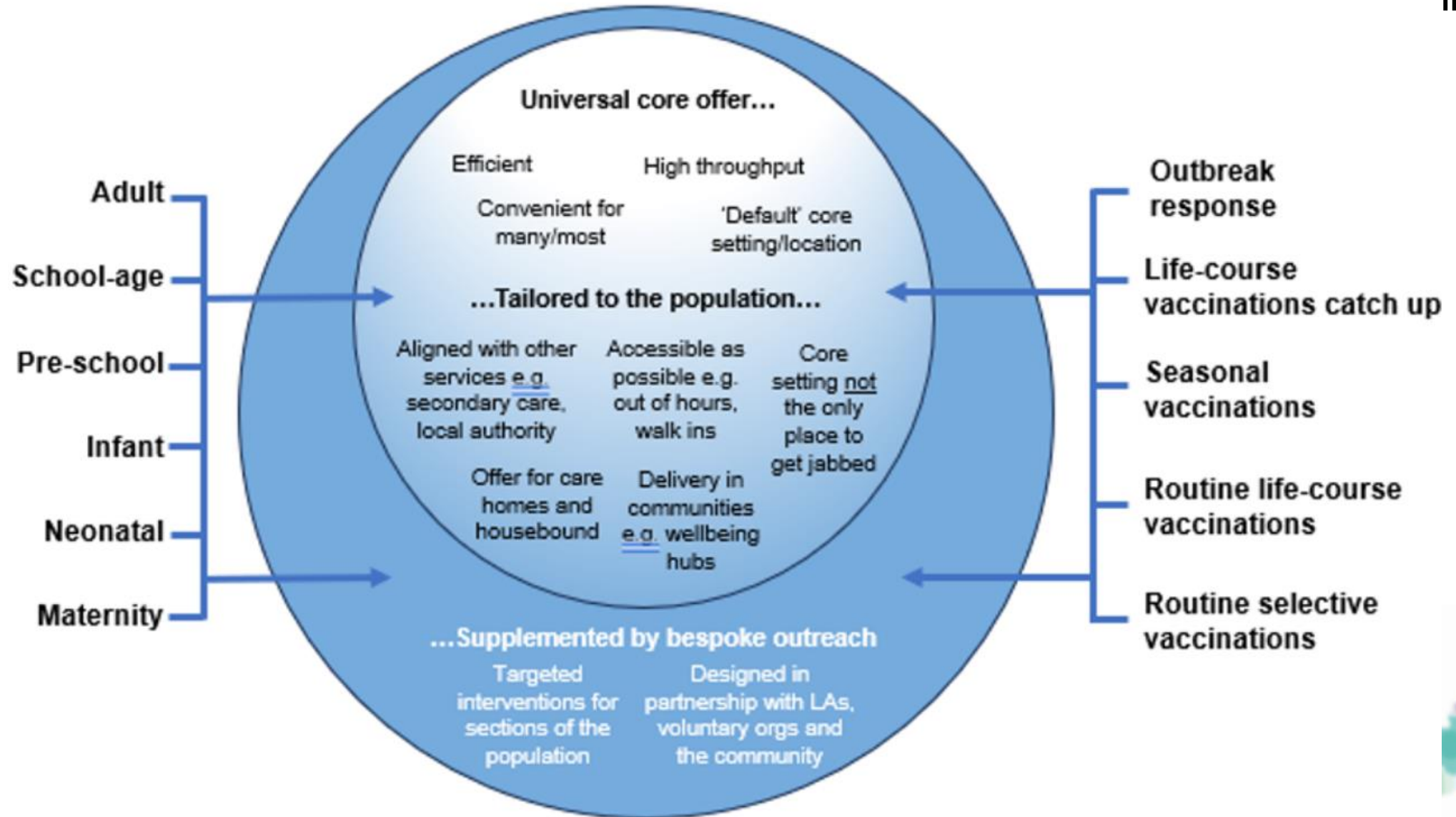
Reaching under-served populations via targeted outreach provision, including:

- Targeted interventions that support uptake for individuals and communities with low uptake and coverage, based on data and public health expertise
- Integrating ‘core’ and ‘outreach’ so no-one is left behind and value for money is maximised
- Using existing community assets so vaccination services reach into communities and addresses the issues people care about

Delivering through integrated, multidisciplinary, neighbourhood teams that put vaccination at the heart of prevention and wellbeing, including:

- Aligning vaccination with other clinical pathways
- Delivering other preventative interventions alongside vaccination and vice-versa
- Collaboration between NHS providers, local authorities, and other partners.

Vision



Core settings

| Vaccination group | Likely setting/location for the core offer | |
|---|--|--|
| Vaccinations delivered to infants and pre-school children | General practice | Supplemented by additional services for all vaccination groups |
| Routine and seasonal vaccinations delivered to school-aged children | Primary and secondary schools | |
| Adult seasonal vaccinations | Range of locations depending on local circumstances – likely to include general practice and/or community pharmacy | |
| Adult routine vaccinations | Range of locations depending on local circumstances, aligned with seasonal vaccinations where possible | |
| Vaccinations delivered to pregnant women and newborn babies | Routine (e.g. pertussis): maternity services or primary care setting Selective (e.g. babies born to hepatitis B infected mothers): maternity services | |

Enablers



Empower system leaders with the flexibility to plan and deliver local services. This includes ICBs taking delegated responsibility from April 2025 for commissioning a vaccination delivery network tailored to the needs of their local population.



Develop a **new commissioning and financial framework** to support flexibility, collaboration and a greater focus on outcomes with a consistent national approach. We will also consider population-based vaccination allocations for systems.



Support systems to develop a **diverse, integrated, flexible and skilled vaccination workforce** by finding ways to support the use of more staff, volunteers and students in the future vaccination workforce and making vaccination a central role of integrated neighbourhood teams.



Increase access to **timely, comprehensive and accurate data** including through a new national vaccination record and improved capture and flow of vaccination data. The NHS App will give people access to their own vaccination history and allow them to book vaccination appointments.



Ensure that we have a more **efficient and responsive vaccine supply**, enabling local flexibility of deployment, co-ordinating supply chains and exploring centralising flu procurement and supply.

Progress to date in South West region

National launch
events and working
groups

Engagement and co-
design with system
stakeholders

6 Task and Finish
groups to address
key issues

System priority
setting and
operational plans

Local investment in
Accelerator projects

Strategy
Implementation
Oversight
arrangements



Progress to date in Devon

Engagement with
primary care
stakeholders

Primary Care
Vaccination Leads
network

Review of
Governance
Arrangements

Outreach Team -
MECC

Volunteer
Vaccination
Champions

Vaccination
Communications
Strategy



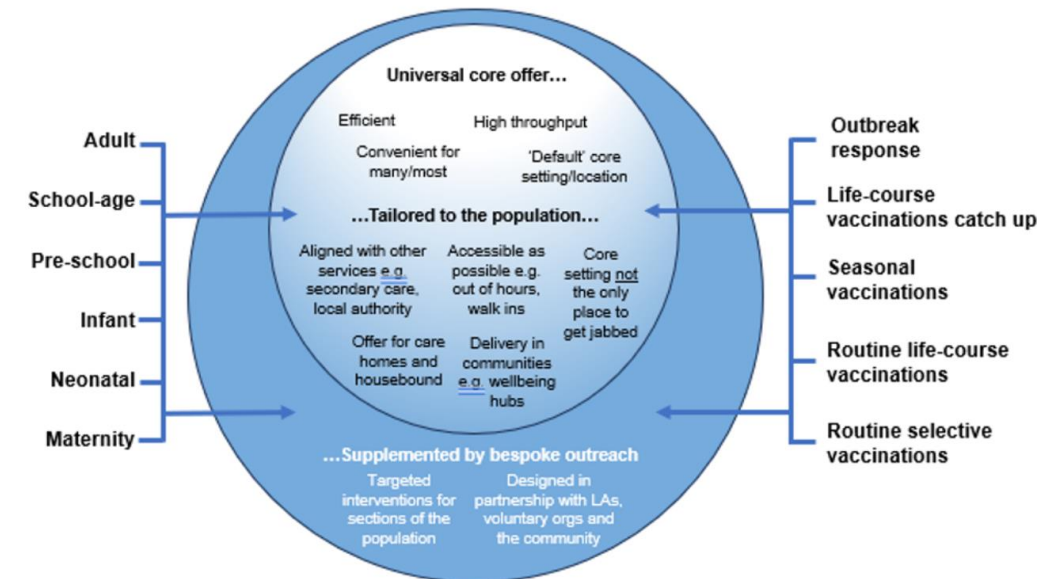
Discussion

What do you think about the strategy?

What do you see as the opportunities?

What do you think might be the impact on primary care? Do you have any concerns?

What is the best way to engage with practice nurses to ensure your voice is heard?



Inequalities - Strategic vision

That all eligible individuals in the South West

- have **equitable access** to Screening and Immunisation services
- feel **fully informed** about the immunisation or screening programme they receive, and
- have a **high quality experience**;

irrespective of where they live, which community they are a part of or any protected characteristics.



Regional Priorities – Inequalities and Uptake

Deprivation



People with a Learning Disability



People with Severe Mental Illness



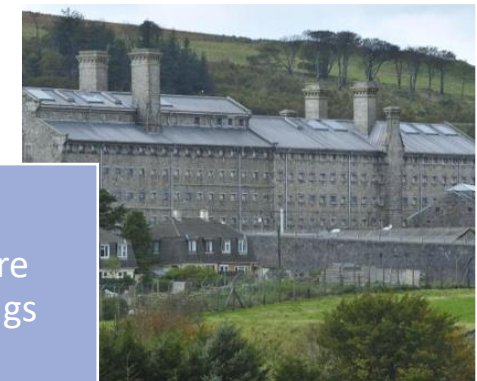
People facing severe multiple disadvantage



Migrant health



Secure settings





Examples of regional work

Getting the basics right - contracts, reporting, HEA

Training offer

CHIS IIUT

Support for people with LD

Support for people with SMI

Support for secure settings

COVID inequalities work

Inequalities Futures webpage

Communications and media

Local priorities

Maximising Immunisation Uptake Groups



England
South West

Aims

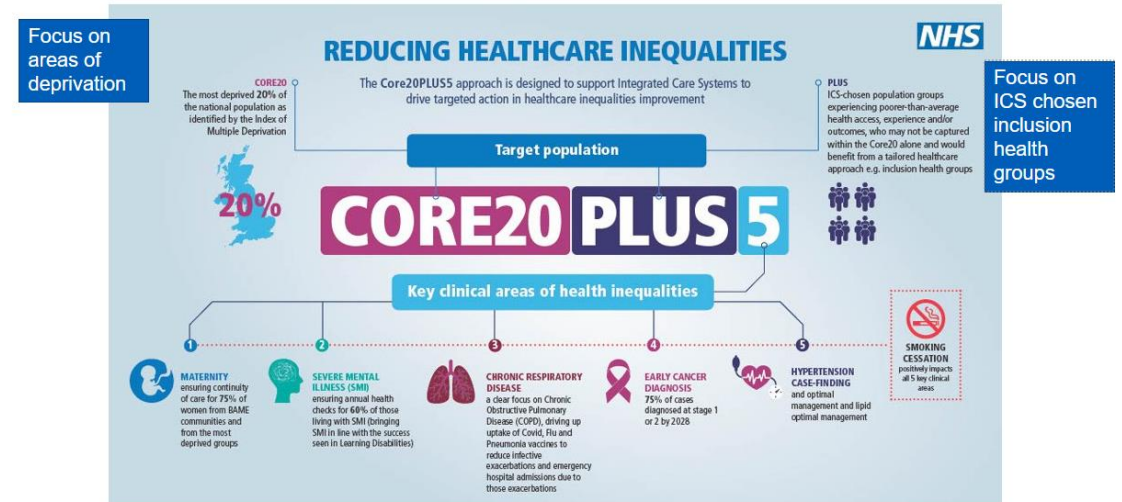


- To develop a community of practice where we share learning, build trust and are able to create safe and innovative opportunities which are impactful
- To develop an intelligence-led approach to create a compelling narrative to narrowing the gap in all immunisations across BNSSG recognising the inequalities in coverage
- To take an engagement and asset-based approach, reaching deeper into communities where coverage is low, strengthening trust, understanding and confidence so that we learn what our population wants and needs and are able to remove the barriers to a
- Using our relationships and understanding of o that is timely and acceptable

Workstreams

| Task and finish | Project |
|-------------------------------------|---|
| Development of an action plan | Development and implementation of a joint action plan, building on Maximising Immunisation Uptake Group plan |
| Mapping of existing project work | Collate existing work to increase vaccination uptake across BNSSG |
| Immunisation data | Review of population level vaccination dataset to identify priority areas |
| PCN engagement | Work with PCNs to <u>optimise</u> existing models of delivery, with enhanced focus on PCNs with lowest uptake of MMR |
| Maximising uptake – closing the gap | Working with communities to identify opportunities to improve access and uptake including <ul style="list-style-type: none"> MMR community leaders training Somali MMR video Holistic wellbeing offer: Sirona community hubs |
| Comms and engagement | To agree joint comms plan to support agreed initiatives |

How does this fit with national priorities?



13 |



MIUG Case studies

Targeted work with GP practices:

A behavioural insights approach

- Non-responders written to with BI reminder letter
- Nursing staff given motivational interviewing training before phoning patients
- 27% appts booked, 19% vaccinated

Commissioning: 2-3 Year Flu vaccination pilots

- PCN delivery
- Community centre setting
- School Age Immunisations team to enable sibling vaccination

Holistic approaches

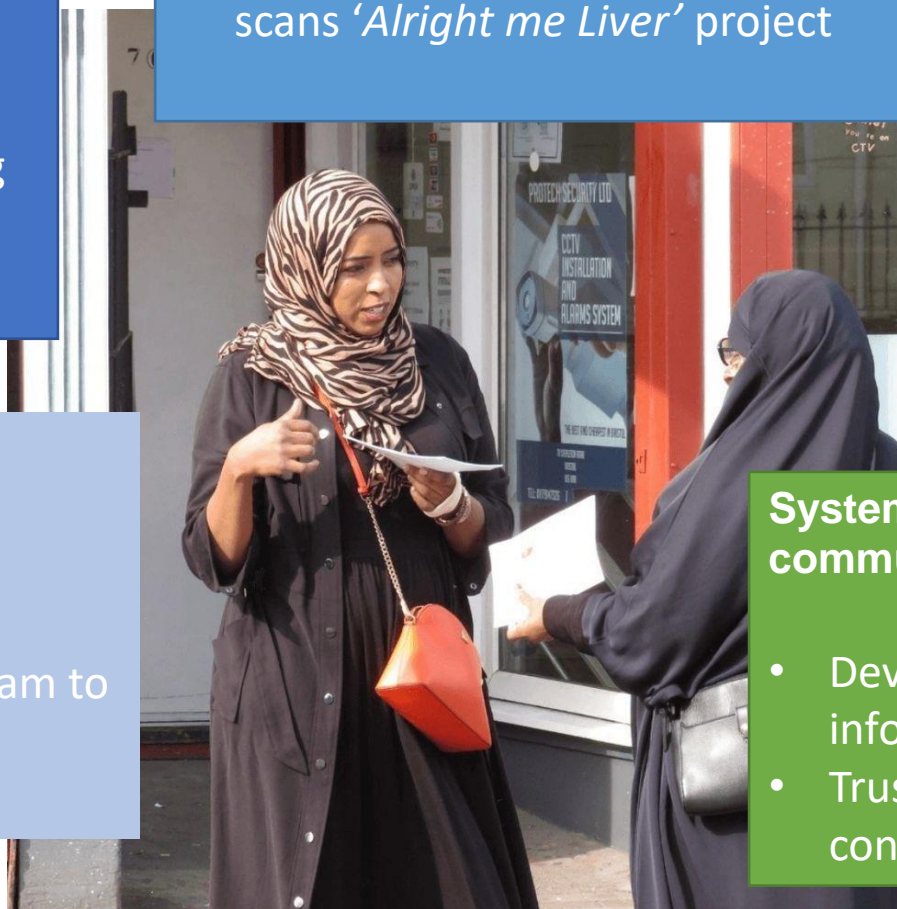
- COVID vaccines offered alongside a community clinic led by Caafi Health offering health checks, advice and support
- Also offering food, chat and liver scans '*Alright me Liver*' project

MMR engagement event with Somali community

- Open conversation forum with multi-disciplinary experts for community

System Leadership: Engaging community champions (MMR)

- Developed info pack with up to date information on MMR, answering FAQs
- Trusted voices fully informed to support conversations in the community



Examples of Devon system work so far

Practices day to day work

Vaccination Innovation Fund

MMR Accelerator project Jan – April 2024

Targeted comms work for MMR and pertussis

Working with the Asylum Seekers and Refugee hotel

Working with SAI provider – low-uptake schools

Working with maternity teams to enhance delivery of pertussis and flu

Children in Care imms pathway work planned

