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| TITLE | Influenza Vaccine Campaign 2016-17 Review |
| FOR CONSIDERATION BY | Health & Wellbeing Board on 12 October 2017 |
| WARD | None Specific |
| DIRECTOR/ KEY OFFICER | Judith Wright, Interim Director of Public Health for Berkshire |

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| Reason for consideration by Health and Wellbeing Board | To update the Board on the 2016-17 Influenza Vaccine Campaign and to appraise them of plans for 2017-18. |
| Relevant Health and Wellbeing Strategy Priority | <ul style="list-style-type: none"> • Enabling and empowering resilient communities • Reducing health inequalities in our borough |
| What (if any) public engagement has been carried out? | Locally the Public Health team has worked closely with key partners to design and implement the campaign. |
| State the financial implications of the decision | The budget for the 2016-17 campaign was £3.5k |

OUTCOME / BENEFITS TO THE COMMUNITY

Flu occurs every winter in the UK and is a key factor in NHS winter pressures. It impacts on those who become ill, the NHS services that provide direct care, and on the wider health and social care system that supports people in at-risk groups. Protecting staff against the flu is key to business continuity. This Flu plan aims to reduce the impact of flu in the local population through a series of complementary measures.

RECOMMENDATION

The Board is asked to;

- 1) Agree and endorse the multi-agency approach;
- 2) Support respective organisations to fulfil their responsibilities as set out in the national flu plan, be flu champions - take every opportunity to promote the vaccine and debunk myths and lead by example , take up the offer of a vaccine where eligible.

SUMMARY OF REPORT

This paper is to update the Health and Wellbeing Board on the performance of the influenza vaccine campaign in winter 2016-17 to summarise lessons learned and to inform the board of changes to the national flu programme for the coming flu season and how these will be implemented locally.

Background

Seasonal influenza (Flu) is a key factor in NHS winter pressures. The National Flu Plan aims to reduce the impact of flu in the population through a series of complementary measures. Flu vaccination is commissioned by NHS England for groups at increased risk of severe disease or death should they contract flu.

Key aims of the immunisation programme in 2016-17 were to;

- Actively offer flu vaccine to 100% of people in eligible groups.
- Immunise 60% of children, with a minimum 40% uptake in each school
- Maintain and improve uptake in over 65s clinical risk groups with at least 75% uptake among people 65 years and over, 55% among clinical risk groups and 75% among healthcare workers

Multi-Agency Approach

Flu vaccination is commissioned by NHS England for groups at increased risk of severe disease or death should they contract flu and vaccination is provided by a mix of providers including GP practice, community pharmacy, midwifery services and school immunisation teams.

The role of local authorities is to provide advocacy and leadership through the Director of Public Health and to promote uptake of flu vaccination among eligible residents and among staff providing care for people in residential and nursing care. Local authorities are also responsible for providing flu vaccine for frontline health and social care workers that are directly employed. Local authorities may also provide vaccine to staff members as part of business continuity arrangements.

CCGs are responsible for quality assurance and improvement which extends to primary medical care services delivered by GP practices including flu vaccination and antiviral medicines. The CCG also monitors staff vaccination uptake in Providers through the CQUIN scheme.

A collaborative multi-agency approach to planning for and delivering the flu programme is taken in Berkshire, beginning with a flu workshop in June. Public Health Teams used output from the workshop to develop their local flu action plan, setting out the steps they will take to engage and communicate with local residents about flu, promote the flu vaccine to eligible groups and support partners to provide and manage the programme.

Actions taken in 2016-17 as part of this approach included;

- A joint flu plan between local authority public health and the CCGs in the East / West of Berkshire
- Participation in the twice-monthly NHSE telecom to share flu data, best practice and ability to raise concerns with representation locally
- A CCG monthly local meeting is held which has representation from across all providers and local authority public health. This meeting monitors local uptake of the flu vaccination and flu activity and sharing of good practice and any concerns. Providers also have signed up to the Health and wellbeing of staff CQUIN which includes staff flu vaccination uptake
- In the East of Berkshire the CCG Quality team supporting low performing GP practices with practice visits
- Sending a flu communication pack to care homes

- Local communication is linked to the national flu campaign as well local alignment of communications between the local public health and the CCG communication teams.

There is good collaborative working

- Linking with the Thames Valley Health Protection Team around management of flu outbreaks
- The public health team supporting the BHFT schools immunisation team to engage with those schools where initial engagement was less effective
- Working with local groups to promote flu vaccine through presentations to key groups such as Carers, Providers and Learning Disability Forums as well as providing targeted campaign materials to these and other key local organisations such as Children's Centres, older people's groups, LTC, learning disabilities. Staff flu clinics were held and promoted through the intranet and internal communications.

Analysis of Issues

1. GP-registered patient groups

In keeping with the national and regional picture, uptake of vaccine among GP-registered patients in Berkshire was generally higher in 2016-17 than in 2015-16. Along with Bracknell and Ascot, Windsor Ascot and Maidenhead and Wokingham CCGs, Slough CCG reported improved uptake across all GP-registered patient groups.

| CCG | Summary of Flu Vaccine Uptake % | | | | | |
|----------------------------|---------------------------------|--------------------|--------------------|-------------|-------------|-------------|
| | 65 and over | Under 65 (at-risk) | All Pregnant Women | 2 Years old | 3 Years old | 4 Years old |
| NHS WOKINGHAM | 72.7 | 50.7 | 50.4 | 48.1 | 53.5 | 42.9 |
| 2015/16 Variation | 1.1 | 4.9 | 2.1 | 1.1 | 3.5 | 1.6 |
| Thames Valley Total | 72.1 | 50.7 | 47.2 | 43.3 | 47.0 | 38.1 |
| 2015/16 Variation | 0.6 | 4.1 | 1.0 | 3.1 | 4.4 | 3.2 |
| England Total | 70.4 | 48.7 | 44.8 | 38.9 | 41.5 | 33.9 |
| 2015/16 Variation | -0.6 | 3.6 | 2.5 | 3.9 | 3.8 | 3.9 |

Data source: [Seasonal influenza vaccine uptake amongst GP Patients in England](#)

| LA | Summary of Flu Vaccine Uptake % | | | | | |
|----------------------|---------------------------------|---------------------|--------------------|-------------|-------------|-------------|
| | 65 and over | 6mo - 65y (at-risk) | All Pregnant Women | 2 Years old | 3 Years old | 4 Years old |
| Wokingham LA | 72.3 | 50.5 | 50 | 49.8 | 55 | 44.4 |
| 2015/16 Variation | 1.3 | 5.1 | 2 | 0.6 | 2.9 | 0.5 |
| England Total | 70.5 | 48.6 | 44.9 | 38.9 | 41.5 | 33.9 |
| 2015/16 Variation | -0.50 | 3.5 | 2.6 | 3.5 | 3.8 | 3.9 |

Data source: [Seasonal influenza vaccine uptake amongst GP Patients in England](#)

2. Children in school years 1 to 3

The children's nasal vaccine was delivered in primary schools by a team of school immunisation nurses from Berkshire Health Foundation Trust. The team arranged and carried out visits at nearly 300 schools across Berkshire, including special schools where all year groups were offered vaccine. The BHFT school immunisation team delivered over 23,000 doses of vaccine and succeeded in reaching and exceeding the 40% overall uptake target in every Berkshire LA. In keeping with the national picture, uptake was lower in older children.

| LA | Flu Vaccine Uptake % | | |
|--------------|--------------------------|--------------------------|-------------------------|
| | Year 1 (age 5 - 6 years) | Year 2 (age 6 - 7 years) | Year 3 (age 7- 8 years) |
| Wokingham LA | 74.4 | 72.9 | 71.9 |
| England | 57.6 | 55.3 | 53.3 |

Data source: [Seasonal influenza vaccine uptake for children of primary school age, Provisional monthly data for 1 September 2016 to 31 January 2017 by Local Authority](#)

3. NHS Healthcare workers

Uptake in Royal Berkshire Foundation Trust was 60.6% compared to the 48.6% previous flu season, while in Frimley Health NHS Foundation Trust uptake also fell from 49.3% to 38.7%. Uptake in South Central Ambulance Trust rose from 30.5% to 54.7%, while Berkshire Healthcare Foundation Trust achieved a 76.2% uptake rate, an increase from 64.1% and the highest in Thames Valley.

4. LA Health and Social Care staff and others

Wokingham Borough Council promoted the campaign through presentations to provider and carer forums and the Learning Disabilities Partnership Board. The campaign was supported by internal communications to all staff and social media messages.

Staff were offered vaccinations at an on-site drop in clinic at various times over a number of days, this was delivered by a local pharmacist. A total of 198 WBC staff took up the offer of the vaccination. Twenty care staff from Optalis were vaccinated at the Tesco pharmacy under an agreement between WBC PH and Tesco.

5. Learning from 2016-17 season

- Local Authority public health teams actively promoted flu vaccination to eligible groups using a range of channels and worked collaboratively with commissioners and providers before and during the season to identify issues.
- Whilst uptake among school children was good, uptake in other risk groups remains below the desired level; this is in line with other areas of the country.
- There remains considerable variation in uptake between GP practices, both within and between CCGs. Sharing of best practice across practices and better communication of uptake to practices throughout the flu season and ensuring patients are invited for vaccination in a way that suits them may help to reduce variation in uptake between practices.

- Use of national materials and good multi-agency working enabled consistent flu messaging to the public however there is scope to improve the reach of these messages to eligible groups
- Myths and misconceptions regarding vaccines remain an important barrier to uptake.
- Other barriers may include variation in access to GP flu clinics, lack of health literacy and inclusion of porcine element in the children's vaccine making it inappropriate for some groups.
- Uptake among front line local authority social care workers remains difficult to measure; there is scope to improve data collection in this area.
- Providers of residential and nursing care are not consistently offering flu vaccine to employees in line with national recommendations, this remains challenging for local authorities and CCGs to influence.

6. Plans for 2017-18 Flu Season

A successful flu planning workshop took place on 14th June at the Open Learning Centre, Bracknell. This was well attended by a range of stakeholders from across Berkshire and focussed on reducing variation in performance between GP practices and working to consider actions to help increase the offer and uptake of flu vaccine among residential and nursing home front line staff in line with national guidance.

- Following the workshop, the Shared Public Health Team developed a high level Berkshire Flu Plan which enabled Wokingham public health team to create a local flu action plan for the 2017-18 season. Key points from the plan include:
 - Increase staff vaccination uptake by extending staff flu clinics to other sites such as Children's Centres and the Old Forge
 - Promote flu vaccinations through targeted communications to key at risk groups
- The CCG in the West of Berkshire is developing a communications plan and will work with the Public Health Team to ensure there is a collaborative approach
- Wokingham public health team is supporting the school immunisation team to engage directly with information governance leads to discuss data sharing requirements and enable the immunisation team to receive class lists ahead of school visits
- Multi-agency East and West of Berkshire Flu Action group meetings will start from September with Providers, Local Authority Public Health and NHSE
- Local NHS Providers again have a [CQUIN](#) to deliver the flu vaccine to 70% of their frontline clinical staff.

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| Partner Implications |
| Flu vaccination programmes are one of the most effective ways of protecting populations from flu and reduce pressures on the NHS, GP practices and the wider |

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| health and social care system and is a protects business continuity to the Council and other employers. |
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| Reasons for considering the report in Part 2 |
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| List of Background Papers |
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| <ul style="list-style-type: none">• National Flu Plan 2017-18• Berkshire Flu Summary 2016-17• Presentation from Berkshire Flu Workshop June 2017 |
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| Contact Jo Jefferies / Darrell Gale | Service Public Health |
| Telephone No 0118 908 8195 | Email Darrell.gale@wokingham.gov.uk |
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