

TITLE	Wokingham Flu Plan
FOR CONSIDERATION BY	Health and Wellbeing Board on 9 October 2014
WARD	None Specific

Winter Influenza Vaccine Plan 2014

For the Borough of Wokingham

DRAFT

9/29/2014

This document draft owing to Public Health England released their toolkit the afternoon before this had to be with democratic services. Information from this toolkit will be included in the presentation given at the Board if there needs to be any changes made.

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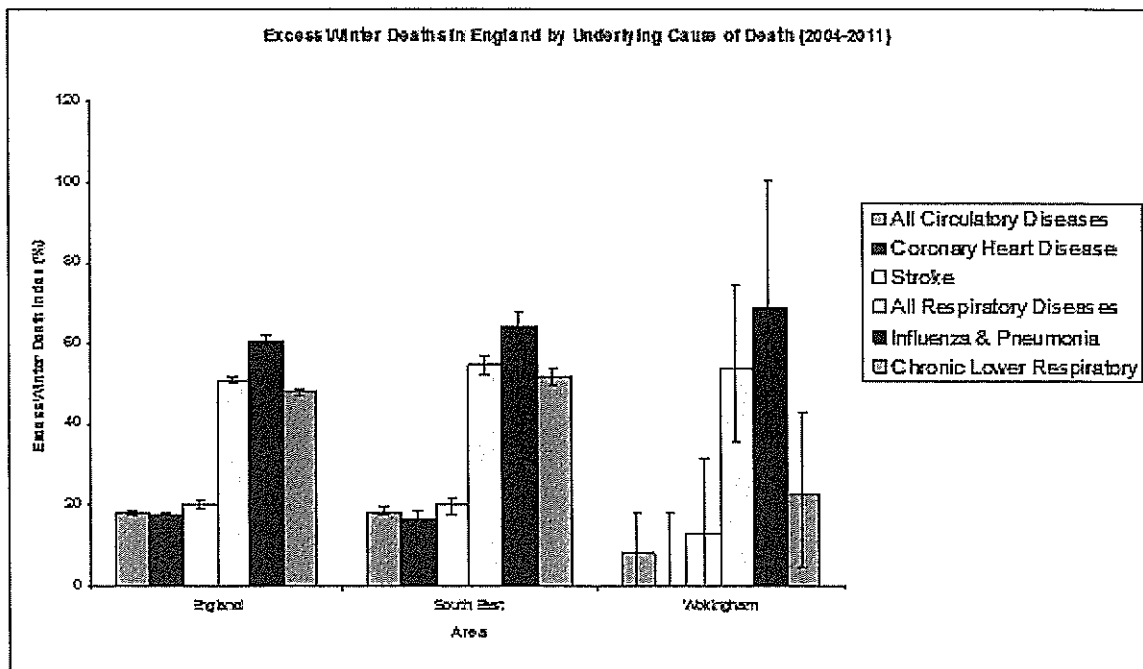
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WOKINGHAM FLU PLAN 2014 / 2015

Background and 2013/2014 Data

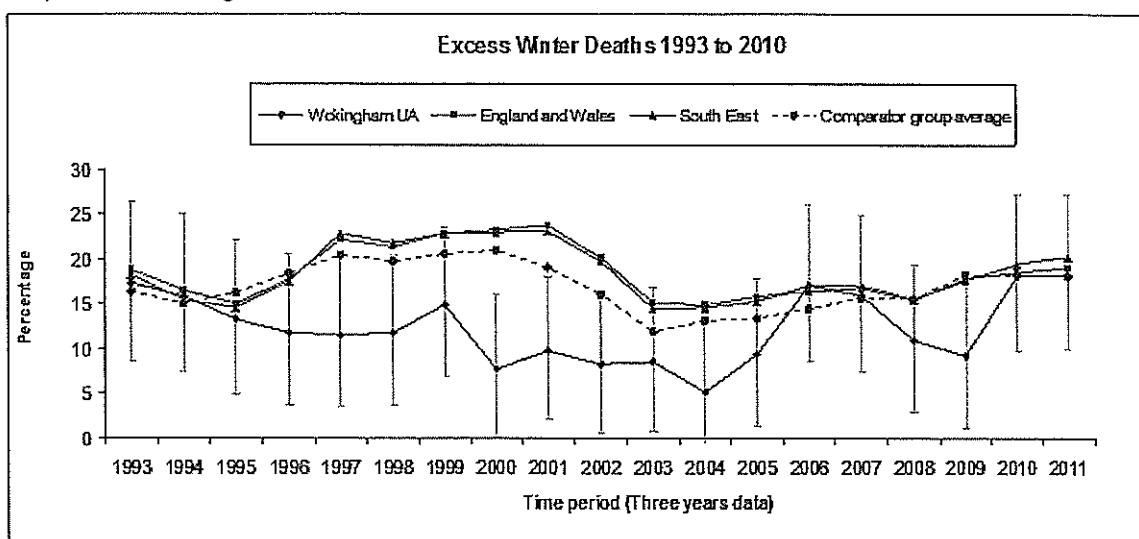
Winter 2013/2014 was relatively mild with low levels of circulating flu but in 2012/2013 11,000 deaths nationally were attributable to flu. Flu outbreaks put excess pressure on A&E and increases unplanned hospital admissions along with pressure on primary care appointments. Graph 1 shows the percentage of excess deaths by condition grouped from 2004 – 2011. The greatest percentage is owing to influenza and pneumonia followed by 'All respiratory' and Chronic lower respiratory, a pattern seen regionally and nationally.

Graph 1 – Excess winter deaths by underlying cause 2004 - 2011



Historically Wokingham has tracked below national, regional and a comparator group percentage of excess deaths but since 2010 the percentage has increased as seen in graph 2.

Graph 2 – Percentage of Excess Winter Deaths 1993 - 2010



When comparing admissions for all respiratory conditions from Wokingham CCG between March – August and September – February there is a 17% increase. Within that inpatient admissions increase 16% to 836 from 720 and day cases increase 29% from 63 to 81 with a 6% increase in total bed days. The cost attached to these excess winter admissions increases by 35% from £68,000 to £92,000.

Healthcare and social care workers who are not vaccinated risk increasing spread amongst those who are at risk and large outbreaks within this population leads to sickness absence at a very busy time.

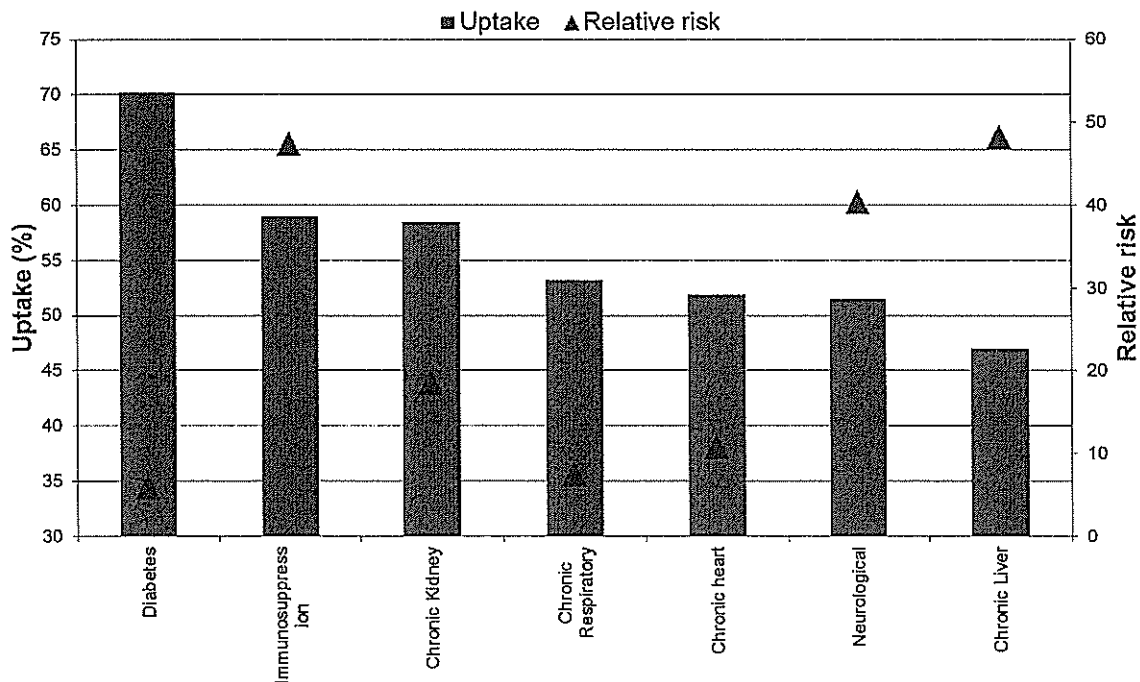
TARGET GROUP	ACTUAL % COVERAGE	BERKSHIRE AVERAGE
65YRS PLUS	74.4	74.3
UNDER 65YRS (all patients)	9.9	9.8
UNDER 65YRS (AT RISK ONLY)	53.5	54.3
PREGNANT (NOT IN AT RISK GROUP)	44.4	40.8
PREGNANT (IN CLINICAL RISK GROUP)	68.4	64.2
ALL PREGNANT WOMEN	46.3	42.5
AGE 2 AND NOT IN RISK GROUP	52.7	47.0
AGE 2 AND IN AT RISK GROUP	51.4	64.8
ALL AGED 2	52.7	47.4
AGED 3 AND NOT IN AT RISK GROUP	51.3	43.9
AGED 3 AND IN AT RISK GROUP	74.1	62.8
ALL AGED 3	52.0	44.4

Between surgeries within Wokingham CCG there is a substantial variation in uptake ranging from 69.4% - 80.7% in those over 65yrs and 40.6% – 65.5% in those under 65yrs in clinical risk groups. Comparing the last two years uptake data Wokingham has seen a fall of 1% uptake in over 65yrs from 75.4% - 74.4%, fall of 0.1% in those under 65 in clinical risk groups from 53.6% - 53.5% and a fall of 5.7% in pregnant women from 50.5% to 44.8%.

Uptake within Primary Care staff in Wokingham is second lowest in the Thames Valley at 59.5% (CCG) with the Thames Valley average at 64.7% with uptake in CCG in Thames Valley ranging from 58.9% – 81%. Berkshire Health Care Trust has increased from 35.5% to 50% between 2012/2013 – 2013/2014. This is data as a whole rather than Wokingham specific staff. There is not data for 2012/2013 for Royal Berkshire Hospital but 2013/2014 uptake was 51.2%.

In clinical risk groups uptake is greatest at around 70% in those with diabetes possibly as they have regular contact with health care but the relative risk of dying from influenza in this group is the lowest of all the clinical risk groups. The three clinical risk groups with the highest relative risk of mortality as a result of influenza are immunosuppression, neurological and chronic liver conditions. Immunosuppressed patients have just under 60% uptake but neurological and chronic liver disease patients have the lowest uptake out of all of the at risk groups as seen in Graph 4..

Graph 4 – Percentage uptake of vaccine and relative risk of mortality by clinical risk group



Recommendations and Guidance

THE GREEN BOOK

The green book Influenza chapter update www.gov.uk/government/publications/influenza-the-green-book-chapter-19

NICE

Patient Group Directions have been renamed in a process of bringing them in line with other National Institute of Clinical Excellence guidelines to Medicine Practice Guidelines. This was updated in February 2014 and can be found <http://www.nice.org.uk/guidance/mpg2/resources/guidance-patient-group-directions-pdf>. This is relevant to vaccine clinics outside of primary care.

CG8 - Multiple sclerosis: Management of multiple sclerosis in primary and secondary care. Recommends influenza vaccine for patients with multiple sclerosis. www.nice.org.uk/guidance/CG8

CG15 - Type 1 diabetes: Diagnosis and management of type 1 diabetes in children, young people and adults. Recommends influenza vaccine for patients with diabetes type 1. www.nice.org.uk/guidance/CG15

FLU PLAN

The national Flu Plan 2014 / 2015 covers the prevention and treatment of Influenza, vaccine supply process, details of the vaccination priority groups and the activity levels and potential scenarios affecting the programme.

www.gov.uk/government/publications/flu-plan-winter-2014-to-2015

LOCAL RECOMMENDATIONS

The Wokingham Needs Assessment recommended that the priorities for the 2014/2015 campaign should be:-

- 1 To raise awareness of the flu immunisation programme within general practice with a focus on the over 65s, pregnant women and those in at-risk groups.
- 2 To raise awareness of the flu immunisation programme with older people in the community targeting those living in deprived communities and for those from priority groups for example: those with long term conditions, mental health problems, learning disabilities and Minority Ethnic communities.
- 3 To work with Housing to ensure that support is available to vulnerable people to keep themselves warm in winter.
- 4 Improve access to flu jabs by making offering through other settings like community pharmacies and antenatal clinics.

Review of the 2013/2014 influenza campaign in Berkshire identified the following gaps and recommendations:-

1. No targeted campaign for Carers
2. Targeted service for children in Special Schools
3. Targeted services for other vulnerable community members
4. Gaps in Community Pharmacy Flu Service
5. Targeted services for pregnant women
6. Targeted service for those with Long Term Conditions
7. Uncoordinated work across Berkshire

2014 / 2015 VACCINATION PROGRAMME

The 2014 / 2015 Vaccine

Trivalent	Quadrivalent
A/California/7/2009 (H1N1)pdm09-like virus A/Texas/50/2012 (H3N2)-like virus B/Massachusetts/2/2012-like virus	Those in trivalent plus B/Brisbane/60/2008-like virus.

Fluenz Tetra does contain porcine gelatine and there is currently no alternative. Public Health England has gained broad acceptance from faith groups over this ingredients usage, but some groups of the populations might find its inclusion not acceptable. The current briefing regarding porcine gelatine from PHE can be found at www.gov.uk/government/news/vaccines-and-gelatine-phe-response. Current policy dictates only those with clinical contraindications or in at risk groups can receive an inactive version rather than Fluenz Tetra.

Wokingham borough council has a duty to vaccinate all social care staff and the National Flu Plan 2014 / 2015 recommends extension of this provision to frontline staff working in institutions with vulnerable populations, for example special schools.

Those in the 2 – 4year old target group will be given a nasal spray vaccine.

Data Collection

Vaccine uptake information in 2014/15 will be reported by Public Health England for the following groups:

- people aged 65 and over
- people aged under 65 with specific clinical conditions
- all pregnant women
- all two, three and four year olds
- healthcare workers with direct patient contact
- carers

Nationally the target is to achieve 75% uptake across all of the target groups. The Thames Valley Area Team has sent a local target of 60% coverage. The vaccine uptake data is based on registered GP Practice population (ImmForm 2014). The data will be released every week by Public Health England on Thursdays and these will coincide with a press briefing when needed.

Public Health teams can access data on uptakes from the Regional Flu Imms Team on roughly a week's time delay and owing to data protection it is not possible to show this by surgery. The Medicines Management Team are exploring if we can extract this data through a prescribing database 'Eclipse' which will be in real time and by surgery.

Part of the Wokingham Flu Action Plan involves flu clinics in community settings and it is very important to capture the data from these vaccinations for recognition within the data return. Those delivering these vaccines will have access to an NHS.net email address so the data can be sent securely to the CCG to be sent on to practice managers.

Wokingham Flu Planning Group

Public Health held a flu planning day as part of the much bigger 'Keeping Warm and Well in Wokingham' agenda. A variety of partners were involved in the consultation process both in person at the event and electronically for those who could not attend. The planning day looked at all of our communication routes with the target population groups, perceived barriers against uptake of vaccine from the target populations and review of some of the new ideas to assist in raising uptake. This planning group will only meet at the start and at the end of the flu season with electronic communication where needed in the flu season. The delivery of the Wokingham flu action plan will be coordinated by Public Health at Wokingham Borough Council. As well as members of the community the planning group included:-

Ashwani	Gupta	BME Forum
Ben	Langford	Out of Hours Duty Officer Team
Brett	Dyson	Emergency Planning
Carol	Trower	Local Pharmacy Partnership - Chief Executive Officer
Caroline	Collier	Transform Housing
Carrie	James	Community Parkinsons Disease Nurse and Lead Specialist Nurse for Neuro
Catherine	Sutherland	Community Neuro Rehab
Catriona	MacMillan	Community Resource Worker
Christine	Knox	Manager of Volunteer Centre
Christine	Dale	Head of Mental Health
Claire	McEnoy	Community Development Worker
Claire	Osler	Steady Steps and SHINE - Sport and Leisure Team
Clare	Rebeck	Voluntary Sector Forum - Chair of the
David	Bradbrook	PCSO
Davina	Williams	Children's Services Wokingham Borough Council
Dean	Lidzey	Nurse Consultant Viral Hepatitis
Elle	Ford	Areas of relative deprivation Health Improvement Officer
Helena	Badger	Wokingham Volunteer Centre
Helene	Dyson	Public Health Service Manager
Ian	Taylor	Safer Communities Co-ordinator
Jennie	Grieve	Learning Disability Partnership

Jenny	Bennet	Family First & Anti Social Behaviour Manager
Jeremy	Sharpe	Churches Together
Karen	Byng	BHFT Community Matron
Kasia	Jaworski	Risk Reduction Team
Kate	Long	Earley Cresent Centre Manager
Katie	Palmer	Earley Charity
Katie	Summers	CCG Director of Operations
Laura	Witchalls	Community Parkinson Desease Nurse
Louise	Issacs	Communications team WBC
Lynne	McFetridge	Head of Adult Social Care
Maria	Ray	GRT Health Visitor
Marji	Walker	Manager Link
Marlena	O'Donnell	Comissioning
Matt	Davey	Highways
Mette		Head of Optalis
Nicola	Strudley	Health Watch
Nicola	Sheperd	PCSO
Paul	Buckenham	Secretary of Wokingham Rotary Club
Paul	Hutt	Risk Reduction Team
Rebecca	Tombs	Manager of Hospital From Home
Rose	Green	Senior Community Development Officer
Samantha	Jones	Link Visiting Scheme
Samuel	Denyer	Vicar
Simon	Price	Head of Housing
Stephen	Madjwick	CCG
Sue	Brenner	Link Visiting Scheme
Wayne	Smith	British Gas

Across Berkshire there is a Public health flu leads meeting coordinated by Helene Dyson attended by each LA PH team and the area team. In the East of Berkshire there is a task group attended by primary care, BHFT, CSU, Public Health and the TV Flu Area Team.

Timeline of expected events

Below is a timeline of early events as of first September 2014

July	Influenza chapter of Green book updated www.gov.uk/government/publications/influenza-the-green-book-chapter-19
August 11 th	Wokingham Flu Task Group
August 19 th	Berkshire Public Health Flu Leads Meeting
August 19 th	Wokingham Flu Plan going to CCG Council meeting
(date TBC from regional team)	Arrival of resources in Wokingham (PHE to produce in July)
(date TBC from CCG)	Postage of Flu vaccine invites from GP's (PHE advises sept)
End of September	Signed off the pharmacy agreement to deliver vaccines to work force
Mid October	Sign off on graphics of flu branded germs
Mid October	Source printer and costings for other promotional materials
Mid October	Finalise the commissioning of nursing staff to run the mobile community clinics
Mid October	Sign off process of secure data transfer from mobile clinics to CCG
Early October	Develop disease specific information leaflets for those in target groups under 65years
Early October	Flu Plan to be presented at the Health and Wellbeing Board in Wokingham Borough Council
October	Invitations to frontline staff in social care etc (PHE advises sept)
21 st October	Berkshire Public Health Flu Leads Meeting
Sept - Feb	Weekly GP patients and monthly vaccination data from primary care Monthly vaccination data from secondary care
October (wk 40)	PHE publishes weekly reports on flu incidence, vaccine uptake, mortality and morbidity.
Nov - Feb	Possibility of respiratory and hand hygiene campaign (instruction from PHE)

Communication and Delivery Action Plan

Within Wokingham for 2014/2015 Influenza there will be two main focuses to the plan. Firstly communication of the appropriate messages through relevant partners aimed to engage target populations and myth busting. The second is around the delivery of vaccine opportunities in the most appropriate venues to encourage uptake in all target groups.

Evidence suggests personalised and proactive invitations have a key role in uptake of vaccines and thus it is important GP's and other health care professionals working with eligible groups have a timely invitation process through booking systems, patient newsletters and the invitation letter produced by PHE. www.gov.uk/government/publications/flu-vaccination-invitation-template-letter

Centrally produced promotional leaflets and posters will be available in late September and early October in local areas from the NHS Comms Link. <http://nhscommslink.ning.com>. Within Wokingham Public Health Team we will produce supporting marketing tools that are specific to the needs of our population, the details of which can be found in the plan below.

ACTION / TARGET POPULATION	DETAILS	WHO IS RESPONSIBLE	DATES
Generic Population			
Generic Press Release	A short paragraph with generic information and others with more targeted messages	WBC PH team to write	wk commencing 29 th Oct
Radio advertising	Jack FM	Advertising campaign WBC PH funded dependent on the success of a radio campaign with Jack FM in September.	Decision wk commencing 29 th Oct
	BBC Radio Berkshire and others - interviews	Possibly interviews berkshire level rather than Wokingham	October
Internet	Specific page on WBC website www.wokingham.gov.uk/flu	WBC PH writing WBC Website team to create the URL	wk commencing 6 th Oct
Social media	WBC Public Health twitter of myths, local flu outreach clinics, highlight of all pharmacies involved on a rolling programme. Wokingham CCG and Borough Council generic twitter account to have a twitter campaign.	To be coordinated by Holli Pickford – WBC PH.	Through out the season
Printed Press	Article and interview in Wokingham Times three times in the season	WBC Comms team to secure, PH to write	October
Advocacy to the community	Council Members to include information in their blogs or newsletters on how important the vaccine is.	WBC PH to produce a short paragraph or statements they can use.	October
	Community leaders to champion the need for the vaccine. ie BME Forum, Faith leaders, Community Development Officers, Wokingham Direct.	WBC PH to ensure they have the suitable messages and resources. Badges and lanyards available.	October / November arrival
Printed resources	Poster for every CCG patient door – "Ask me about the flu jab"	WBC PH to design and CCG to distribute	On hold – CCG Council thinks this

			isn't needed
	Bookmarks with myth busting, target groups and community clinic times. Available in libraries, pharmacies, Community Centres	WBC to design and distribute	October – Design October - Print November – Distribution
	Information in alternative languages	TV AT are translating leaflet and posters into 20 most common languages	3 languages received End of Sept
		Distribution by WBC PH Team	wk commencing 29 th Sept
	Small Vouchers to entice target populations to go for vaccines	WBC PH to design these and to be distributed through all of the communications routes identified in the plan.	Design wk commencing 13 th Oct Distribute by End of Oct
	A 3 poster on flu vaccine options and who is entitled	TV AT printing this and covering costs. WBC PH team to ensure these are distributed to all GP surgeries for waiting rooms.	End of September
		WBC to Distribute to CCG	wk commencing 29 th Sept
Community based promotion	Raising awareness of who can access Flu vaccines	WBC PH to provide posters and leaflets. To be delivered in Community flats, community centres, shopping parades, Town and Parish noticeboards & newsletters,	On going
Community based Flu Clinics	Mobile Clinics in Community Settings Flu Vaccine Bus - Fire service to offer the Community fire bus as a mobile venue to take to some of the more isolated communities.	WBC PH to commission nursing / Pharmacy staff to run clinics and order vaccines for clinics.	October – Finalise contracts Oct / November start delivery
Children			
2 – 4 year olds	Children's Centres – Communication and clinics. Other organisations catering for children such as young families such as Homestart Wokingham.	Posters, Staff to engage in conversation with service users around the flu vaccine. Clinics to be organised by WBC PH in conjunction with Children Centre Managers.	October

	Nursery and Pre-schools	Children's Services to provide contact details and WBC PH to give communication resources and potentially vaccine clinics.	October
	Heath Visitors	WBC PH and CCG to agree resources and messages	October
Under 18's in at risk groups	Letters to go to parents advising them of who is at risk of flu and is eligible for a free NHS vaccine and	WBC PH to ensure this happens with Children's Directorate.	October
Special Schools	Pilot within special school with the greatest number of those with long term conditions	Thames Valley Area Team organising the programme at Addington School in Woodley	Awaiting dates from TVAT
	Clinic at all other special schools both private and state funded	WBC PH & Children's teams	October
Children with disabilities	Me 2 Club – Wokingham Borough 07821 858 852 info@me2club.org.uk	WBC PH to send information on importance of vaccine.	wk commencing 27 th October
	Peapods – Berkshire wide 07502 455372 peapods@peapods.org.uk	WBC PH to send information on importance of vaccine.	wk commencing 27 th October
Pregnant Women			
Maternity Anti-natal appointments	RBH Maternity Units to offer vaccines at all anti-natal appointments.	TV AT commissioning this at Royal Berkshire Hospital. TV AT investigating processes covering Frimley Park hospital as some pregnant women go to FPH for maternity services.	? – Maternity department vaccines start ? – Community Pharmacy
	Children's Centres	Clinics funded by WBC PH as part of community clinics	November
Under 65 years at risk			
NHS Pharmacy vaccinations	Community pharmacy offering vaccinations for 18 – 64years with a long term condition. Funded by the Area	Carol Trower - LPC NHS England Thames Valley Area Team	Starting October

	Team across Berkshire. Information on which pharmacies within the Borough can be found later on in this document.		
All long term condition groups	Trial of condition specific leaflets for Asthma, Diabetes, Cardiovascular disease, Chronic kidney, neurological and liver disease and immunosuppressed patients.	WBC PH to write leaflets, be run past specialist clinical contact, design, print and distribute leaflets.	Design – wk commencing 13 th October Printing wk commencing 20 th October
Neurological Conditions	Neurological Specialist Nurse Royal Berkshire Hospital and Wokingham Community Hospital Lead - Carrie James 0118 3228487 Carrie.James@royalberkshire.nhs.uk	WBH PH to coordinate disease specific comms materials. WBC PH explore possibility of vaccines in outpatient neuro clinics	October
	MS Society, Parkinson's Disease Association, Stroke Association, Headway	WBH PH to coordinate specific comms materials and short paragraph for newsletters.	October
Chronic Liver Conditions	Nurse Consultant Viral Hepatitis dean.linzey@royalberkshire.nhs.uk	WBC PH to give appropriate comms resources. Consultant nurse to communicate with relevant patient groups and to gain access into drug and alcohol services to run vaccine clinics.	October
Cardiovascular Patients	Phase 4 Cardiac Rehab Programme	To highlight the need at the social section of every physical activity class	October – February October & November especially
Respiratory Patients	Information to go to respiratory leads in primary and secondary care.	WBC PH Teams	End of October
Immunosuppressed Patients	Chemotherapy units – RBH and Bracknell, Specialist oncology nurses, Wokingham Community IV clinic.	Give information to patients and where biologically safe give vaccines.	wk commencing 27 th October

Diabetes Patients	Information to go to Diabetes leads in primary and secondary care.	WBC PH	End of October
Health & Wellbeing Zone (Long Term Conditions)	Long term conditions exercise officer Amanda Speck	Promote flu vaccines in all contacts	wk commencing 20 th October
GP referral patients	Sian Wide WBC GP Referral coordinator	Giving information to service users on important of the vaccine and direct to clinics already happening.	wk commencing 20 th October
Events to piggy back on	Using awareness raising weeks in the early flu season as promotional events such as self care week, Keeping safe and well at Christmas.	WBC PH team to ensure stands are available and manned at these events.	On going
Over 65 years			
Earley Charity	0118 975 5663 E-mail: enquiries@earleycharity.org.uk	Disseminate information through the very wide network of older people.	End of Oct
Steady Steps and SHINE	Older people's sport and social programme Claire Osler	Information to be disseminated through the 3000 over 50s contact lists	End of Oct
Celebrating Age Event	1 st October event for around 300 over 50s.	WBC PH to provide useful information alongside information on generic winter heath. WBC PH to look to offer vaccinations at the event	1 st October
Living well with Dementia	25 th September 2014 - event	WBC PH team to coordinate an information stand for any patients in the target groups and carers	September
Ensure greater ease in future years for vaccinating those in care homes.	Influence the induction process for new residents ensuring consent is there from the moment residents arrive at the care facility.	WBC PH to encourage flu vaccination as mainstream expected activity for all residents.	November / December
Carers			
Voluntary groups catering for Carers	Information	Contact to be made in early October by WBC PH. Encouraging of vaccine and conveying to access vaccines.	Oct

Sue Ryder	Fiona Heston fiona.heston@suerydercare.org 07972622616		Oct
Vaccination vouchers	All carer support organisations have the opportunity of giving carers pharmacy vouchers as part of PH team funded work force voucher scheme.	Carers organisations to give numbers to WBC PH. WBC PH to distribute the vouchers.	Oct
Health and Social Care Staff			
Pharmacy Voucher Scheme	Pharmacy to offer vaccinations to those presenting vouchers from the workplace. WBC PH negotiating with LPC on cost of vaccinations if payment is by vaccine rather than upfront as price per voucher. Roughly £12 per vaccine.	WBC PH Team to agree contract WBC PH Team to produce letter / voucher for health and social care staff. Potential to offer this to non LA care homes.	Contract sign off Mid Oct Delivery by end of Oct
CCG Staff	Director of Operations at the CCG and practice managers to advise WBC PH team WBC PH to look in November to see which surgery has greatest number of its staff vaccinated and transfer that learning to other surgeries.	CCG	
Optalis Staff	Optalis to organise clinics at various workplaces / care homes.	Director of HR – Athena Davies Athena.Davies@optalis.org	Review End of Oct
Care homes and day centres outside of Optalis	Inform management to cascade to staff the importance of flu vaccine	Adult Social Care to provide WBC PH with details WBC PH to contact HR and encourage vaccination.	Completed by wk commencing 10 th November
Flu Vaccine moved into what is expected of employees in health and social care	Influence the HR departments to ensure flu vaccine is a pre-requisite of employment.	WBC PH team to influence and justify a need for change in contracts to various HR departments.	By January 2015
BME Community			
BME Community	Ashwani Gupta – Social Inclusion	Information to go through BME healthy lifestyles	Info to Ashwani by wk

	ashwani.gupta@wokingham.gov.uk	programme and through faith centres. Local faith leaders to discuss the porcine ingredient in the vaccine and the national faith leader stance of this being acceptable.	commencing 27 th October
Learning Disability	Wokingham Learning Disability Partnership Jodie Reichelt 0118 9746887 Jodie.reichelt@wokingham.gov.uk	WBC PH held a workshop on wider public health issues with the learning disability partnership August 2015 where Flu was introduced. LD Partnership to translate promotional information into easy read format and to discuss vaccinations. WBC PH can look to provide a vaccination clinic at new horizons if needed. WBC PH to explore the issue of consent.	Info to LD partnership by wk commencing 13 th October Translation by wk commencing 27 th October
Travellers	Information to go to GRT health visitor around vaccines	Wokingham GRT Health Visitor Maria Ray Maria.ray@nhs.net	Wk commencing 20 th October
	WBC PH to explore translation of flu importance into GRT leaflets to complement current range	WBC PH Team	End of October
	Clinics on site – funded by WBC PH – the logistics around this are still being finalised.		End of October
Areas of relative deprivation	HIP to provide educational information in community flats and community engagement events. HIP, with support from WBC PH, to coordinate clinics in community flat or spaces	Health Improvement Project Elle Ford Elle.ford@wokingham.gov.uk Liaising with Community Development Officers	By End of October
Wokingham Borough Council Staff	Ensuring as part of business continuity all essential staff are immunised.	WBC PH and Emergency planning. Helene Dyson addressing this issue with CLT & H&WB Board	October

Pharmacy's within the Borough who have signed up to offer vaccines for those under 65 years old with long term conditions.

TRADING NAME	ADDRESS	TOWN	POSTCODE	TEL
Boots the Chemists	Unit 2, Asda Mall	Lower Earley	RG6 5GA	01189 311750
Boots the Chemists	40 Market Place	Wokingham	RG40 1AT	01189 784294
Boots the Chemists	89-91 Crockhamwell Road	Woodley	RG5 3JP	01189 695253
Day Lewis Rankin Pharmacy	15 Maiden Lane Centre	Lower Earley	RG6 3HD	01189 351848
Day Lewis Rankin Pharmacy	19 London Road	Twyford	RG10 9EH	01189 345519
Day Lewis Rankin Pharmacy	1-2 Loddon Vale, Hurricane Way	Woodley	RG5 4UX	01189 441036
Fields Pharmacy	1A Longfield Road	Twyford	RG10 9AN	01189 341222
Finchampstead Pharmacy	Finchampstead Surgery, 474 - 478 Finchampstead Road	Finchampstead	RG40 3RG	01189 737084
Fittleworth Medical Ltd	Designbrooke House, Waterford Way	Wokingham	RG40 2AR	08003 78846
Jats Pharmacy	422A Finchampstead Road	Finchampstead	RG40 3RB	01189 735455
Lloyds Pharmacy	48 Victoria Road	Wargrave	RG10 8AE	01189 403557
Lloyds Pharmacy	Unit 1and 2, Library Parade	Woodley	RG5 3LX	01189 693573
Morrisons Pharmacy	Woosehill Court	Wokingham	RG41 3SW	01189 794288
Newdays Pharmacy	1 London Road	Twyford	RG10 9EH	01189 345750
Rose Street Pharmacy	Wokingham Medical Centre, Rose Street	Wokingham	RG40 1XS	0118 907 8188
Sainsbury's Pharmacy	Unit 2 Sainsburys, King Street Lane	Winnersh	RG41 5AR	01189 780631
Shinfield Pharmacy	School Green	Shinfield	RG2 9EH	01189 883540
Tesco Pharmacy	Finchampstead Road	Wokingham	RG40 2NS	01183 735847
Wokingham Pharmacy	33 Broad Street	Wokingham	RG40 1AU	01189 787459

Branding

There are some posters and a 12 page information leaflet produced nationally that we can use but the ability to order them in large numbers online and through the Berkshire health promotion library is limited. Following consultation there will be a variety of branded resources available including:-

Target group specific posters with relevant messages	Used in venues appropriate to specific target groups
Bookmarks	Myth busting and target groups on one side with community venues on the other side – for general community settings i.e. on pharmacy counters or in libraries
Lanyards	For flu champions in workplaces or within communities.
Badges for those who have had the vaccine	Predominantly in workplaces
Disease specific information leaflets for under 65yrs (produced in house)	To be used through all communications routes specific to certain conditions

From local consultation it is apparent the messages need to be engaging to the target community. Over 65yrs told us they would not think they needed the vaccine but if they were told they should have it to protect their grandchildren then they would be more likely to have the vaccine. This works in reverse when engaging the parents of 2 – 4 year olds where often the message of protecting grandparents seemed to be more of a draw. Carers and healthcare workers the messages most appealing was to protect the person they care for rather than to prevent them from getting the flu and not being able to undertake their caring role.

The planning day resulted in a concept of a myth busting germ character team. This will include three characters:-

Spike – who is a virus looking character with muscular arms and legs to show he is strong as he has had the vaccine

Tish – Will carry the message of using a tissue when sneezing

Squeak – Who is squeaky clean as always washes with soap and water

These characters can be applied to other public health campaigns and if there is success within the flu campaign the team might be expanded in the future.

Myth busting messages

Myths appear to be ones of the key reasons patients and health care professionals decline the vaccine. The following myth busting messages will be used in communications and as a tool kit for those encouraging patients to have the vaccines.

1. Having flu is just like having a heavy cold

A bad bout of flu is much worse than a heavy cold. Flu symptoms come on suddenly and sometimes severely. They include fever, chills, headaches and aching muscles, as well as a cough and sore throat. So, you're likely to spend two or three days in bed. If you get complications caused by flu, you could become seriously ill and have to go to hospital.

2. Having the flu jab gives you flu

No, it doesn't. The influenza vaccine contains inactivated flu viruses, so it can't give you flu. There are some fairly common but mild side effects. Your arm may feel a bit sore where you were injected, and some people get a slight temperature and aching muscles for a couple of days afterwards which are all signs that the vaccine is working. Other reactions are very rare.

3. Flu can be treated with antibiotics

No, it can't. Viruses cause flu and antibiotics only work against bacteria. You may be prescribed antiviral medicines to treat your flu. Antivirals do not cure flu but they can make you less infectious to others and can reduce the length of time that you may be ill. To be effective, antivirals have to be given within a day or two of your symptoms appearing. A bacterial infection may occur as a result of having the flu, in which case you may be given antibiotics.

4. Once you've had a flu jab, you're protected for life

No, you aren't. The viruses that cause flu can change every year, so you need a vaccination each year that matches the new viruses. The vaccine usually provides protection for the duration of the flu season that year.

5. Children can't have the flu jab

Children over the age of six months who are most 'at risk' of serious illness if they catch flu are eligible for the flu jab on the NHS and it's important that they receive the vaccine. These are children with a pre-existing illness such as a respiratory or neurological condition or children who are having treatment such as chemotherapy.

6. It is half way through the winter now so no point me having the flu vaccine

Although it is best to have the vaccine when it becomes available you can still access the vaccine until March and the flu can strike anytime in the winter season.

7. I've already had the flu so I do not need the vaccine this year

There are many types of flu viruses and you will only develop immunity naturally to the strain of flu you have had. So you should have the vaccine each year event if you had flu in a previous year or in early winter.