

Seasonal vaccines update

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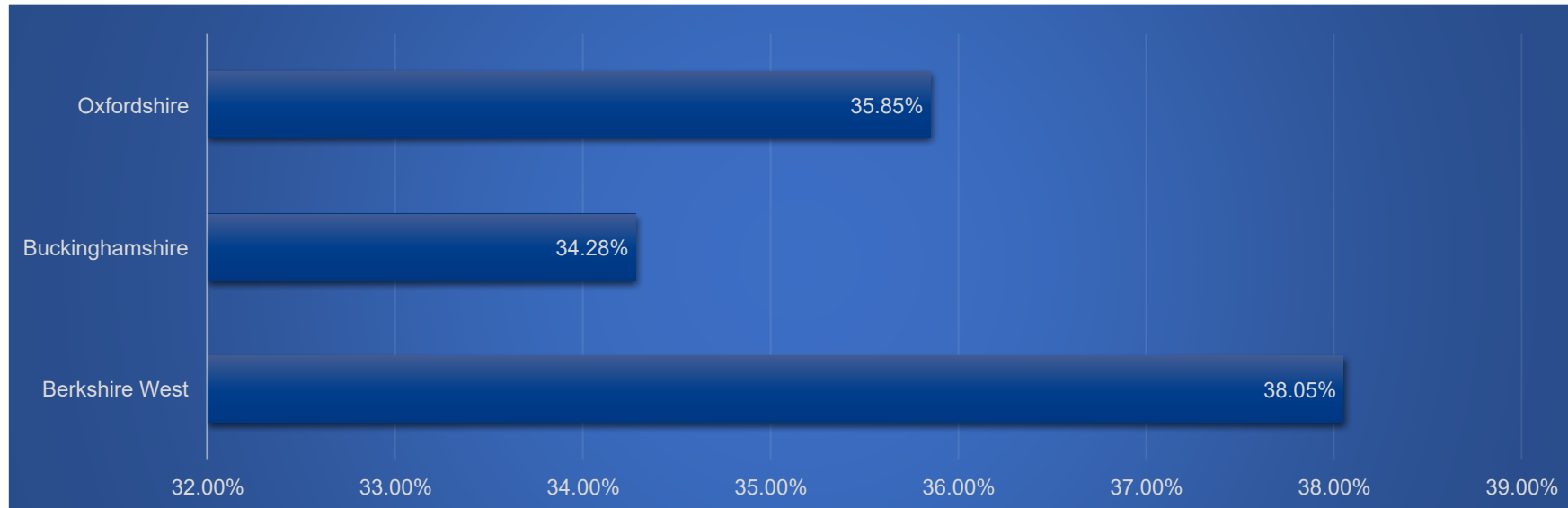
Wokingham HOSC
6th November 2023

Agenda Item 39.

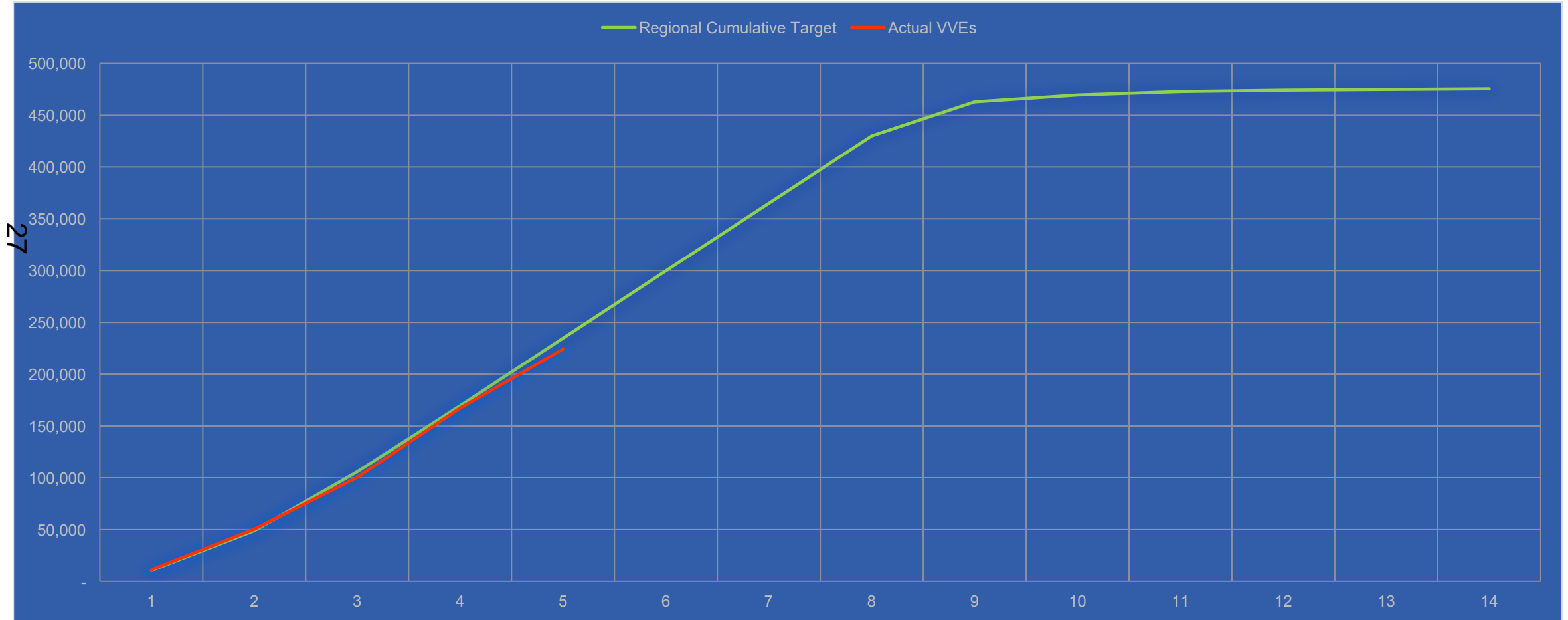
Covid-19 uptake to date

CCG	PCN	Eligible Population	Regional Uptake Target (72%)	Week No 6 - w/c 16/10/23		
				AW Doses	% Uptake	Outstanding Vaccinations
Berkshire West	EARLEY + PCN	10,237	7,371	3,681	35.96	6,556
Berkshire West	MODALITY WOKINGHAM PCN	9,739	7,012	3,663	37.61	6,076
Berkshire West	PHOENIX PCN	9,496	6,837	2,834	29.84	6,662
Berkshire West	WOKINGHAM NORTH PCN	12,690	9,137	4,509	35.53	8,181
Berkshire West	WOKINGHAM SOUTH PCN	11,087	7,983	3,801	34.28	7,286
Berkshire West	WOOSEHILL AND CROWTHORNE PCN	7,942	5,718	3,533	44.49	4,409
Totals		61,191	44,058	22,021	35.99	39,170

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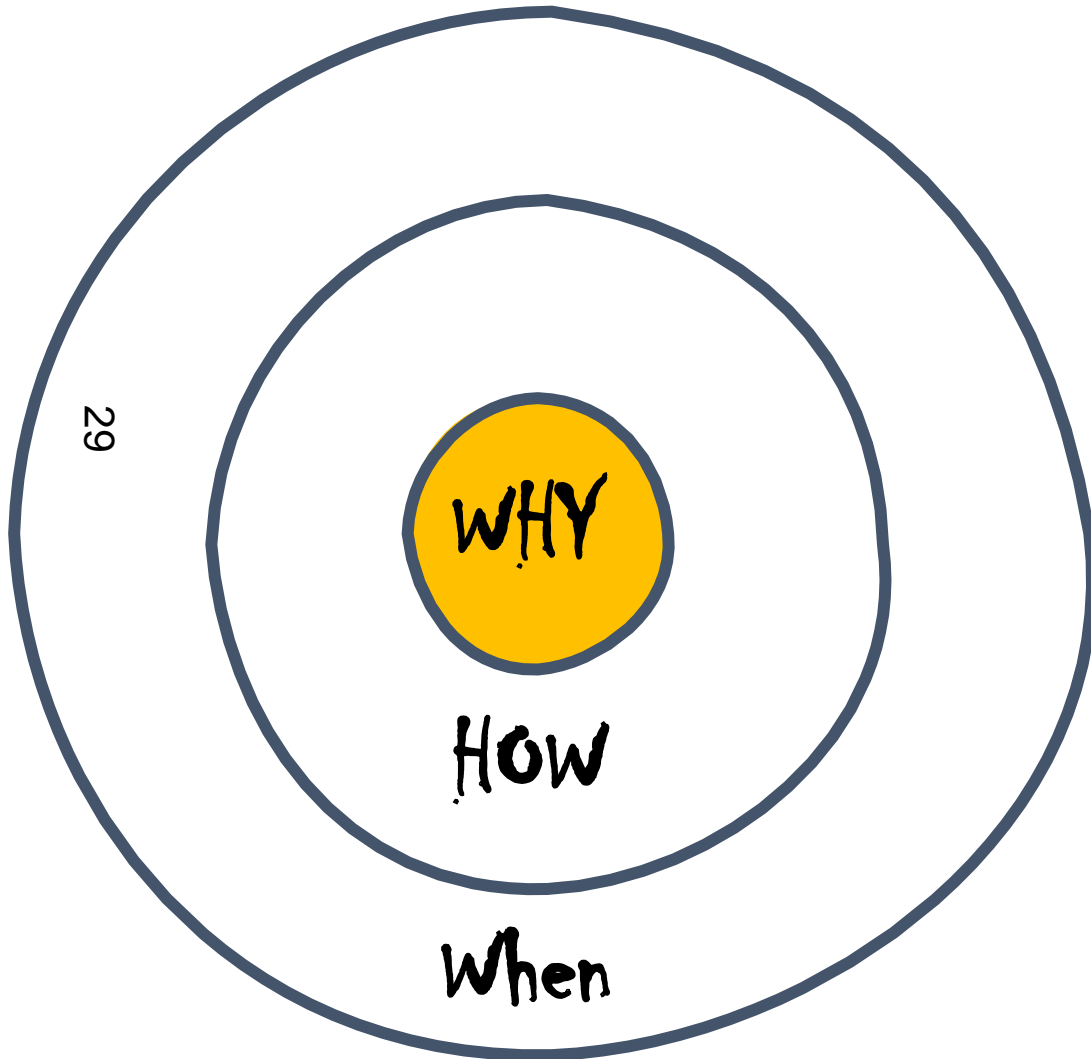
Covid-19 uptake to date (BOB)



Covid-19 uptake by ethnicity (BOB)

Ethnicity Description	Total Eligible Population	Vaccinations	Remaining Eligible	% Uptake
99: Not known	12,688	3,438	9,250	27.10
A: White - British	514,696	206,706	307,990	40.16
B: White - Irish	5,691	2,165	3,526	38.04
C: White - Any other White background	46,469	13,225	33,244	28.46
D: Mixed - White and Black Caribbean	1,904	289	1,615	15.18
E: Mixed - White and Black African	1,937	232	1,705	11.98
F: Mixed - White and Asian	2,146	361	1,785	16.82
G: Mixed - Any other Mixed background	3,654	680	2,974	18.61
H: Asian or Asian British - Indian	18,680	3,122	15,558	16.71
J: Asian or Asian British - Pakistani	13,793	1026	12,767	7.44
K: Asian or Asian British - Bangladeshi	1,668	185	1,483	11.09
L: Asian or Asian British - Any other Asian background	12,376	2,223	10,153	17.96
M: Black or Black British - Caribbean	3,810	756	3,054	19.84
N: Black or Black British - African	7,060	697	6,363	9.87
P: Black or Black British - Any other Black background	2,669	368	2,301	13.79
R: Other ethnic groups - Chinese	5,002	876	4,126	17.51
S: Other ethnic groups - Any other ethnic group	9,501	2,062	7,439	21.70
Total	663,744	238,411	425,333	35.92
Data Source Foundry 16th October				

ICB comms Why, How, When



WHY – encourage key groups to take up seasonal vaccines offer. To stay well and avoid hospital admission this winter.

HOW – use appropriate channels, system wide + Place engagement where appropriate: support/ amplify/ monitor consistency with local teams.
Liaise with Place leads with vaccine funding to ensure no comms overlap.

- StayWell: [Covid-19 and flu vaccines - Stay Well](#)
- Social media
- Hard copy materials/ translations/ other media
- Make use of existing Place networks
- Use BOB ICB Community Engagement in outreach work

WHEN – mid Sept 2023 to end of Jan 2024

Live BOB wide activities

- Public facing map of COVID clinics produced - [ICB Stay Well site](#) downloadable on Stay Well.
- Promotion of pop-up clinics on web and social media.
- All digital and physical materials to have tracked QR code/ link (See appendix)
- Ad van visiting low uptake areas, pop-up clinic postcodes, minority ethnic venues (churches/ mosques), and high footfall areas
- Suite of BOB produced [downloadable materials](#): *'The more people vaccinated: the better our defence'*
- ³⁰ Weekly update to Place partner and stakeholder comms leads
- Bus stops: 9-23 Oct and Bus rear ads: 2-27 Oct
- 2 press releases published - Rachael Corser interview with BBC Radio Berkshire
- 5 million vaccines press release prepped for mid Oct (plus social/ web promo)
- Provided Head Community Nurse and colleagues with materials for housebound, LD, at risk and pregnant
- Regular engagement with Your Health: Your Choice, CLASP and Talkback (Learning disabilities charities)
- Messaging to ICB staff, GP locums via GP bulletin, GP surgery digi screens,

Live materials



Ad van visiting BOB wide, low uptake postcodes

THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU VACCINE

The NHS offers an alternative to the nasal spray flu vaccine for children. Given as an injection, it does not contain gelatine.

THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU + COVID-19

- Do you have a learning disability?
- Get your COVID-19 and flu vaccines this winter.

THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU VACCINE

The children's nasal spray flu vaccine is safe and effective. It's offered every year to help protect them against flu.

THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU + COVID-19

Pregnant? Improve you and your baby's defences against COVID-19 and flu. Both vaccines are safe, effective, and the best protection for you and your baby.

THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU + COVID-19

Flu and COVID-19 can be life threatening. Protect yourself and the people you care for by booking your vaccine when invited. For more information visit: bit.ly/seasonalvaccines

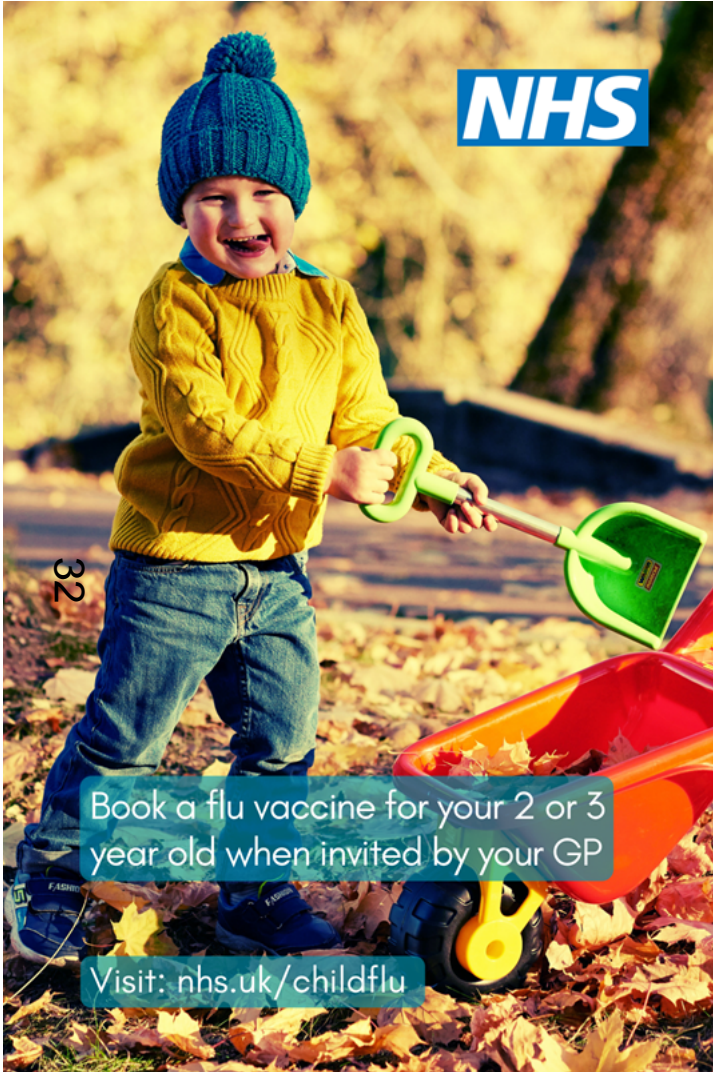
THE MORE PEOPLE VACCINATED THE BETTER OUR DEFENCE

FLU + COVID-19

Carers care, it's in the job description! But, sometimes you need to think about yourself too. COVID-19 and flu protects you and those you care for.

Social media ads: 2&3/ primary/ secondary flu, pregnant women, carers, minority ethnic groups, frontline HSC staff

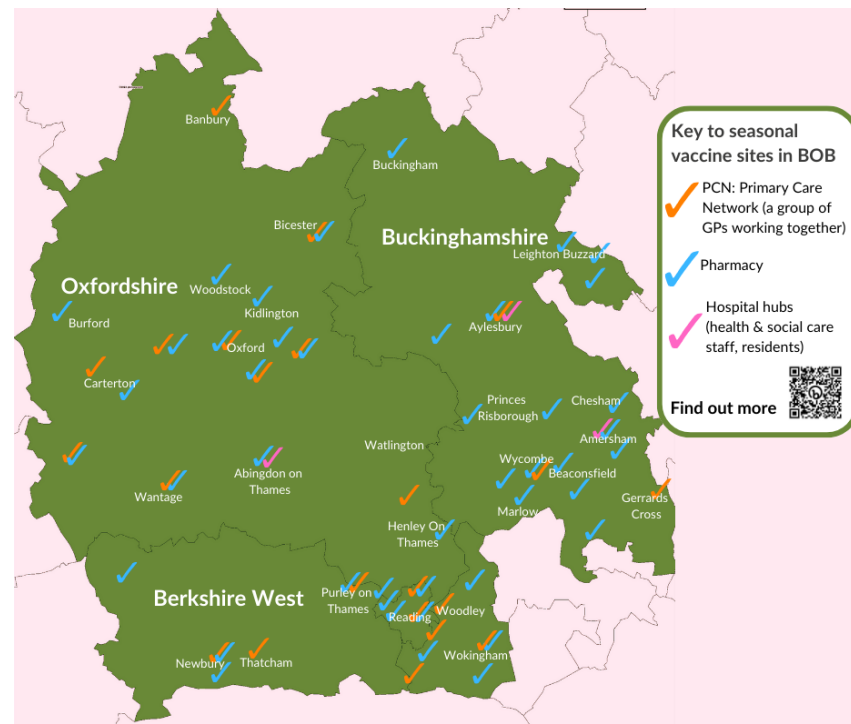
Live materials



Book a flu vaccine for your 2 or 3 year old when invited by your GP

Visit: nhs.uk/childflu

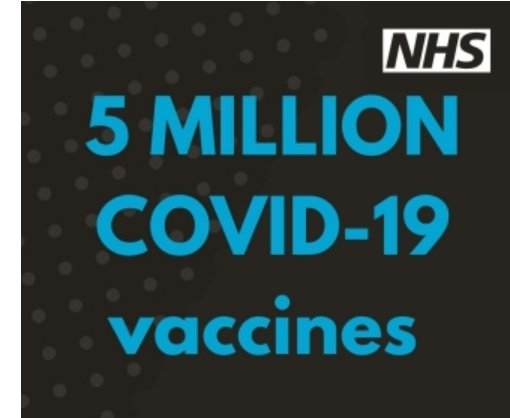
Primary Times Ad: BOB wide - Oct half term



Map of COVID vaccine clinics



Buckinghamshire, Oxfordshire and Berkshire West
Integrated Care Board



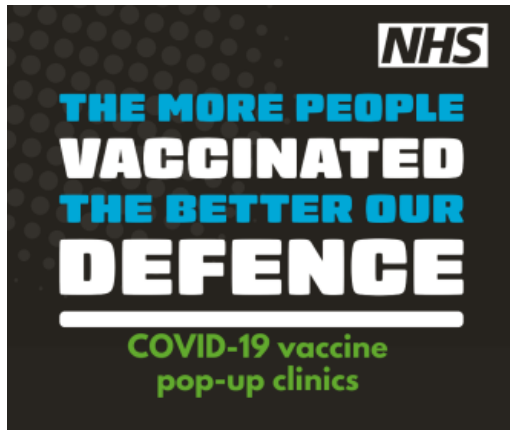
5 Million digital promo: tbc



Bus rears and bus stop posters

Materials planned Oct/Nov

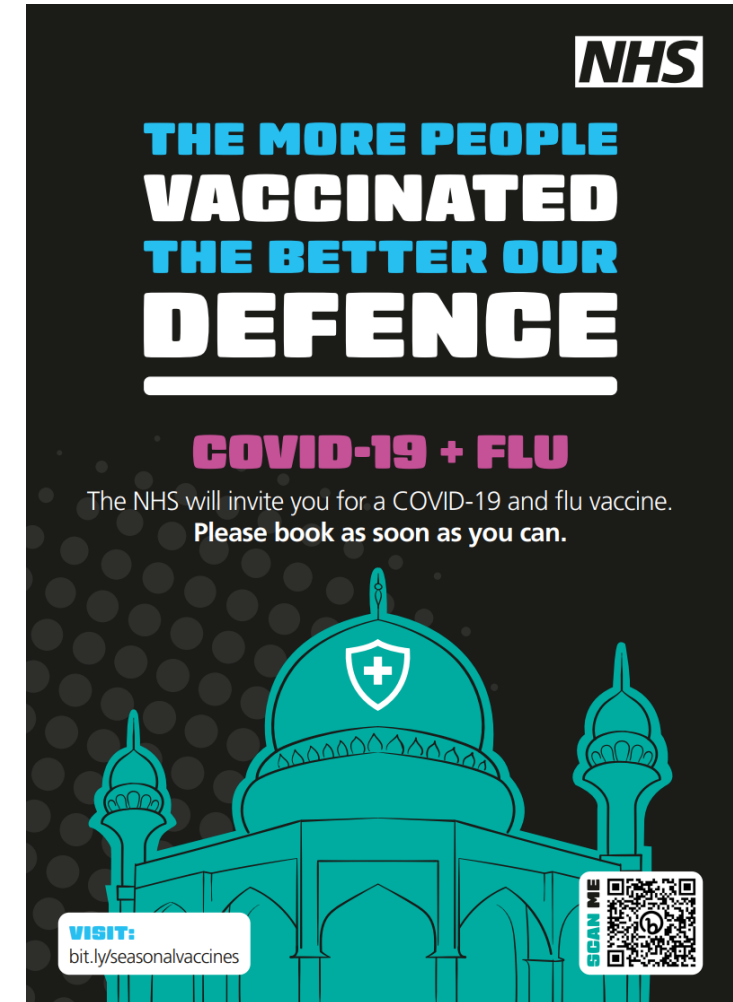
- Radio ads on Get radio: 2&3 yrs and primary school age flu + 6 mths to 4 yrs at risk COVID.
- Mailshot: A5 pp postcard mailshot. Audience appropriate image in areas of low uptake and where pop-ups appear. (see appendix for current list)
- Flyer for care home staff sent to 450 care home providers
- Super Saturday/ weekender vaccine push at end of October
- Pharmacy bags : 30 Oct – Mid Nov
- New materials for ad sets and channels



Newsquest ads + targeted digital radio/ social marketing



Pharmacy bags



Mosque poster & post Friday Prayers
Imam speech

Berkshire West: Oct/ Nov



Buckinghamshire, Oxfordshire
and Berkshire West
Integrated Care Board

HSC staff: seasonal vaccines

- Posters in shops near hospitals
- Keyrings with vaccine message to Trust staff

Pregnant women: seasonal vaccines

- The Oracle Mall, Reading: digital screens

~~2~~ 3 year old and primary school age flu, 6 mths – 4 yrs at risk COVID

- Posters/ digital ads in softplay centres: Gymfinity Kids, Reading and Madhouse, Reading

At risk age 18-25: seasonal vaccines

- Paid social ad sets (Place and cohort targeted)

We are exploring opportunities to develop more local outreach comms arrangements in Wokingham – currently being discussed with Public Health colleagues.