



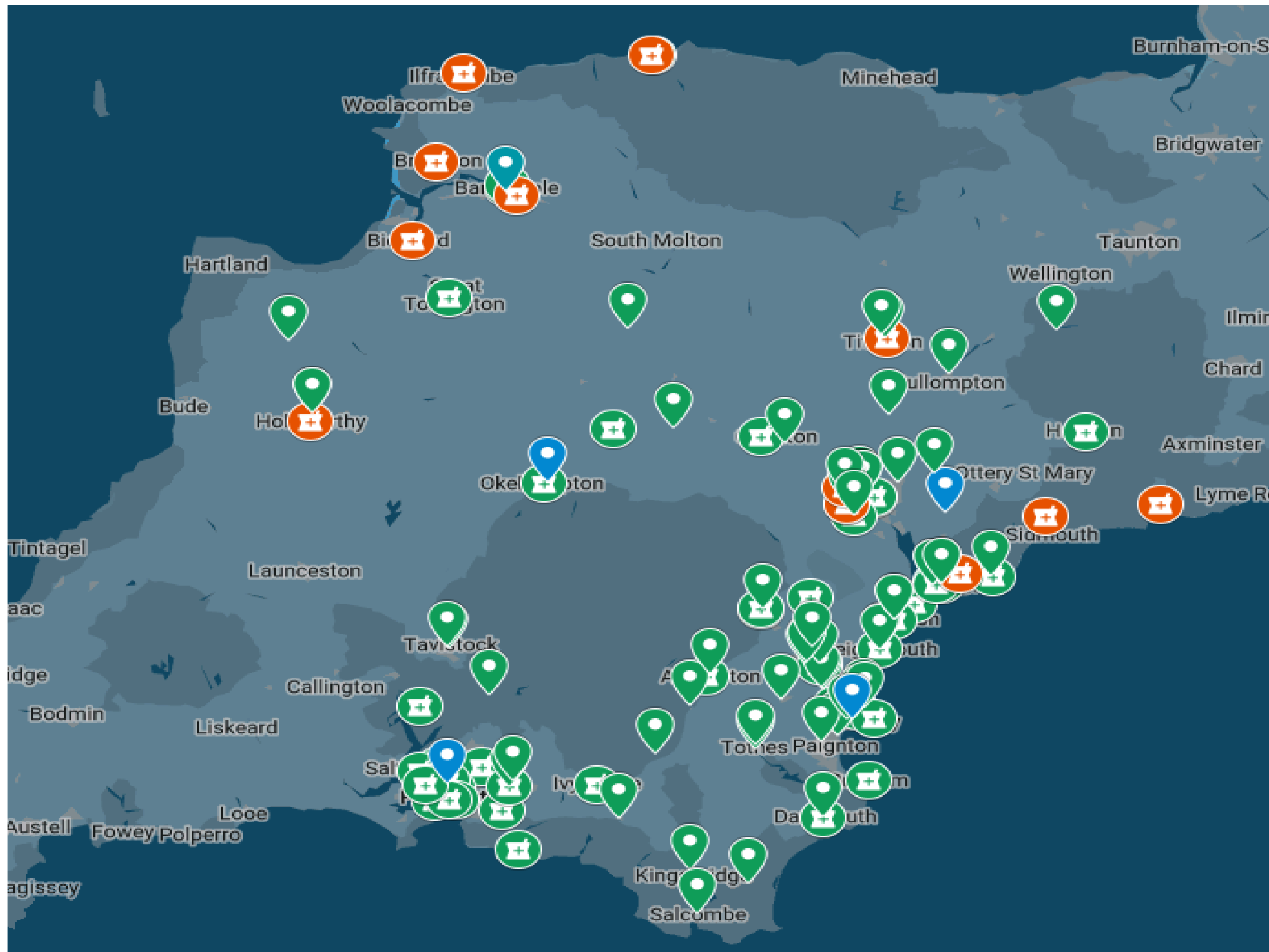
# Devon seasonal vaccination programme

## Autumn 2023

# Overview

- Led by the ICB
- Programme Board includes three local authorities, PCNs, NHS England screening and immunisation team, infection prevention and control, and medicines optimisation
- Three Trust-led large vaccination centres in 2021 - now all three are led by one Trust
- All outreach clinics transferred from ICB to vaccination centre teams in Spring 2023
- Each seasonal vaccination programme sees 19 PCNs (out of 31) opting in – now seeing an increasing number of sites for each PCN
- Increasing number of community pharmacy now expressing an interest in providing Covid-19 vaccinations alongside flu vaccinations
- ICB retains a small vaccination team to foster collaboration, ensure health inequalities (HI) groups have access, maintain operational oversight for cohorts and HI groups, and acts as a point of escalation for all providers

# Vaccine delivery throughout Devon



# Delivery models for Autumn 2023

Autumn 2023 sees an increasing number of access points as more primary care organisations join the programme to deliver better local access

3 large vaccination centres

19 PCNs delivering from 75 GP sites

53 community pharmacies

5 hospitals for inpatients and staff

480 care homes

8000 at-home for housebound patients

300 outreach clinics at a range of settings

# Uptake to date (17<sup>th</sup> October 2023)

Daily refresh from Autumn 2023 includes flu data, at risk data and health inequality data

Similar cohorts for covid and flu

- 209,787 covid vaccinations provided – 40% of the eligible cohort
- 248,185 flu vaccinations provided (232,685 at this point in 2022)
- Co-administration of flu and covid at 35%

In addition, national Covid incentive payments available:

- for care homes until 22 October
- for most cohorts until 31 October
- for housebound patients until 15 December

We expect to vaccinate most eligible cohorts by end of October but will continue with outreach clinics until 31 January 2024 to reach health inequality groups – aiming for 72% uptake by 31 January.

# Vaccinating vulnerable groups

## Care homes

- Priority set nationally and Devon has over 480 care homes
- Opted-in PCNs visit their care homes. Outreach teams visit homes for opted-out PCNs
- Covid vaccination offered to residents and staff, flu offered to residents and to staff if no occupational health provision
- 88% of Devon care homes visited, 82% of residents vaccinated (as of 12 October)
- ICB tracks first visit dates and mop-up visits to every care home
- Local authorities support to facilitate care home co-operation with patient records and visiting schedules

## Housebound

- Opted-in PCNs and outreach teams visit housebound patients
- Covid and flu vaccinations also offered to carers of housebound patients

## Pregnant people

- Offered through the National Booking System, GPs, pharmacy and hospital maternity units

# Vaccinating vulnerable groups

## Children

- Covid and flu vaccinations for clinically extremely vulnerable (6 months -17 years) continue to be available through vaccination centres and PCNs
- 2-3 year-olds a priority group for flu, with offers provided through PCNs
- Kernow CIC providing flu vaccinations in schools from reception to Year 11
- All schools to be visited by 15 December, with community clinics available for those absent on the day of school visit

## Learning disability

- Deep dive into LD patient vaccinations in 2022 led to pilot project with high contact levels, a tailored offer and increased uptake
- LD project to be repeated in Autumn 2023
- Deep dive planned for Autumn 2023 for chronic obstructive pulmonary disease (COPD) and severe mental illness (SMI)

# Outreach vaccination sessions

We've vaccinated in large warehouses



In different places of worship



Inside St John's ambulances



We vaccinate in libraries



We vaccinate on ships



We go to housebound patients



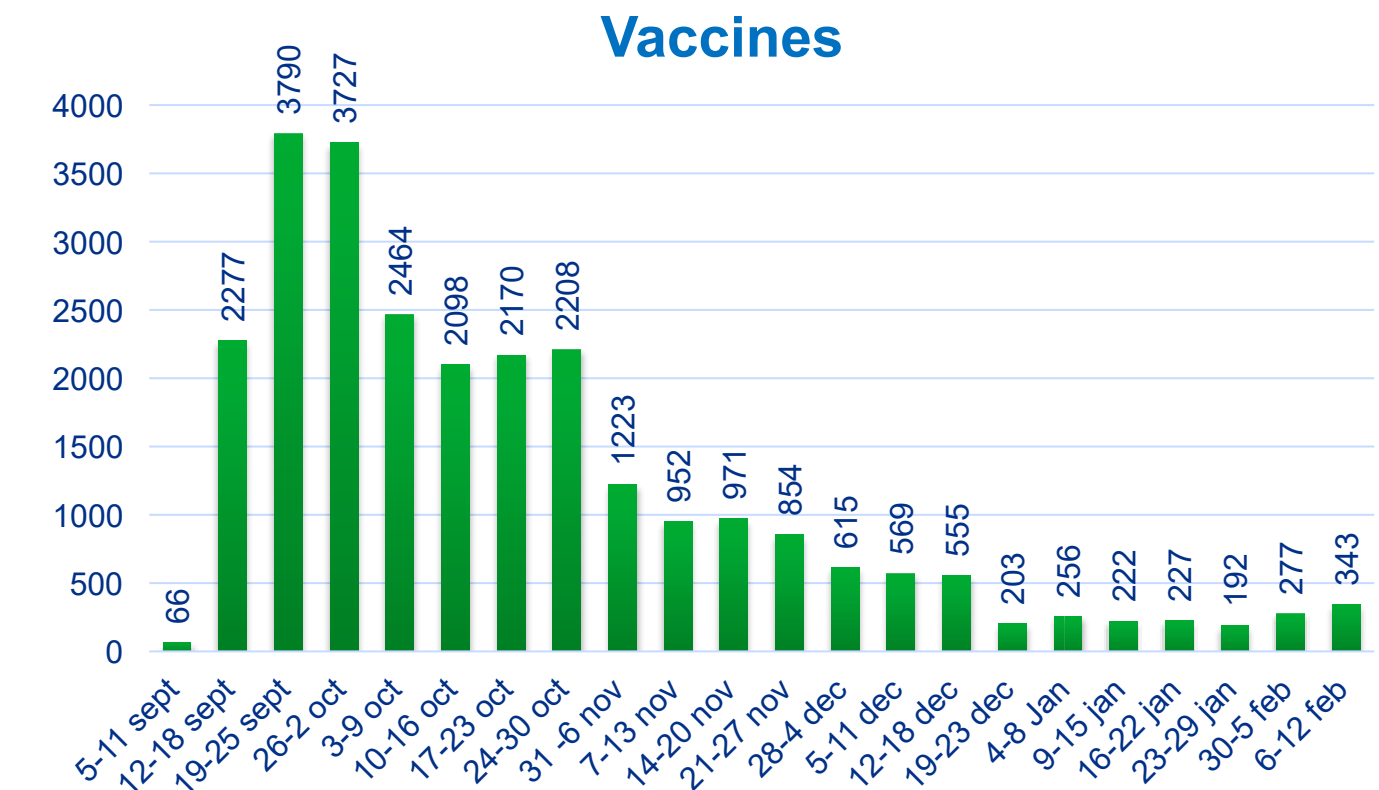
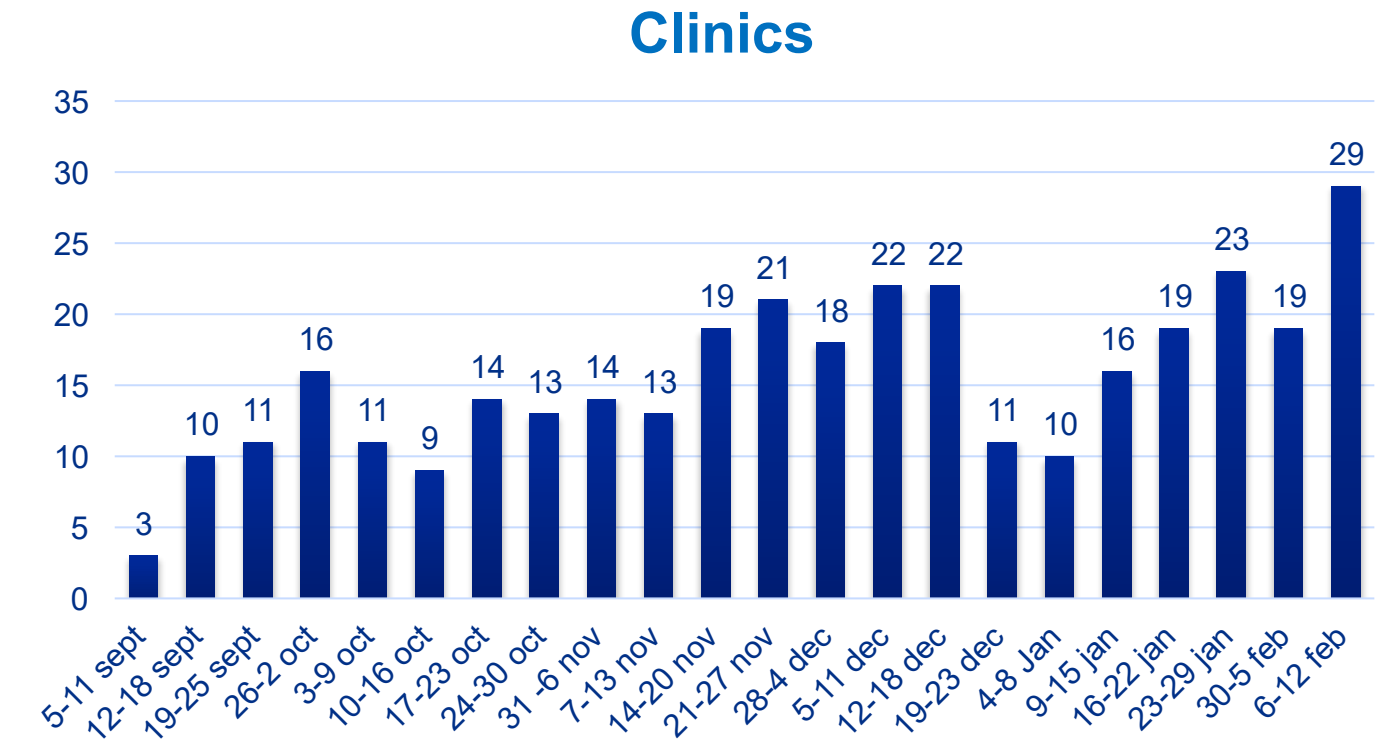


# Outreach clinics – Autumn 2022/23

During the Autumn booster campaign we ran **343** outreach clinics providing **26,259** vaccinations (5 September 2022 – 12 February 2023)

Clinics aimed at by HI group*	
GP opt out	130
High Deprivation	30
Homelessness	28
Young people / students	5
Low uptake	84
Complex lives	17
Refugees	5
Substance abuse challenges	5
LGBTQ+	1
Carers	6
Care home	10
BAME	3
Fisherman Community	4
Farming Community	4
Other	11

Vaccines by HI group*	
GP opt out	21,254
High Deprivation	2,391
Homelessness	172
Young people / students	172
Low uptake	1,340
Complex lives	72
Refugees	41
Substance abuse challenges	38
LGBTQ+	1
Carers	99
Care home	77
BAME	10
Fisherman Community	57
Farming Community	73
Other	462



# Making every contact count (MECC)

- As part of the Devon health inequalities system plan, we have visited cattle markets, docklands and country shows throughout the Spring and inter-seasonal period, so that patients can speak to a health clinician for advice and receive blood pressure checks.
- We use a MECC approach to provide valuable information and signpost hundreds of patients to the correct medical pathway.
- A team, who provided 32 blood pressure checks, found 13 with significantly high blood pressure and they were signposted for further investigation and advice.

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**Our Services:**

- Basic Health Screening ✓
- Blood Pressure Check ✓
- Wellbeing Advice ✓

**South Molton 29th June  
Livestock Market  
8:30am - 12:30pm**

**LEARN MORE**

Colin - 07999711959  
John - 07523013867

**FCN**  
THE FARMING  
COMMUNITY  
NETWORK

**NHS**  
Royal Devon  
University Healthcare  
NHS Foundation Trust

**MEET HOLLIE & TEAM**

The poster features a green tractor icon at the top, a photograph of three people (two men and one woman) standing in front of a stall, and logos for FCN and NHS. The text is arranged in a clean, modern layout with a blue and green color scheme.

# Seasonal vaccination support team

## Support team is main point of contact for vaccine queries

- Responding to patient enquiries via telephone and email.
- Responding to patient enquiries that have been referred via 119 or GP.
- Managing housebound patient lists that have been sent via GPs and referring patients to the relevant provider.
- The vaccine support team aim to respond to patient enquiries within 72 hours, but the majority are responded to in the first 24 hours.
- Vaccine support team administrators are trained across all elements of the role including responding to voicemail enquiries, responding to email enquiries, managing patient lists received from practices and booking housebound visits.

# Devon vaccination workforce

- PCNs and community pharmacy often employ temporary staff to supplement additional hours worked by substantive staff
- Vaccination centres employ a mix of fixed-term and temporary staff
- We see a lot of people who have retired returning to work in vaccination teams
- Retention and development programme put in place to foster engagement through inter-seasonal periods
- Local community organisations provide volunteers at vaccinations centres and PCN clinics
- Vaccination centres provide additional staff to school-aged immunisation service when they provide covid vaccinations in schools – ready to support with flu, if needed
- Vaccination centres have provided vaccination staff for other outbreaks – diphtheria, monkeypox, etc
- Vaccination centres are ready to support with outreach activities for other vaccinations, when needed



# Communications activity

- Working with local media outlets to target each cohort – good relationships with local BBC and ITV ensures regular coverage
- Comms resources and materials shared with general practice and system partners
- Social media targeted adverts across Facebook, Instagram, Google adverts and other digital marketing channels (Mumsnet, etc)
- Print advertising in Primary Times for children's flu vaccination
- Outreach/health inequalities targeted comms activity, including targeted social media campaign for health inequalities with translated materials
- Print advertising in local news for flu and covid vaccination
- New severe mental illness vaccination film to be launched in October 2023
- Outdoor advertising on digital screens, bus stops, etc.
- Radio airtime on Heart FM, Greatest Hits Radio, Radio Exe, The Voice
- Working with VCSE and local communities, networks and ambassadors for seldom heard groups and health inequalities, launch of VCSE fund
- Staff vaccination through internal comms in providers using national toolkits

## Next steps

Improve vaccination uptake even further as part of integrated vaccination and immunisation strategy

- MMR
- Shingles
- Pneumonia