

2020/2021 Flu Vaccine Programme – Report on communications and engagement



Introduction

The national target set for the 2020/21 Flu Vaccination Programme was the most ambitious one ever set requiring a take up of 75% across all eligible patient cohorts. This level of take up has never been achieved in previous years and London has always had the lowest figures. This year alongside the setting of this ambitious target, the programme had to be delivered during a pandemic with all the additional challenges this presented.

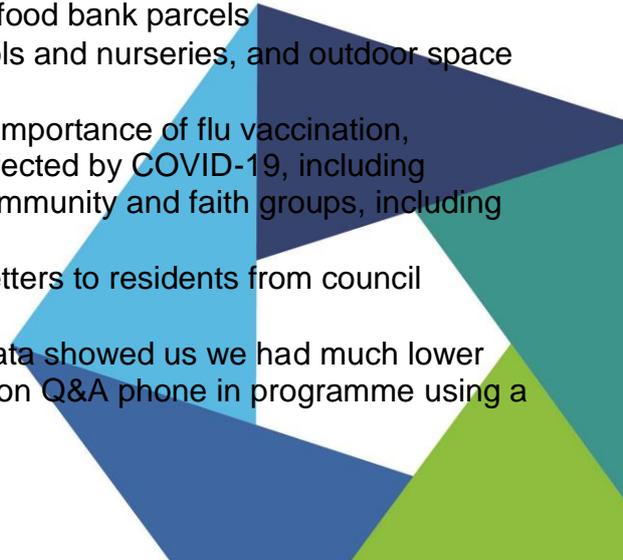
The team realised early on that this was going to require an even more creative approach than in previous years. It was particularly important that those communities that had been disproportionately affected by coronavirus took up the opportunity to have their flu vaccine. Protection against flu was particularly important with COVID-19 in circulation because people vulnerable to COVID-19 are also at risk of complications from flu.

The creative approach meant being creative operationally in how the vaccine was delivered and innovative in how we communicated and engaged with North Central London residents and the diverse communities within the five boroughs. Each one having different populations. The comprehensive engagement work allowed us to feedback concerns and issues to the operational team and then adjustments could be made, where appropriate, to how the programme was delivered to increase take up.

An exciting step forward this year was the development of the HealthIntent Dashboard by the Health Analytics Team. This tool enabled the sharing of detailed data on take up across the various patient cohorts. It could be broken down by borough, by Primary Care Network and by practice. It also broke down the data by ethnicity, religion, language spoken and level of deprivation. This tool was invaluable in informing where there was lower take up and where we needed to more effectively target our engagement activity. The data showed us that take up was lower in BAMER communities and in areas of the boroughs experiencing higher deprivation. In addition, there were certain eligible patient cohorts where we needed to concentrate our efforts, such as pregnant women, under 65s with long-term health conditions and children.

The approach this year was also a partnership one working closely with our colleagues in the local authorities and across acute, primary care and community providers. A comprehensive communications and engagement plan was developed to deliver through shared channels and networks.

The approaches we adopted were:

- Promoting uptake with staff across all partner organisations using a number of methods and channels
 - Putting inserts in housing statements, library bags and food bank parcels
 - Providing partner newsletter articles, including to schools and nurseries, and outdoor space advertising
 - Working with council colleagues to widely promote the importance of flu vaccination, particularly targeting communities disproportionately affected by COVID-19, including cascading messages through established voluntary, community and faith groups, including Healthwatch
 - Providing regular features in resident magazines and letters to residents from council leaders
 - The Somali community was one of the groups where data showed us we had much lower uptake. We developed a Somali TV and radio vaccination Q&A phone in programme using a
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recognised GP who spoke Somali. The TV programme was viewed by 90,000 people and the video of it shared 6000 times. The Radio programme had 22,000 listeners. Feedback showed that it had changed some people's minds from being unsure to now having had the vaccine. The programme also covered the Covid vaccine and the importance of immunisation more generally

- Supporting a number of online events including providing clinical expert panels to answer people's concerns and queries
- Gaining the support of the Turkish Consul to disseminate translated materials through their website, social media channels and NGOs to encourage take up across our large Turkish population
- Running a social media campaign – sharing digital assets across London STPs
- Producing a GP pack, training, myth busting tools and Q&As, and a script was developed for all GP practices to use to address vaccine hesitancy. A weekly webinar was held, hosted by the GP Chair, updating GPs on progress
- Developing two animations, one for at risk groups and one aimed at parents. These were translated into the top six languages spoken in NCL and shared through numerous channels. A microsite was developed to be a centre for information, including hosting the animations. Partners were able to utilise this and it received 27,146 unique visits, around 900 visits per day



- Running a Facebook advertising campaign - Targeted to NCL and by relevant spoken languages. It was particularly aimed at over 65s, those with underlying health conditions and those with young children. The campaign was seen by 356,348 people, clicked by 33,412 people, and on average seen by users 7.5 times
- There was also advertising on platforms, Mumsnet, Gransnet, Nextdoor and In Your Area.

For full details on these campaigns (possibly insert link to Verve presentation if it can be hosted somewhere sensible. If not leave out)

All of this activity was alongside supporting regional and national campaigns. We worked with our partner STPs across London, sharing ideas and materials to ensure all Londoners had the opportunity to hear about the importance of the vaccine and access to receiving their jab.

Overall the programme was a success with NCL achieving its highest uptake ever, even with the ongoing pandemic. The learning from the flu programme is now informing the approach of the Covid vaccine programme and will inform the approach to next year's flu programme. The CCG will build on its success and use all engagement feedback and learning from this year to continually improve take up of vaccinations and ensure NCL residents have access to this important protection.