



Seasonal Flu Immunisation Programme 2015-16

End of Year Report

**Bath & North East Somerset,
Gloucestershire, Swindon & Wiltshire
South (South Central) Public Health
Commissioning Team**

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1 Introduction

This report summarises the activity and performance of the seasonal flu vaccination programme 2015-16 across Bath & North East Somerset (B&NES), Gloucestershire, Swindon & Wiltshire (BGSW) and makes recommendations for priorities and work to be carried out during the 2016-17 season.

The main change to the programme this year was the offer of flu vaccination to children of school years 1 and 2 age. Therefore, in 2015/16, the following were eligible for flu vaccination:

- those aged 65 years and over
- those aged six months to under 65 in clinical risk groups
- pregnant women
- all two-, three- and four-year-olds (but not five years or older) on 31 August 2015
- all children of school years 1 and 2 age
- those in long-stay residential care homes
- carers
- primary school-aged children in areas that previously participated in primary school pilots in 2014/15

2 The 2015-16 Seasonal Flu Immunisation Programme National and Local Objectives

2.1 National Strategic Objectives

The objective of the national flu plan 2015-16 is to minimise the health impact of flu through effective monitoring, prevention and treatment, including:

- actively offering flu vaccination to 100% of all those in eligible groups
- vaccinating at least 75% of those aged 65 years and over
- vaccinating at least 75% of healthcare workers with direct patient contact
- improving uptake for those in clinical risk groups, particularly for those who are at the highest risk of mortality from flu but have the lowest rates of vaccine uptake, such as those with long-term liver and neurological disease, including people with learning disabilities
- for children, a minimum uptake of 40% has been shown to be achievable in pilots conducted to date. As a minimum we would expect uptake levels between 40% and 60% to be attained. Uptake levels should be consistent across all localities and sectors of the population
- providing direct protection to children by extending the annual flu immunisation programme and also cutting the transmission of flu across the population
- monitoring flu activity, severity of the disease, vaccine uptake and impact on the NHS
- prescribing of antiviral medicines in primary care for patients in at-risk groups and other eligible patients is governed by NHS regulations and in line with NICE guidance⁵
- providing public health information to prevent and protect against flu

- managing and implementing the public health response to incidents and outbreaks of flu
- ensuring the NHS is well prepared and has appropriate surge and resilience arrangements in place during the flu season

2.2 BGSW Objectives

Based on the national objectives set out above; the NHS England South (South Central) BGSW Public Health Commissioning Team in conjunction with members of the Flu Planning & Oversight group developed its priorities/actions which are included in the seasonal flu vaccination action plan; Appendix 1.

The key changes and priorities for the 2015-16 season included:

- Improving the uptake in children (2-4), pregnant women and the under 65s at risk
- Extending the delivery of the childhood programme to children in school years 1 & 2
- Commissioning a pilot for the delivery of flu vaccination in special schools
- Commissioning a pilot for the delivery of flu vaccination in acute hospitals
- Delivering practice nurse, midwife and health visitor training
- Undertaking an audit of GP surgeries and developing a Good Clinical Practice Guide on Flu Immunisation Clinics

3 Influenza and influenza like activity

Influenza activity peaked very late in the 2015-16 flu season. The peak was seen 3-4 weeks later than usual in the second week of March 2016. During this period GP consultations and laboratory confirmations were more than the same time last year.

Not as many outbreaks were seen in care homes, but a bigger number reported in schools. The South West PHE Health Protection Unit circulated a letter to all schools via LAs regarding the control of outbreaks and how to seek further help and advice.

The Flu Planning & Oversight group agreed to promote good hygiene and hand washing to avoid spread of influenza during the 2016-17 season and to seek case studies in schools which can be used to highlight the importance of the vaccine and infection prevention and control.

4 Programme Performance; immunisation uptake 2015-16

The 2015-16 seasonal flu programme was monitored through weekly sentinel surveys and monthly all practice surveys collected through the online ImmForm website (PHE and DH). In most cases data is extracted from practice clinical systems and automatically uploaded onto the ImmForm website either directly or through the GP system provider.

The data presented in Tables 1, 2 & 4 is the published final monthly survey, for immunisations given between 1 September and 31 January for each year.

4.1 Childhood Programme

Table 1. Uptake at CCG level for the 2015-16 and 2014-15 BGSW seasonal flu childhood programme

Org Name	Response Summary		Year	Summary of Flu Vaccine Uptake %				
	No. of practices	% of practices responding		All aged 2	All aged 3	All aged 4	All aged 5	All aged 6
NHS BATH AND NORTH EAST SOMERSET CCG	27	100.0	2015-16	42.6	47.8	39.6	38.5	33.7
			2014-15	46.8	48.3	39.8		
NHS GLOUCESTERSHIRE CCG	80	100.0	2015-16	45.3	47.8	39.4	35.6	33.5
			2014-15	44.1	47.4	35.9		
NHS SWINDON CCG	26	100.0	2015-16	43.1	43.8	33.9	31.3	28.2
			2014-15	40.2	40.5	31.7		
NHS WILTSHIRE CCG	56	100.0	2015-16	46.3	47.4	39.4	36.8	32.7
			2014-15	44.7	47.1	36.9		
BGSW Area Team	189	100.0	2015-16	44.9	46.3	37.3	35.6	32.4
			2014-15	43.9	46.2	35.9		
England			2015-16	35.4	37.7	30.0	53.6	52.1
			2014-15	38.5	41.3	32.9		

Source: PHE

Key:

Lower uptake than 14/15
Higher uptake than 14/15

Nationally, uptake across BGSW was one of the highest for 2, 3 & 4 year olds. Generally 4 year olds have a lower uptake than 2 & 3 year olds, this is thought to be due to some of the cohort being in school. 3 of the 4 areas (Gloucestershire, Swindon & Wiltshire) improved uptake for 2, 3 & 4 year olds in the 2015-16 season compared to the 2014-15 season. Performance in BaNES dropped in this period; but the differences in percentage uptake are small.

Across BGSW flu vaccination for 5 & 6 year olds was delivered through GP surgeries. Uptake for these age groups is less than the overall England average (mix of School & GP delivery), however compared to the England average uptake for LAs vaccinating through a GP delivery model (32.6%) BGSW's uptake was good.

Swindon had the lowest uptake across all ages; it has been agreed that uptake in the childhood programme for Swindon will be given priority next season.

For the 2016-17 flu season, the childhood programme will be extended to vaccinate 7 year olds (Year 3). Following a procurement process using the National Flu framework 5, 6 and 7 years olds (School years 1,2 & 3) in BaNES and Wiltshire will be vaccinated through a school based programme and in Swindon & Gloucestershire this will be carried out through a GP delivery model.

It has also been agreed through the Flu Planning & Oversight group that a priority for next year will be to produce a communications pack to provide a consistent message about the childhood programme, including differences in delivery models across areas and particularly focusing on increasing the uptake in 4 year olds. All stakeholders will be briefed and encouraged to communicate the key messages to schools and parents/carers.

4.2 Adult Programme; 65 and over, under 65s at risk & pregnant women

Table 2. Uptake at CCG level for the 2015-16 and 2014-15 BGSW seasonal flu adult programme

Org Name	Response Summary		Year	Summary of Flu Vaccine Uptake %		
	No. of practices	% of practices responding		65 and over	Under 65 (at-risk only)	All Pregnant Women
NHS BATH AND NORTH EAST SOMERSET CCG	27	100.0	2015-16	72.0	43.0	44.0
			2014-15	72.9	45.4	45.7
NHS GLOUCESTERSHIRE CCG	80	100.0	2015-16	72.7	45.1	43.9
			2014-15	74.0	49.5	42.6
NHS SWINDON CCG	26	100.0	2015-16	72.4	44.8	46.7
			2014-15	74.1	50.3	48.7
NHS WILTSHIRE CCG	56	100.0	2015-16	72.0	42.8	42.9
			2014-15	73.4	73.4	46.9
BGSW Area Team	189	100.0	2015-16	72.3	44.2	44.2
			2014-15	73.7	48.3	44.9
England			2015-16	71.0	45.1	42.3
			2014-15	72.8	50.3	44.1

Source: PHE

Key:

Lower uptake than 14/15
Higher uptake than 14/15

Uptake for 2015-16 in the over 65's didn't quite reach the 75% target and decreased across all areas when compared to 2014-15. Uptake in the under 65's at risk also decreased across all areas between 2015-16 and 2014-15. For the over 65's and under 65's at risk this is also reflected nationally.

Gloucestershire improved their performance in pregnant women on last season and whilst other areas were slightly lower than last year, all areas were higher than the England average.

It is important to note (Table 3 & 4), that whilst uptake has generally decreased across these programmes, the number of people being vaccinated has increased, due to the number of people in these cohorts being bigger in the 2015-16 season compared to 2014-15. Between 30/11/2014 and 30/11/2015 there is a difference in the denominator for the under 65's at risk of 4757 and an increase in the number vaccinated of 1114.

Between 2015/16 and 2014/15 there is a difference in the denominator for pregnant women of 3425 and an increase of 1135 in the number of pregnant women that were vaccinated.

As the uptake of the flu vaccine in at risk groups & pregnant women is far below the aspirational level, the Flu Planning & Oversight group have agreed that the under 65's at risk and pregnant women will be a priority for the 2016-17 season.

Table 3. Denominator and number of pregnant vaccinated 2014/15 & 2015/16 - BGSW

Year	2015/16		2014/15	
Programme	Denominator	Numbers	Denominator	Numbers
Pregnant Women	11974	4547	8549	3412
TOTAL	11974	4547	8549	3412

Table 4. Denominator and number of under 65's at risk vaccinated by disease group 2014/15 & 2015/16 - BGSW

Month Ending -	30/11/2015		30/11/2014	
Programme	Denominator	Vaccinated	Denominator	Vaccinated
Heart Disease	24437	10153	23195	9870
Respiratory	80185	33079	79499	32882
Kidney	8039	3849	7832	3920
Liver	3328	1203	3109	1132
Diabetes	30715	18343	29956	18302
Immuno	9210	4553	7762	4024
Neuro	14983	6612	14983	6653
Spleen	5399	1740	5203	1635
TOTAL	176296	79532	171539	78418

4.3 Healthcare Workers

Table 5. Uptake of seasonal flu vaccination of HCWs by Trust across BGSW

Organisation	Uptake (%)	
	2015-16	2014-15
The Gloucestershire care services national health service trust	36.4	42.5
Royal united hospital bath NHS trust	43.6	48.3
Great Western Hospitals NHS Foundation Trust	47.9	50.1
Salisbury NHS Foundation Trust	41.7	45.6
Gloucestershire Hospitals NHS Foundation Trust	45.6	44.3
2Gether NHS Foundation Trust	55.5	54.7
Avon and Wiltshire Mental Health Partnership NHS Trust	38.5	44.1
BGSW Area Team Health Care Workers (All GP Practices & Other Organisations)	49.0	47.8
BGSW	44.9	44.3
England	49.5	54.6

Source: PHE

Key:

Lower uptake than 14/15
Higher uptake than 14/15

Uptake in this group locally and nationally falls way below the national 75% target. Uptake in most trusts (Exception GFT, 2Gether FT and BGSW HCW) decreased and the BGSW average uptake decreased by 0.6%.

NHS England is incentivising the uptake of flu vaccinations for frontline clinical staff through the CQUIN scheme for 2016/17. Providers commissioned under the NHS Standard Contract will be eligible for CQUIN payments, e.g. acute, mental health, community and ambulance trusts. Providers will be rewarded based on the percentage of staff vaccinated. To support this health and social care organisations across BGSW will be invited to join the monthly Flu Planning and Oversight Group meetings for a specific agenda item that focuses on health and care (including social care) workers' immunisation. This will provide a forum for providers to learn from each other, share initiatives and share evidence and good practice.

We are encouraging and will provide support each LA/CCG to organise seminars for September / Early October 2016 around the evidence, benefits and myth-busting of flu immunisation aimed at health and social care workers.

The team will be organising a webinar for BGSW patch in context of Flu Fighter campaign to learn from Liverpool who had one of the highest uptakes in HCW's across England.

4.4 Pharmacy Delivery

NHS England and the Pharmaceutical Services Negotiating Committee (PSNC) agreed a number of changes to the Community Pharmacy Contractual Framework (CPCF) for 2015/16 to include a national flu vaccination advanced service offered to all eligible adult patients (aged 18 and over at the time of vaccination) as defined in the annual flu letter.

This new Pharmacy programme was announced mid-August 2015, the speed of implementation was not without its challenges, effective working across primary care and public health commissioning helped develop good implementation plans.

This was

- To increase the uptake of flu vaccine by giving more opportunities for eligible patients to access flu vaccinations and making it more convenient.
- To build on community pharmacy flu services that we already commission, providing a national framework that will enable us to reduce variation across England, improve quality and offer the population consistent levels of cover
- To play a part in our NHS England strategy of reducing the burden on general practice, in this case by commissioning the service from a wider range of healthcare professionals

This programme is scheduled to continue in 2016/17 and is being evaluated nationally.

Table 6. Number and percentage of seasonal flu vaccinations delivered in Pharmacies across BGSW 2015-16

N.B. this is unpublished and therefore should only be used for operational purposes and is not for onward circulation.

Area	No Pharmacies in Area	No Pharmacies Delivered	% Pharmacies Delivered	No Vaccinations
BaNES	39	25	64%	1,480
Glos	113	75	66%	5,031
Swindon	43	24	56%	1,976
Wilshire	74	37	50%	1,990
Total	269	161	60%	10,477

Source: NHS England

A total of 60% of all pharmacies across BGSW delivered at least one flu vaccination. The total number of vaccinations given in pharmacies was 10,477 which is 9.8% of all vaccination given to eligible population 18 years and over.

5 Pilot for the Delivery of Flu Vaccinations in Acute Hospitals

5.1 Background

The risk of serious illness from influenza is higher among children under six months of age, older people and those with underlying health conditions such as respiratory disease, cardiac disease or immunosuppression, as well as pregnant women. These groups are at greater risk of complications from flu such as bronchitis or pneumonia or in some rare cases, cardiac problems, meningitis and/or encephalitis.

The uptake of the flu vaccine in at risk groups & pregnant women has been is far below the aspirational level although there has been some minimal increases recently.

Despite continued efforts, for a number of years around only half of patients in clinical risk groups have been vaccinated. Increasing uptake is important because of the increased risk that people in clinical risk groups are at from the effects of flu. For at-risk patients, including pregnant women, we know that increasing vaccine uptake is challenging and the true uptake rate is hard to establish because of difficulties in determining the denominator. GP practices and other providers should prioritise the improvement of vaccine uptake in those with chronic liver disease and neurological disease, including those with learning disabilities, who are at the highest risk of mortality from flu but have the lowest rate of vaccine uptake.

All pregnant women are recommended to receive the flu vaccine irrespective of their stage of pregnancy.

5.2 Pilot Outline

As the commissioners of seasonal influenza vaccination programme NHS England are keen to increase uptake amongst the local population of those at risk and pregnant women.

NHS England South (South Central) BGSW Public Health Commissioning Team met representatives from local Acute Trusts to discuss a new model to be piloted for the 2015/16 flu season. Commissioners were keen to ensure any pilot covered both those at risk and pregnant women.

In previous pilots elsewhere Band 6 immunisation nurses had been employed within acute trusts and this was a model that NHS England would support. Immunisation nurses could be placed in outpatient clinics on specified days or at a central point for health professional to refer outpatients into.

For clarity there was no expectation on behalf of the commissioner that midwives themselves would be vaccinating unless this is the proposed model on behalf of the provider.

The commissioners were aware that some Acute Trusts cover several hospital sites and were willing to consider business cases to cover more than one site should there have be an appropriate level of need.

5.3 Process

The commissioners appreciated that the flu season for 15/16 was due imminently and therefore requested immediate business cases for the Acute Trusts as quickly as possible in order to consider financial investment.

Business cases were submitted and accepted from:

- Bath Doctors Urgent Care (BDUC) situated in Royal United Hospital, Bath
- Great Western Hospitals, Swindon
- Gloucestershire Hospitals, Gloucester

5.4 Outcome & Lessons Learned

Success of the pilots and uptake of the targets groups varied across areas.

This was a challenging pilot for both commissioners and providers. It was commissioned very close to the beginning of the flu season; all trusts have very different complex structures and governance arrangements and it can be hard to assign one person with responsibility across each trust. The size of each trust also makes it difficult for patients to walk to a different department to access the vaccination.

Upon reflection BDUC said: 'if we were going to offer this programme again, we would endeavour to advertise the service much earlier, spread the advertising materials more widely, consider vaccinating in another area nearer to or actually in the antenatal clinic'.

Great Western Hospitals said 'when evaluating the Flu clinics, most of the patients were pregnant, as many of our chronic patients had already received the vaccine or declined'.

The BGSW Public Health Commissioning Team is considering adapting the above pilot and introducing a cost per case payment to work towards a cost-effective service. The upcoming season's (2016-17) service will encourage vaccinations of all eligible populations but will be flexible in allowing the Trusts to decide for which groups they are more likely to deliver the service effectively (all eligible adults or just pregnant women).

6 Pilot for the delivery of flu vaccination in Special Schools

6.1 Background

The risk of serious illness from influenza is highest amongst children under six months of age, older people and those with underlying health conditions such as chronic liver disease, chronic neurological disease, immunosuppression but also pregnant women.

Children and young people that attend special schools have been identified as a group that finds it difficult to reach good uptake rates amongst those eligible for flu immunisation. Many children and young people that attend special schools have a

neurodevelopmental and neuromuscular disorders (NNMDs) or other chronic disease:

- Children and young people with NNMDs are at increased risk of mortality and morbidity from influenza.
- Children and young people with NNMDs should be explicitly identified as a high risk group for seasonal flu vaccination

6.2 Pilot Outline

NHS England South (South Central) BGSW Public Health Commissioning Team commissioned a special schools seasonal influenza vaccination programme for all eligible children attending special schools, including: those in school years 1 & 2 (aged 5 & 6) and those clinically at risk (of school age). The aim was to improve access and thus uptake of this particularly vulnerable group of children as they have greater need and lower uptake rates. This was a specifically commissioned service and in addition to the national programme including all children in school years 1 & 2 which will be delivered via primary care.

Seasonal flu immunisation is routinely offered by all GP practices across NHS England South (South Central) BGSW geographical area. This service intended to compliment services provided by GP practices, by vaccinating children who had not attended their GP practice for the vaccination and by offering choice.

6.3 Process

We approached our children health / immunisation community providers and asked for business cases for the delivery of the programme in Special Schools to be submitted in order to consider financial investment.

Business cases were submitted and accepted from:

- Bath – Sirona Care Services Imms Team
- Gloucestershire - Gloucestershire Care Services School Imms Team (GCS)
- Wiltshire – Great Western Hospitals School Imms Team (GWH)

Despite several discussions and negotiations with providers in the Swindon area we were not able to secure a provider.

6.4 Programme Delivery & Numbers

6.4.1 Sirona Care & Health

Sirona Care & Health delivered this programme through December 2015. 2 special schools with an eligible cohort of 88 were identified.

The following represents the feedback from the provider:

What Went Well

“Children were not at all perturbed by process. No tears. No refusal.”

“Even though the programme started late (December), 39 children were still vaccinated, who otherwise are unlikely to have visited their GP practice for the vaccination. Therefore, they were probably the most vulnerable.”

What could be improved

Would have been better to start sooner, next year Sirona will aim to send out the consent forms earlier in September.

Lessons Learned

They felt that the children learnt the vaccination was not painful and also learnt that children with autism take considerably longer to vaccinate as they are more sensory sensitive. The schools welcomed the idea that their pupils were more likely to have better attendance as a result of having the vaccine. The nurses spent considerable time telephoning parents and healthcare consultants to ensure the children were receiving the best care.

Table 7. Number and percentage of children vaccinated in special schools in BaNES

Provider	Area	No. of Schools	Cohort Total	Uptake of Cohort
Sirona Care & Health	BANES	2	88	28%

6.4.2 Gloucestershire Care Services

The programme in Gloucestershire delivered to 6 special schools identified with the eligible cohorts.

Most schools were attended once across a range of days.

All immunisations were delivered in school in a pre-booked session, 4 people were trained to deliver.

The following represents the feedback from the provider:

Feedback on Commissioning Process:

Started late in the season.

What Went Well

Immunisers feeling prepared to deliver. A combination of the PDG and the online training was sufficient for staff to feel competent to deliver the nasal flu

Organising sessions at the school, sessions were planned well in advance and schools were accommodating to our needs with venue size and duration rooms needed for.

What Could Be Improved

Delivering the vaccination earlier in the flu season.

Internal planning for vaccination storage, immunisers initially had difficulty in getting the vaccinations due to storage location.

Lessons Learned

Put in writing the plan and process of the programme to attempt to ensure that there are no gaps in the process that need to be addressed.

Table 8. Number and percentage of children vaccinated in special schools in Gloucestershire

Provider	Area	No. of Schools	Cohort Total	Uptake of Cohort
Gloucester Care Services	Glos	6	277	62%

6.4.3 School Imms Team, Great Western Hospital

The programme in Wiltshire delivered to 4 special schools identified with the eligible cohorts. The total cohort across these 4 schools was 330.

2 dates per school were offered with a second session for mop up and to deliver any second doses.

All immunisations were delivered in school in a pre-booked session.

The following represents the feedback from the provider:

Feedback on Commissioning Process:

- Late start
- Number of persons involved
- Due to timeliness there was little opportunity for Comms & promotion

What Went Well

- Managed to deliver a quality programme
- School were happy to engage and support the programme

What Could Be Improved

- Notification of the vaccine expiry date would have been useful if received earlier
- Promotion & Comms to be done earlier

Lessons Learned

- Tricky cohort to deliver vaccination
- Cutoff date to be known at start of programme

Table 9. Number and percentage of children vaccinated in special schools in Wiltshire

Provider	Area	No. of Schools	Cohort Total	Uptake of Cohort
GWH	Wiltshire	5	330	54%

6.5 Next Season 2016-17

Next season (2016-17) flu vaccination in special schools is included in the BaNES & Wiltshire school based delivery programme. The Commissioner will endeavour to secure a contract with a suitable provider for 2016/17 for delivery in the Swindon and the Gloucestershire special schools.

7 Promoting flu vaccination & training

7.1 Flu update training sessions for GP practice staff

7.1.1 Aim

The aim was to facilitate a successful implementation of the new vaccination programmes to practice nurses and discuss the change of practice involved. We aimed to capture at least one practice nurse from each GP surgery, allow information to be cascaded to other colleagues and signpost them to published information.

7.1.2 Background

In early summer the Department of Health announced requirement for the local commissioning teams to implement three new vaccination programmes commencing in August 2015, including MenB, Men ACWY and flu for school aged children.

7.1.3 Methodology

Two screening and immunisation coordinators developed a presentation and gathered the PHE information produced for health care professionals on the three new vaccination programmes. Administration support was provided to assist with room booking and correspondence. Six online sessions were offered to practice staff who were unable to attend a face to face sessions. Sessions were held at hospital education centres, NHS England premises and GP surgeries. The online sessions were organised from 1-2pm, allowing practice nurses to dial in during their lunch break.

7.1.4 Results/Findings

The face to face sessions reached a total of 228 practice nurses and the online sessions an additional 106 participants. In total 182 practices attended the training

out of 189 across BGSW. The feedback from the sessions was very positive and the nurses found it informative. The information packs were very popular to take away for future reference. Most nurses had not attended any training on new vaccinations programme before hence particularly welcomed this new initiative. The results of the feedback from the evaluation used will be presented.

7.1.5 Conclusions

The training proved very useful in providing practice nurses with the relevant information in order to deliver the vaccination programmes to their practice population. It also built relationships between the public health commissioning team and practice nurses.

7.1.6 Summary of evaluation feedback

Really good informative session, useful to see how others operate
Friendly approach. Useful to network, ask questions, like small informal group
Little new information, good to know information early in July
All very clear and well presented. Good resources and further reading made available
Good to reinforce the annual flu requirements
Is it worth adding immunisation and vaccination update/initial training into these sessions, although it would be a lot all in one go
Long overdue update
Could make it a whole or half day and include some scenarios
Excellent very worth while

7.2 Midwife & Health Visitor updates

The Public Health Commissioning team delivered flu vaccination updates for midwives and health visitors across BGSW along with supporting resources in the following areas:

7.3 Flu Vaccination Letters

Working in conjunction with LA colleagues the Public Health Commissioning Team sent all Health Trainers/Lifestyle advisors a letter requesting support with targeting at risk groups. Letters were also sent to all managers of care homes to promote and encourage vaccination of residents and staff and to major employers across BGSW to request support with encouraging staff in eligible groups to be vaccinated.

8 GP Surgeries Phone Around

During December 2015, we undertook to telephone all practices across BGSW with an uptake of 35% & under (100 practices) for those at risk and/or pregnant women. We then extended this to all practices with an uptake of 20% or lower for eligible children. The aim was to discuss the issues they were facing and offer support to address them.

If contact was not possible by phone an email was sent giving GP surgeries their uptake figures and suggestions how they may improve uptake. These initiated further discussions with each surgery, a summary of the discussions are given below:

Some key points - quotes from discussions
<ul style="list-style-type: none"> • Phone calls to all at risk on QOF / Focus on QOF at risk groups* • Going to call all at risk, but not done this yet • Not running any more clinics as uptake very low • Surgery will fit in any patients that call up / Ad-hoc appointments offered • Called all patients (early evening); multiple texts sent / Text reminders and phone call follow-ups for non-responders • Practice confident that ImmForm figures are wrong / Convinced they have vaccinated more than data shows • Anticipate that flu vaccination of pregnant women conducted by midwives; Midwives do the flu coding – errors may result from this • PM advised they will meet with midwives and alert them that the practice is underperforming • Contact with <65s: texts, practice ads, phone calls • Missed last 2 months of ImmForm submissions • PM advised that the pharmacies have vaccinated a lot of people, but aren't informing the practice / Feedback from pharmacies is lacking • Practice is waiting to join a text message service

*QOF - Some practices indicated when presented with their low uptake figure that they were surprised as they are meeting their QOF indicators. It should be noted that if they are meeting good uptake in these QOF groups (only 4) that overall this is not enough on its own as there are a lot more 'at risk' groups. So they are focusing on the QOF indicators as a priority and not so much the others whilst giving them a false sense of high uptake.

We were able to address and clarify most of the issues the practices were facing, many misconceptions (e.g. around maternity vaccination, vaccination at pharmacies, etc. during the telephone calls. We monitored the uptake by practice throughout the season, and though we cannot demonstrate for each practice that we had contact with how they uptake improved, we were able to see evidence that overall the number of practices with very low uptake was reducing through January.

9 Partnership Working

9.1 Flu Planning and Oversight Meetings

Monthly meetings of the Flu Planning & Oversight group took place.

The aim of the BGSW Seasonal Flu Planning and Oversight Group is to:

- Ensure that the seasonal flu programme 2015/6 is delivered effectively
- Monitor the progress of the seasonal flu 2015/16 action plan (Appendix 1)
- To agree actions to maintain and improve flu vaccination uptake
- To monitor and improve uptake for clinically at risk groups and pregnant women
- To support and oversee the extension of the flu programme to children in school years one and two.

Members of the group include:

- NHS England Public Health Commissioning Team
- SW PHE Health Protection Unit
- Local Authorities
- Clinical Commissioning Groups
- NHS England Comms
- Practice Manager Rep
- Local Pharmaceutical Committee (LPC).

Minutes of all meetings are circulated and actions implemented/monitored. A number of changes to the action plan have been agreed for the 2016-17 season; to include LA actions; increased focus on communications plan and separate out actions for each eligible group.

9.2 Local Authorities

9.2.1 Local Authority Seasonal Flu Activities

Each Local Authority delivers their own seasonal flu campaign; summarized below.

Table 10. Summary of 2015-16 seasonal flu activities by Local Authority

Local Authority	2015-16 Programme Delivery
BANES	Seasonal Flu & Promotional Campaign Table (Appendix 2)
Gloucestershire	Communication Activity Schedule (Appendix 3)
Wiltshire	Seasonal Flu Promotional Campaign Table (Appendix 4)

Local Authority	2015-16 Programme Delivery
Swindon	<ul style="list-style-type: none"> • A successful targeted flu vaccination campaign with the homeless community which was delivered via community pharmacies. • All parents and carers of eligible children received a letter home in school bags. • Ongoing communication with GPs regarding childhood flu vaccinations. • Linked with the Swindon Health Ambassadors to promote key messages to vulnerable groups.

10 GP Surgery Flu Vaccination Programme - Audit

10.1 Aim

The aim of the audit was to assess GP surgeries against the NHS England Service Specification 2015/16 and Department of Health Flu Plan: Winter 2015/16, in particular reviewing how clinics are organised and how eligible patients are invited. Based on the results of this review we will develop local, BGSW, best guidance to distribute actively in preparation for the 2016/17 flu season and re-view it again.

10.2 Method

50 GP surgeries from across the BGSW patch were selected (out of a total of 189), half of them were amongst the best performing (highest uptake of flu immunisation) and the other half poor performing (lowest uptake). The audit instrument was developed based on the indicators in the Department of Health flu letter in the form of a questionnaire and sent it via email. Non-responders were followed up with telephone calls.

10.3 Response Rate

Responses were received from 41 of the 50 (82%) surgeries who were sent the audit questionnaire. 38% of responses were from top performing practices and 44% from poor performing practices.

10.4 Results & Conclusions

The results of this audit suggest that although the sample is not large enough to generate any significant (statistically) and meaningful comparisons between the top and poor performing surgeries, the majority of findings have a pattern whereby the better performing surgeries utilise the indicators as highlighted in the Department of Health Flu Plan. It is worth noting that there was a greater response from the poor performing surgeries, which may skew the results, nonetheless we did stratify all analysis by better vs poor performing surgeries.

Overall, the sample surgeries included in this audit appear to be following the national service specifications well, with a named individual for the flu programme and a register of eligible patients that is updated at least annually, a range of methods are adopted to invite/follow-up/recall eligible patients, and efforts made to make the flu clinics as accessible as possible.

The most significant findings suggest that letters used to invite patients could be the most effective method of inviting patients and providing more evening clinics may improve performance. The number of clinics provided could also be important.

A copy of the full report is available on request.

10.5 Good Clinical Practice Guide on Flu Immunisation Clinics

A Good Clinical Practice Guide on Flu Immunisation Clinics has been produced based on the results of the audit and known good practice (Appendix 5).

The results of the audit and the guide were emailed to all GP surgeries in March 2016 and a reminder about the resource along with a laminated hard copy will be sent prior to the 2016-17 season starting.

11 Communications Campaign

11.1 Flu and winter campaign evaluation summary – South Central

The NHS England South Central Communications Team produced the following flu and winter campaign evaluation summary:

11.1.1 Partnership working

We regularly shared information and updates with communications colleagues at CCGs, provider organisations and local authorities.

We also shared updates on the Stay Well This Winter campaign, as part of the bi-weekly calls held with heads of communications at CCG and provider organisations. In addition to this, we issued email updates as and when required to CCGs, communications colleagues provider organisations and local authorities and heavily promoted the materials on the PHE Campaign Resource Centre.

As a result, all local organisations used the Stay Well This Winter materials, ensuring consistency of messages and campaign materials

In addition to this we also approached approximately 50 local charities and organisations that support people in the priority groups (see above) e.g. chronic liver disease, to help with promoting the flu vaccination using the Stay Well This Winter materials, and received a good level of support.

In addition, we were able to secure media interviews for the Screening and Immunisation Lead (SIL) for BGSW to promote the flu vaccination on Spire FM (Wiltshire) and Heart Wiltshire.

In total there was approximately 40 pieces of coverage on the flu vaccination across South Central during the campaign. Media coverage was more concentrated in the west of the South Central patch (Bath, Gloucestershire, Swindon and Wiltshire) than it was in the Thames Valley areas. This was despite sourcing children's case studies and photographs within Thames Valley, which received coverage in Oxfordshire but not elsewhere. It is not possible to say for certain why there was such a difference between media in each side of the South Central patch, however we do know there is constrained resources for a number of local media outlets within the Thames Valley, especially in Reading.

A two week radio advert was funded by the BGSW screening and immunisations team from 17 December to 27 December on The Breeze (Cheltenham), Heart West Country, Sam FM Swindon, Smooth Radio West Country and Spire FM. The script promoted the vaccination for school children in years 1 and 2 and informed parents their children could get the vaccination from the GP.

The adverts reached 112,000 listeners, 39.5 per cent of parents with children aged four to nine years old in the local area. Each person heard the message 11.1 times.

In addition to this, local CCGs also funded their own advertising for Stay Well This Winter, including Swindon CCG, Wiltshire CCG.

11.1.2 Recommendations – for local determination & discussion

- Share uptake rates on the bi-weekly call for heads of communications in South Central, so that those who are unable to join the steering group calls still receive regular information on uptake
- Invite CCG communications colleagues to join the BGSW flu steering group meetings/calls. This will further help engagement and ensure those teams are aware of local uptake and where to focus their communications activity
- Continue to use local charity and voluntary organisations (e.g. Age Concern) next season to help ensure all those who are eligible for flu vaccine this year, and their carers, know how important flu vaccination is and take up the vaccination themselves
- Build on this year's social media activity, with more emphasis on social media and less reliance on traditional media sources
- Continue to use the national materials but build upon campaign assets if required, for example materials aimed at specific target groups which have not been developed nationally
- Develop template local letters to services/healthcare professionals who care for patients in the target groups
- Ensure GP surgeries are provided with an online toolkit and encourage them to use it
- Work with partners to pool funding resources to ensure maximum value for money when commissioning paid-for promotion and printing materials.

12 Recommendations & priorities for 2016-17 flu season

The following recommendations for the delivery of the seasonal flu immunisation programme in BGSW are based on the evaluation of the 2015-16 programme and priorities for 2016-17.

12.1 General

- Based on the national objectives for 2016-17 and local priorities given below; develop an action plan. Re-design the current action plan template to include LA actions and other actions from members of the flu planning and oversight group; increased focus on communications plan and separate out actions for each eligible group.
- Communicate commissioning arrangements to all partners as early as possible to ensure that there is a co-ordinated and proactive approach.

12.2 Pregnant Women

- Prioritise a programme of work to increase the vaccination uptake in pregnant women across BGSW
- Review commissioning Acute Trusts pilot for at risk groups with greater emphasis on pregnant women.

12.3 Under 65's at risk

- Prioritise a programme of work to increase the vaccination uptake in the under 65's at risk e.g. work closely with outpatient clinics, consultants and dedicated primary care clinics (such as COPD, diabetes, etc.) to raise awareness amongst at risk patients.

12.4 Childhood Programme

- Increase uptake of children's flu vaccination with an emphasis on lower uptake areas such as Swindon
- Ensure all key stakeholders are briefed regarding the differences in delivery of children's flu vaccination across BGSW and other bordering counties
- Promote hygiene/hand washing key messages
- Develop case studies of schools that had outbreaks in 2015-16 that can be used in communications.

12.5 Health & Social Care Workers

- Invite health and social care organisations across BGSW to join the monthly Flu Planning and Oversight Group meetings for a specific agenda item that focuses on health and care (including social care) workers' immunisation

- For each of the LA/CCGs in collaboration with the Public Health Commissioning Team to organise seminars for September / early October around the evidence, benefits and myth-busting of flu immunisation aimed at health and social care workers
- Contact large care home providers to understand flu vaccination/Infection Prevention & Control policies and influence local implementation referencing Flu Letter (2016-17)
- Include flu vaccinations in LA/CCG care home outbreak packs
- Ask PHE to organise a webinar for the commissioners and key providers of health and social care to learn from Liverpool who achieved the highest uptake in HCW's across England.

12.6 GP Surgeries

- Seek to review/develop template flu invitation letters and standard templates for email invites, for GP surgeries to use and make these available on CCG websites
- Send all GP surgeries a laminated copy of the Good Clinical Practice Guide on Flu Immunisation Clinics and encourage implementation of good practice
- Send all BGSW practices their uptake data from 2015/16.

12.7 Training

- Develop and provide a programme of training on the 2016/17 seasonal flu programme for health visitors, midwives and GP practices.

12.8 Other Communications

- Ensure links with Antimicrobial Resistance and winter pressures strategies and projects/promotion are in place across BGSW
- National marketing and promotional materials to be available as early as possible to allow for the tie in with local communications.

13 Appendix 1. Seasonal flu vaccination plan for NHS England South Central (BGSW) 2015/16

Date 20.04.2016 Version 1.5					Version 1.5
Key area	Required Actions	Lead organisation	Due Date	Implementation Actions	Status
1. Develop Seasonal Flu Leadership	1.1 Identify partners to sit on multi-agency flu group	NHS England	August 2015	To review membership with group members AG to contact CCG members	
	1.2 Terms of Reference for agreement	NHS England	September 2015		
	1.3 Identify FHCW lead in: <ul style="list-style-type: none"> • RUH • Sirona • RNHRT • GHFT • GCS • 2Gether Trust • GWH • SEQOL • SFT • AWP • SWASFT 	CCGs / LA	August 2015	Peter Fox Lisa Cronan Peter Fox Rachael Minette Laura Bucknall Richard Butt-Evans Lisa Hocking Christine Howells Heidi Lewis	

				Chris William Jonathan Wenman	
	1.4 Identify Lead for Social Care Workers: <ul style="list-style-type: none"> • BANES Council • Sirona • Gloucestershire County Council • Swindon Borough Council • Wiltshire County Council 			Anna Brett Lisa Cronan Tina Reid Alistair Ireland (SBC) Jenny Wright	
	1.5 Agree Flu Plan	ALL	September 2015		
	1.6 Group to be clear on links to flu outbreaks & winter plans	CCG 's/ NHS England / PHE/LA	September 2015	Included in Terms of Reference	
2. Promoting flu vaccination	2.1 To provide flu vaccination updates for midwives across BGSW along with supporting resources	NHS England	September / October 15	All midwifery leads contacted and offered updates. Remains on-going. <u>sessions completed in:</u> Bath	

				<p>Stroud Gloucester (team leaders meeting) Cheltenham</p> <p><u>Sessions arranged for:</u> Salisbury</p>	
	2.2 Promotional leaflets to be included in maternity booking packs/available for midwives to signpost to women	NHS England	September 15	To check this is happening for 2015/16 season Confirmation given that leaflets are being given to women in person	
	2.3 To provide flu vaccination update to Health Visitors to promote childhood programme / children in at risk groups	NHS England	September 15	Updates have taken place across BGSW	
	2.4 Health Trainers – send letter to trainers to request support with targeting at risk groups	NHS England	September 15	Letter to be sent via LA colleagues (Awaiting links to updated resources) Letter sent following October flu meeting	
	2.5 Promotional resources to be sent to outpatients clinics covering at risk groups	NHS England		Information to be sent via CCG colleagues (Awaiting links to updated resources)	

	2.6 Letter to be sent to service managers of residential homes to promote and encourage vaccination of residents and staff	NHS England / LA	September 15	Letter to be sent via LA colleagues (Awaiting links to updated resources) Letter sent following October flu meeting	
	2.7 Letter to be sent to major employers across BGSW to request support with encouraging staff in at risk groups to be vaccinated	NHS England / LA / CCG	September 15	Letter to be sent with link to resources September 15 (Awaiting links to updated resources) Letter sent following October flu meeting	
	2.8 Children's Centres – send links to resources and request support from managers with childhood programme / pregnant women	NHS England / LA	September 15		
	2.9 Flu update training sessions for GP practice staff	NHS England	July / August 2015	14 Face to Face sessions planned across BGSW 2 Follow up Webex sessions arranged for September 2015	
3. Identifying and inviting all eligible patients	3.1 Assurance checklist to be sent to all GP practices	NHS England	June 15	Included in face to face sessions, sent out to all practices as with flu plan / national letters	
	3.2 Issue Guidance on call and recall process for patients	NHS England	August 15	Included in Face to Face Training	

	3.3 Seek assurance from GP's of their intentions to call and re-call patients (including at risk groups)	NHS England	August 15	Include in check list / Audit Resources to support the call / recall process to be sent to practices August 2015	
	3.4 Seek assurance that all eligible patients have been contacted	NHS England	October / November 15	<ul style="list-style-type: none"> • Included in November newsletter. • Low performing practices being contacted to ensure that all eligible patients are invited • Included in recent flu audit. 	
	3.5 Seek assurance from practices regarding offering flu vaccination to hard to reach groups	NHS England	August 15	Included in checklist	
	3.6 Ensure that people with learning disabilities are invited for flu vaccination as per National Plan	NHS England	August 15	Included in National Flu plan To be added into "good practice" email – sent to practices September 2015	
4. Service Provision	4.1 Develop ES for internal sign off routine and extension	NHS England	August 15		
	4.2 Circulate ES to all GP providers with supporting email	NHS England	August 15		
	4.3 GP's to confirm programme delivery (including childhood programme) as per service	NHS England	June/July	190 Practices have signed up out of 191.	

	specifications and GP checklist		15	All eligible children will be offered the flu vaccination via primary care. 1 Gloucestershire practice did not sign up – arrangements have been made for the list to be provided through another local practice	
	4.4 Health and Social Care providers to develop and submit flu plans for FHCW including: <ul style="list-style-type: none"> • Model of deliver • Supply of vaccinations • Monitoring & reporting • Actions to improve 2014/15 uptake 	CCG / LA	September 15	Plans have been submitted via the winter planning forum.	
	4.5 Agree method of delivery of vaccination for housebound / care home patients	NHS England / CCG / LA	August 15	<p>The vaccination of housebound and care home patients is the responsibility of the GP</p> <p>Include in checklist</p> <p>Vaccinating care home patients can be provided through the national pharmacy service. To date, BGSW have not received any applications from pharmacies to do this.</p>	

	<p>4.6 Questions and Answer document for extended child programme</p>		<p>September 15</p>	<p>To be distributed to HV/SN leads & maternity services</p>	
	<p>4.7 To work with acute trusts to explore the possibility of implementing a vaccination model within outpatients departments and scan clinics to improve uptake amongst at risk patients & pregnant women</p>	<p>NHS England</p>	<p>August 15</p>	<p>Business plans received September 15. Next steps are ongoing communications with trusts.</p> <p>Business cases have been approved for GWH & Gloucestershire</p> <p>Wiltshire – will not be implemented this season</p> <p>B&NES – Alternate provider sourced. Pilot commenced</p>	
	<p>4.8 Pilot to introduce flu vaccination for at risk pupils within special schools across BGSW</p>	<p>NHS England</p>	<p>August / September 15</p>	<p>Scoping exercise completed. Discussions to take place with school nursing teams across BGSW</p> <p>Sirona, Gloucestershire Care Services and GWH have had their business cases approved. Service specifications sent to them.</p>	

				<p>Sirona have signed the agreement and have started the pilot.</p> <p>Swindon – alternate provider approached – unable to deliver for the 2015/16 season. Model for Swindon to be explored further for the 2016/17 season.</p>	
5. Vaccine Supply	5.1 Confirm if vaccine available for contraindications (including egg allergy)		August 15	Egg free / low ovalbumin vaccines listed in green book – chapter updated May 2015	
	5.2 Confirm that arrangements for transporting vaccinations to small groups of community staff or housebound patients are capable of maintaining cold chain integrity	CCG	August 15	Included in flu plan / ES agreement	
6. Evaluate and Monitor	<p>6.1 Identification of poor uptake by area</p> <p>Actions to support providers</p> <p>Groups to focus on inc:</p> <ul style="list-style-type: none"> • At risk groups • Pregnant women • Practices not meeting trajectory for 75% uptake against those 	NHS England / CCG / LA	On-going	<p>1. Screening and Immunisation Co-ordinator to analyse 2014/15 data and develop actions</p> <p>2. Screening and Immunisation Co-ordinator to analyse 2015/16 data as it becomes available</p> <p>December 2015 – Practices with low uptake for under 65's at risk and pregnant women are</p>	

	<p>aged >65 years</p> <ul style="list-style-type: none"> Childhood programme 			being contacted by coordinators.	
	<p>6.2 Monitor uptake of frontline health care workers by providers including primary care:</p> <ul style="list-style-type: none"> Practice FHCW Trust FHCW Social Care 	<p>NHS England</p> <p>CCG's LA</p>	<p>Monthly – on-going</p>	<p>Via ImmForm</p> <p><u>December 2015</u></p> <p>Letter written to Care Home Managers to encourage and promote staff vaccination.</p>	
	<p>6.3 Arrangements are in place for:</p> <ul style="list-style-type: none"> Feedback data to practices AT to work with practices and CCG's with trusts to increase uptake 	<p>NHS England / CCG's</p>	<p>November 15 – February 16</p>	<p>Communicated to practices via newsletter</p> <p>Contact with coordinators</p> <p>Audit sent to selected practices – Results to be analysed and shared. This will include lessons learnt and best practice guidance.</p>	
	<p>6.4 Reporting requirements and process are clarified for:</p> <ul style="list-style-type: none"> DPH 	<p>NHS England</p>	<p>November 15 – February 16</p>		

	<ul style="list-style-type: none"> • CCG's • NHS England • PHE 				
7. Contractual Arrangements	7.1 Data and sign up to be submitted via CQRS	NHS England	Aug / Sept 15	Sign up to be monitored via CQRS	
	7.2 Payments to practices will be made via CQRS from automatic data extraction (Excluding 5 & 6 year olds)	NHS England	Monthly	AT to monitor and process and pass for payment to finance	On-going
8.Communication	8.1 Ensure practices are aware of how to order patient literature	NHS England	August 15	Links to be included in BGSW Newsletter sent to all practices spring / summer newsletters 2015	
	8.2 PHE National Comms plan to be implemented by local NHS England Comms teams	PHE / NHS England	Phase 1 – July 15 Phase 2 September / October 15	All Comms plans communicated with practices and group	
	8.3 Press releases to launch campaign	NHS England	October 15		
	8.4 Local Comms toolkit to be developed in line with the National Comms plan	NHS England	August 15	Toolkit for “Stay Well” campaign shared practices	
	8.5 On-going Comms work	NHS England / PHE	On-going		

14 Appendix 2. BANES Seasonal Flu & Promotional Campaign 2015-16

Organisation/ Groups	Comms Channel	Target Group	Timeframe	Comms & contact details	Prepared by	Comments/update
BANES residents	Connect Magazine	All eligible groups	September Edition	BANES Comms Team	Anna Brett	Completed. CCG also include in Dec edition alongside winter pressures article.
BANES residents	Connect TV in all 3 One Stop Shops	All eligible groups	From 1 Sept onwards	Jessica Snell BANES Comms Team	Anna Brett	Advert complete / scheduled for Sept through to March
BANES residents	Media	All eligible groups	End of Sept	Proactive press release, including case study if possible	Comms leads – LA & CCG Anna Brett – Case Study & Photo	2 press releases and case studies supported by Bath Uni Medical Practice. Good coverage in the Bath Chronicle and Somerset Guardian.
BANES residents	Media	All eligible groups	Ad hoc	Reactive press release in the event of an outbreak agreed across LA, CCG, PHE	Joint PHE / LA / CCG	Not needed to date
BANES residents	website	All eligible groups	By 1 Sept	News bar and PH pages	Anna Brett	Complete

Organisation/ Groups	Comms Channel	Target Group	Timeframe	Comms & contact details	Prepared by	Comments/update
BANES residents	Social media – messages from PHE/DH/NHSE	All eligible groups	Ad hoc	BANES & CCG Comms team	Comms Team	To coincide with national tweets - ongoing
Children Centres	Materials	2,3 & 4 year olds, pregnant women and staff	By 1 Sept	Posters for promotion of 2,3 & 4 year olds Via Donna Biddlescombe	Anna Brett	Posters and leaflets sent W/C1/9
Schools		Information for teachers	By 1 Sept	Deborah Carter	Anna Brett	Email sent to all schools W/C 1/9 Leaflets in all year 1 & 2 school bags with AMR leaflets & Energy at Home Scheme
Pre-schools & Nurseries	Materials	2,3 & 4 year olds	From 1 Sept	Donna Biddlescombe	Anna Brett	Email sent W/C 1/9
BANES residents Locality promotion. Posters in leisure centres, libraries, community halls	Materials	All eligible groups	By mid- September	Via LA Customer Services Dept Julia Burton libraries	Anna Brett	Leaflets distributed via customer services and library services
Pharmacies	Materials	All eligible groups	From 1 Sept	Glenn Totham Sirona	Sirona	Pharmacy campaign launched November – September 2015

Organisation/ Groups	Comms Channel	Target Group	Timeframe	Comms & contact details	Prepared by	Comments/update
Dentists - poster	Materials	All eligible groups	From 1 Sept	Glenn Totham Sirona	Sirona	Posted W/C 1/9
Opticians – poster	Materials	All eligible groups	From 1 Sept	Glenn Totham Sirona	Sirona	Posted W/C 1/9
Nursing homes	BANES Clinical Forum	Over 65s and at risk groups and staff	25 September	Val Janson	Anna Brett & Rebecca Reynolds	Delivered presentation to the clinical forum
Care & Nursing Homes	Care Forum	Over 65s and at risk groups and staff	Date in Sept TBC	Ronnie Wright Care Forum	Anna Brett & Rebecca Reynolds	Information in Care Forum e-bulletin Oct
Care & Nursing Homes	Letter & Materials	Over 65s and at risk groups and staff	From 1 Sept	Lisa Elliot LA Commissioner	Anna Brett	Letter sent to all Care Homes jointly with NHS(E)
BANES Staff	Members bulletin / Staff matters weekly email / Payslips / One Council Staff Newsletter / Intranet	Staff	Beginning Sept onwards	Liaise with HR/H&S		

15 Appendix 3. Gloucestershire LA - Communications Activity Schedule

No communications budget has been set for this project so we will use existing internal and external channels to reach our target audiences.

<i>Activity</i>	<i>Audience</i>	<i>Responsibility</i>	<i>Deadline</i>	<i>Actioned</i>
Issue briefing sheet to Cllr Andrew Gravells	<i>Member</i>	<i>Sarah Scott / Teresa Salami-Adeti</i>	<i>TBC</i>	
Members Matter article to gain support	<i>Members</i>	<i>Natalie Wilder/ Sheema Rahman</i>	<i>w/c 21st September</i>	
Develop a suite of media releases. Media call with Andrew Gravells at Flu conference Thursday 21 st October Follow NHS England timings and support roll-out of media releases for specific audiences Posters/leaflets targeting social care	<i>All groups</i>	<i>Media team</i> <i>Media Team</i> <i>Natalie Wilder/ graphics team</i>	<i>First release to be issued on w/c 27th September to coincide with national release</i> <i>Thursday 21st October</i>	

<p>Monitor and evaluate</p> <ul style="list-style-type: none"> • Set up buzz monitoring for #fluvaccine #spreadthewordnotflu #flufighter • Monitor take up data and suggest further targeted communications • Final evaluation 		<p><i>Digital team</i></p> <p>Sheema Rahman</p> <p>Sheema Rahman</p>	<p>5th October</p> <p>5th October</p> <p>January/February 2015</p>	
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16 Appendix 4. Wiltshire Seasonal Flu & Promotional Campaign 2015/16

Organisation/Groups	Communication	Target Group	Timeframe	Comms & contact details	Prepared by	Comments/update
Wiltshire residents	Wiltshire Magazine	All eligible groups	September Edition	Wiltshire Comms Team	Jenny Wright	Information sent to Comms
Wiltshire residents & Wiltshire Council Staff	Plasma Screens at County Hall	All eligible groups	From Sept onwards	Wiltshire Comms Team	Jenny Wright	Information sent – on screens for 2 weeks in October and will be put back on in December
Wiltshire residents	Media	All eligible groups	End of Sept	Wiltshire Comms Team	Comms leads Jenny Wright	Proactive press release Information sent to Comms – draft statement completed and sent for sign
Wiltshire residents	Media	All eligible groups	Ad hoc	LA, CCG, PHE	Joint PHE / LA / CCG	Reactive press release in the event of an outbreak
Wiltshire residents	website	All eligible groups	By Sept	News bar and PH pages	Jenny Wright	Information given to Comms
Wiltshire residents	Social media	All eligible groups	Ad hoc	Wiltshire Comms team	Comms Team	Information given to Comms
Wiltshire residents	Email of letter containing flu information	Clients in supported living accommodation	Ad Hoc	Olly Spence	Jenny wright/SIT	Email sent to Olly with letter attached

Organisation/Groups	Communication	Target Group	Timeframe	Comms & contact details	Prepared by	Comments/update
Midwifery Update and Training	Training	Pregnant women	TBC	NHSE/PHE	SIT/PHE	NHSE/PHE will deliver training and also provide materials
Children Centres	Posters & Leaflets	2 - 6 year olds, pregnant women and staff	By Sept	Russ Martin	Jenny Wright	Materials ordered 17.08.15 email sent to Russ Martin for him to distribute information
Schools	Posters & Leaflets	Information for teachers	By Sept	Gatekeeper	Jenny Wright	Information sent
Pre-schools & Nurseries	Posters & Leaflets	2,3 & 4 year olds	From Sept	Emily Wood	Jenny Wright	Email with information in sent
Posters in leisure centres, libraries	Posters & Leaflets	All eligible groups	By mid-September	Mike Foster - libraries	Jenny Wright	Information to HIS Nurse
Walking groups for older people	Leaflets	All eligible groups	From Sept	Alex Muse	Jenny Wright	Leaflets given
Village halls, post office	Posters & Leaflets	All eligible groups	From 1 Sept	Sarah Kelly	Jenny Wright	Post office have declined
Pharmacies	Posters & Leaflets	All eligible groups	From 1 Sept	NHSE	Jenny Wright	NHSE will supply directly to pharmacies
Dentists - poster	Posters & Leaflets	All eligible groups	From 1 Sept	NHSE	Jenny Wright	Sent posters to NHSE
Opticians – poster	Posters & Leaflets	All eligible groups	From 1 Sept	NHSE	Jenny Wright	Sent posters to NHSE

Organisation/Groups	Communication	Target Group	Timeframe	Comms & contact details	Prepared by	Comments/update
Care & Nursing homes	Wiltshire Clinical Forum	Over 65s and at risk groups and staff	From Sept	Issie Tucker	Issie Tucker	IT to raise at these forums
HIS Nurses	Posters & Leaflets	All eligible groups	From Sept	Shona Holt	Jenny Wright	Leaflets and posters sent to each nurse
GP Practices	GP Forum	All eligible groups	September		Debbie Haynes	Information sent out in newsletter Sept due to session being cancelled
Wiltshire Council Staff	Members bulletin / WIRE / Intranet / CDs blog	Staff	Sept onwards	Comms Team	Jenny Wright & Paul Collyer	Information sent to Coms and a hot wire will go out and then it will be on electric wire weekly
Emergency Services Show	Posters & Leaflets	All eligible groups and staff	13 th September	EPRR team/LRF	EPRR team	Completed
Community Sexual Health clinics & SFT GUM clinic	Posters & Leaflets	All eligible groups and staff	From 1 Sept	SFT GUM	Jenny Wright	Material sent to SFT to distribute to local clinics
Maternity units	Posters & Leaflets	All eligible groups and staff	From 1 Sept	NHSE/PHE	Jenny Wright	Details to be sent to each unit to order their own
Community Bus service	Posters	All eligible groups	From 1 Sept		Jenny Wright	Something to explore for next season

Organisation/Groups	Communication	Target Group	Timeframe	Comms & contact details	Prepared by	Comments/update
Wiltshire Council Staff	Posters	All eligible groups	From end Sept	Comms team	Sarah Jewers/ Jenny Wright	Posters to advertise Flu clinics in toilets and noticeboards
Wiltshire Council Staff	Health advice	All staff	Each flu clinic		Health trainers/Jenny Wright	Health trainers to attend flu clinics at hubs to give general health and lifestyle advice
Wiltshire Residents	Leaflets	All eligible groups	December	Team organising meal	Jenny Wright	Leaflets given to put in "goody" bags for those attending for Christmas meal, aimed at those alone on Christmas day
Wiltshire Residents	Thermometers	All appropriate groups	January		Jenny Wright	Thermometers given to EPRR team, health trainers and anyone else holding events and also to the councils safe and warm team

17 Appendix 5. BaNES, Gloucestershire, Swindon & Wiltshire (BGSW) Good Clinical Practice Guide on Flu Immunisation Clinics

Based on published guidance & local audit of GP surgeries

Named Lead: Identify an individual who is responsible for the flu vaccination programme & adopt a whole team approach to promote it.

Register: Keep an up-to-date register of eligible patients throughout the year, paying particular attention to the inclusion of women who become pregnant during the flu season and newly diagnosed at risk patients.

Ordering Vaccine: Order enough vaccine taking into account any increases or decreases in the number of eligible patients from last season; particularly over 65's; at risk patients and pregnant women.

Call: Send a personal invitation to all patients eligible for the flu vaccination and use more than one method if possible. Personal invites can be in the form of a letter, email, text or phone call. A letter is the most effective method, especially for older people. Younger people may prefer text or email. Local letter templates are available on your Clinical Commissioning Group's website.

Recall: Follow-up patients who do not respond or fail to attend scheduled clinics at least twice or up to three times. On all correspondence state 'a reminder to you'.

Clinics: Start clinics as soon as vaccine becomes available ideally in September or early October and continue to offer clinics throughout the flu season up until 31 March.

- Offer scheduled and opportunistic clinics; ensuring that the number of clinics are suitable for the number of eligible patients.
- Offer early morning, late/evening, Saturday & school holiday appointments for patients who are working and for parents of children who are of school age.

Data: Review & submit accurate data on the number of eligible patients and the number of flu vaccinations given to patients on ImmForm.

Training: Ensure the practice team receive refresher training, including an awareness of the annual service specification.

Communication & Evaluation: Communicate uptake to the practice team at regular intervals to help motivate them and disseminate a written report at the end of the flu season to review flu vaccination rates.

Promotional Material & Resources - Visit:

<https://www.gov.uk/government/collections/annual-flu-programme>

<https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter/resource>