

# Immunisations Update

**Merton**  
January 2024

### **Covid**

Highest uptake in London at 44.1%  
(London at 36.8%)

### **Flu**

Highest uptake in London at 45.6%  
(London at 38.6%)

### **Childhood immunisations**

Vaccination rates for routine immunisations have remained stable in Q1 since the last reported quarter (Q4) with a small decrease in MMR, particularly in Croydon.

### **Review and Learning**

- Clear national comms and finance as a requirement.
- Sufficient time to plan an effective campaign.
- Tech and data in place from day 1.
- Reduction in vaccine types used.

### AW23 Booster Uptake by Cohort

- *Note: HCW figures are ESR reported only.*
- Uptake varies across cohorts with the highest uptake seen in care home residents and lowest in household contacts of immunosuppressed.
- Overall uptake ranges from 44.5% in SWL to 30.7% in NEL.
- Darker shades of green indicate higher uptake.

Cohort	England	London	NCL	NEL	NWL	SEL	SWL
01: Care homes	81.3%	75.8%	77.9%	75.0%	74.3%	76.2%	76.1%
02: HCW (ESR)	32.7%	26.3%	31.1%	20.3%	27.5%	24.6%	30.0%
02: HCW (self declared)	62.7%	56.2%	59.0%	54.9%	53.6%	56.3%	58.1%
03: SCW	23.0%	13.9%	13.7%	13.7%	10.7%	16.8%	15.9%
04: 80+	79.5%	64.7%	65.6%	58.6%	60.9%	68.3%	71.2%
05: 75-79	78.7%	64.3%	65.1%	58.0%	59.3%	68.4%	71.4%
06: 70-74	73.8%	57.4%	59.2%	50.4%	51.7%	62.5%	65.4%
07: 65-69	64.6%	47.1%	49.4%	40.2%	42.1%	51.1%	55.3%
08: At risk	29.6%	20.3%	21.3%	17.0%	17.4%	23.6%	24.9%
09: 12-15 At risk	14.0%	11.4%	9.7%	10.7%	9.4%	13.3%	13.9%
10: HC Immuno	1.3%	0.8%	1.0%	0.5%	0.5%	1.1%	0.9%
11: 5-11 At risk	18.7%	16.9%	14.3%	16.8%	12.5%	21.5%	18.6%
All cohorts	53.4%	37.2%	39.1%	30.7%	33.8%	40.6%	44.5%

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# Covid uptake by Borough & Cohort - SW London Overview 7<sup>th</sup> January



South West London

Uptake figures taken from Foundry.

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Covid Uptake	Total			
Borough	Eligible	Vaccinated	Uptake	Remaining
Croydon	114,099	43,997	39%	70,102
Kingston	57,706	29,432	51%	28,274
Merton	57,711	24,933	43%	32,778
Richmond	58,504	33,673	58%	24,831
Sutton	64,030	28,228	44%	35,802
Wandsworth	85,173	34,389	40%	50,784
Unknown	174	103	59%	71
<b>SW London</b>	<b>437,397</b>	<b>194,755</b>	<b>44.5%</b>	<b>242,642</b>
<b>London Uptake</b>	<b>2,523,099</b>	<b>940,252</b>	<b>37.3%</b>	<b>1,582,847</b>

Covid Uptake	SWL Total				London Uptake
By JCVI Cohort Adults	Eligible	Vaccinated	Uptake	Remaining	London Uptake
01: Care homes	6,414	4,878	76.1%	1,536	76%
02: HCW (ESR)	26,950	8,107	30.1%	18,843	26%
02: HCW (self declared)	15,218	8,847	58.1%	6,371	56%
03: SCW	20,092	3,189	15.9%	16,903	14%
04: 80+	49,407	35,172	71.2%	14,235	65%
05: 75-79	41,594	29,714	71.4%	11,880	64%
06: 70-74	46,571	30,468	65.4%	16,103	57%
07: 65-69	57,999	32,112	55.4%	25,887	47%
08: At risk	167,147	41,655	24.9%	125,492	20%
09: 12-15 At risk	2,711	376	13.9%	2,335	11%
10: HC Immuno	2,121	19	0.9%	2,102	1%
11: 5-11 At risk	1,173	218	18.6%	955	17%
<b>Total</b>	<b>437,397</b>	<b>194,755</b>	<b>44.5%</b>	<b>242,642</b>	<b>37%</b>



# Flu Uptake by Cohort

- *Note: Uptake calculated on double counting.*
- Uptake varies across cohorts with the highest uptake seen in care home residents and lowest in household contacts of immunosuppressed.
- Overall uptake ranges from 47.4% in SWL to 36.9% in NEL.
- Darker shades of green indicate higher uptake.

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Cohort	England	London	NCL	NEL	NWL	SEL	SWL
Care Home Residents	77.8%	71.8%	68.7%	70.2%	72.6%	75.1%	71.8%
Age 65+	73.3%	60.5%	56.5%	57.8%	60.7%	61.3%	65.6%
Frontline Healthcare Worker (ESR)	42.5%	33.9%	35.1%	28.6%	34.5%	32.6%	40.4%
Frontline Healthcare Worker (self-declared)	37.8%	30.5%	30.8%	27.3%	28.3%	31.6%	35.4%
Frontline Socialcare Workers	25.4%	16.8%	15.0%	17.7%	14.2%	18.6%	20.1%
Flu At-risk	43.2%	35.6%	31.8%	34.6%	37.4%	34.9%	39.3%
Household Contacts of Immunosuppressed	28.2%	15.6%	13.8%	15.5%	14.3%	14.9%	21.0%
Pregnant	16.7%	17.9%	13.6%	19.0%	14.1%	20.4%	23.3%
Secondary School Age Children	34.9%	30.8%	32.1%	25.7%	23.8%	31.9%	43.5%
Primary School Age Children	47.3%	44.8%	43.8%	44.6%	34.2%	47.8%	56.7%
Children 2-3	38.9%	30.8%	24.9%	25.8%	32.7%	33.5%	38.6%
All cohorts	50.2%	39.9%	37.6%	36.9%	38.1%	40.9%	47.4%

# Flu uptake by Borough & Cohort - SWL Overview 7<sup>th</sup> January 2024



South West London

Flu Uptake	Total			
Borough	Eligible	Vaccinated	Uptake	Remaining
Croydon	211,340	73,293	35%	138,047
Kingston	98,038	49,144	50%	48,894
Merton	104,530	45,316	43%	59,214
Richmond	110,454	58,064	53%	52,390
Sutton	111,974	56,020	50%	55,954
Wandsworth	156,061	61,731	40%	94,330
Unknown	90,100	74,980	83%	15,120
<b>SW London</b>	<b>882,497</b>	<b>418,548</b>	<b>47%</b>	<b>463,949</b>
<b>London Uptake</b>	<b>4,686,644</b>	<b>1,869,971</b>	<b>40%</b>	<b>2,816,673</b>

Note – All unknown SAIS activity has been placed under unknown. Borough uptake does not include all SAIS data as it is unavailable at borough level in Foundry.

Flu Uptake	SWL Total				London Uptake
By JCVI Cohort Adults	Eligible	Vaccinated	Uptake	Remaining	
Age 65+	227,406	149,150	66%	78,256	60%
Care Home Residents	5,561	3,991	72%	1,570	71%
Children 2-3 years	34,547	13,345	39%	21,202	30%
At risk	176,400	69,483	39%	106,917	35%
Frontline staff (ERS)	41,578	16,853	41%	24,725	32%
Frontline staff self declared	72,010	25,549	35%	46,461	29%
Frontline staff Social Workers	33,582	6,757	20%	26,825	16%
Household Contact Immunosuppressed	41,258	8,666	21%	32,592	16%
Pregant Women	9,733	2,263	23%	7,470	18%
Primary School Aged Children	135,661	76,920	57%	58,741	45%
Secondary School Aged Children	104,761	45,571	44%	59,190	31%
<b>Total</b>	<b>882,497</b>	<b>418,548</b>	<b>47.4%</b>	<b>463,949</b>	<b>40%</b>



# Autumn Winter 23-24 Communications and Engagement Campaign

### Communications

The campaign is supported by three approaches backed using population data to identify areas of low uptake, high frailty and groups of specific concern – e.g. immunosuppressed.

**Face to Face Community outreach** which focuses on working with communities disproportionately impacted by health inequalities and disparities. Use of the winter engagement to fund street engagement through health ambassadors. Messaging has been based on what we have heard through the insight led work and webinars in to address the real concerns of the populations in target areas.

**Digital pathways** – face to face outreach is supported by a digital offering for those who are digitally and receptive to health messages. This includes the use of community voices in different languages and resources in different languages including BSL and easy read. Evidence is that these videos are being viewed in some Core 20+ areas including Roehampton, North Croydon, Carshalton and Mitcham. For those people that are not digital enabled we focus our face-to-face community outreach activity and ensure information is easily available in other formats.

**Signposting to key campaigns** – Using other workstreams to share information about Imms and Vaccs to help people make an informed choice. Making it an everyday conversation and signposting to access. Use of our now much expanded community pharmacy estate for both flu and covid to promote “vaccinations on the high street”.

### Engagement Activity

Over 30 engagement activities have been organised over the period September to November in collaboration with our borough engagement leads and local authority colleagues. These have been a mix of webinar and face to face events with members of the public, practice, clinical staff and community leaders.

Events included groups from;

- Faith communities
- Perinatal, mother and infant group
- Women’s centre’s
- Night watch
- Focus groups for immunosuppressed patients
- Older age adults
- Local community partnership groups.

Street ambassadors were used in areas of low uptake.



# Communications and Engagement

So far, our digital campaign has been seen over 2 million times and reached approximately 489,580 local residents. Advertising on our social media channels has generated 7,053 clicks to information about walk-in clinics. Our materials are borough-localised as we know this increases engagement.

We have now launched the second phase of the campaign which is more targeted, based on data about levels of vaccine uptake and focuses on engaging with local communities.

Key activities over the next month will include:

- **Outdoor advertising in key areas in our six boroughs** – this will include phone box posters across South West London and advertising on the Croydon tram
- **Street ambassadors** – teams of people engaging with local residents in high foot fall areas offering information about vaccines
- **Radio and Spotify advertising** – localised radios scripts for different target audiences
- **Targeted paid digital advertising in postcodes of low uptake** – all adverts are borough-specific which we know increases engagement
- **Voluntary led engagement events** – events funded through our winter engagement fund small grants scheme will begin taking place in December, focusing on engagement with communities experiencing health inequalities

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# Communications & Engagement – Merton Highlights



South West London

- **Outdoor advertising** – via the Croydon Tram link stops in Merton.
- **Radio and Spotify advertising** - localised radios scripts for different target audiences
- Our **on street engagement activity** is aligned to our data around low uptake groups – in particular, we are promoting around our roving team vaccination offer and community pharmacies in some of our low uptake areas, including Wimbledon Library, Cricket Green, Merton Civic Centre and Colliers wood
- **Community engagement** at local partnerships meetings and community groups such as Merton Community Voice Forum, Merton and Wandsworth Communications and Engagement Group, Merton and Wandsworth long term conditions community empowerment steering group and Merton social prescribing steering group.

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We received over 200 applications for our Winter Engagement Fund, 100% increase from last year. We are the process of shortlisting and activities will start in December.



# Roving Team Activity - Update to End of December

## Housebound

Since the start of the Autumn / Winter Campaign the Roving team have Held 113 Housebound sessions and provided a total of 1,293 covid vaccinations and 36 Flu vaccinations to this patient cohort.

84 of these sessions were held in Sutton.

Housebound by Borough <input type="text"/>	Sessions	Number of covid-19 doses given	Number of flu doses given
Croydon	14	101	9
Kingston & Richmond	7	54	5
Merton	7	74	6
Richmond	1	9	0
Sutton	84	1055	16
<b>Grand Total</b>	<b>113</b>	<b>1293</b>	<b>36</b>

## Pop up Activity

A further 230 pop up clinics have been held delivering 2,327 covid vaccinations and 278 flu vaccinations. 84 of these sessions were held in areas of higher deprivation (487 covid and 49 flu vaccinations were given). On 15<sup>th</sup> November the team in collaboration also provided over 30 Hep A vaccinations to pupils and staff at Nursery school in Croydon following an outbreak.

<input type="text"/>	Sessions	Number of covid-19 doses given	Number of flu doses given
Homeless	9	25	8
LD	2	74	0
Out patients	72	525	72
At risk	2	138	62
General	145	1565	136
<b>Grand Total</b>	<b>230</b>	<b>2327</b>	<b>278</b>

## Future activity

The team have planned a further sessions during January providing both Covid and Flu to 31<sup>st</sup> January and Flu to 31<sup>st</sup> March. Aside from their regular pop ups they are attending a variety of additional events such as Football Fireworks in Sutton, Health Event in Wandsworth, Knives not Lives in Croydon, homeless and refugee events in Kingston and Croydon and Mencap in Richmond. The roving team are supported by the SWL Workforce Management team and approx 300 bank staff, including registered and unregistered vaccinators, and admin.

# Sites currently offering Covid vaccinations in Merton

## Fixed Sites

- AP Chemist
- Harland Chemist
- Hilton Pharmacy

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## Pop up venues

- Merton Civic Centre (20<sup>th</sup> Dec and 17<sup>th</sup> Jan)
- Mitcham Library (23<sup>rd</sup> Jan)
- Wimbledon Guild of Social Welfare (23<sup>rd</sup> Jan)
- Age UK Mitcham (25<sup>th</sup> Jan date TBC)
- Pollards Hill Library (Currently in discussion TBC)



# MMR and SAIS activity



## South West London

Vaccination rates for all routine immunisations have declined in Q2 for children turning 12m-5yr between July to September.

- In Q2 (COVER data), a total of 4,094 out of 4,993 children have been vaccinated with 2 doses of MMR by 5yrs. 899 children remained unvaccinated in SWL.
- Funding for the MMR campaign has been approved. Submissions for how the MMR funding will be utilised has been completed.
- There will be a focus on maximising capacity outside of GPs for MMR.

Q2 - July to September					
	Denominator (5yrs)	Vaccine	MMR Uptake %	Vaccinated	Unvaccinated
SWL	4,810	MMR1 by 2yrs	82%	3944	866
	4,993	MMR1 by 5yrs	87%	4094	899
	4,993	MMR2 by 5yrs	74%	4094	899
	4,993	MMR1+MMR2	80%	4094	899
Kingston	6,05	MMR1+MMR2	91%	496	109
Richmond	658	MMR1+MMR2	77%	540	118
Merton	654	MMR1+MMR2	84%	536	118
Wandsworth	1,104	MMR1+MMR2	86%	905	199
Sutton	651	MMR1+MMR2	88%	534	117
Croydon	1,328	MMR1+MMR2	81%	1089	239

Table highlights total denominator of children eligible by 5yrs who have and have not received any dose of MMR by 5yrs based off Q2 COVER data.

- HRCH are providing MMR/Polio vaccination in priority schools and community clinics across 5 boroughs.
- Where possible, the polio imms team has been attending schools to administer MMR/Polio on the same day as the SAV teams administering flu to minimise disruption to the schools.
- The call centre has been calling parents of unvaccinated/under vaccinated children to offer a clinic appointment.
- Uptake of vaccinations remains poor.
- In total 144 children have been vaccinated this term in clinics and schools. 114 MMR and 101 vaccines containing polio administered.

### Pre Campaign

- Start date was brought forward at short notice.
- EOI process was released for any community pharmacy to take part.
- Frontload of vaccine for sites was done with insufficient notice to provide proper consideration for clinic planning.
- Tech readiness for new sites was not in place.
- Finances were changed and then changed again.

### Operational

- Training and assurance was not released at the same time
- Vaccine types were switched mid campaign
- Vaccine delivery does not work for everyone despite increased frequency
- Significant increase in number of sites taking part
- National algorithms do not take into account local booking systems or walk ins

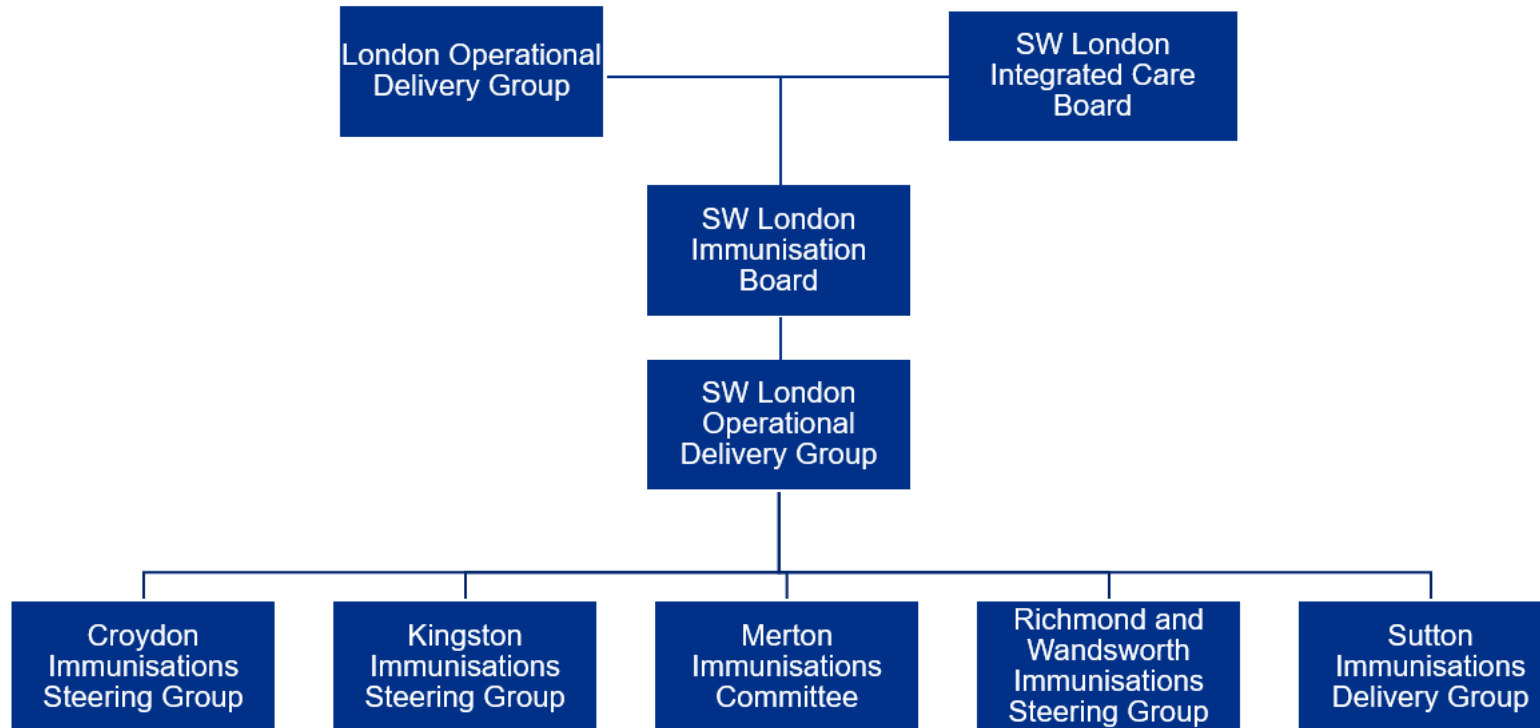
### Communications and Engagement

- Early communications were not clear with changes to the start date for both the public and providers
- Local communications campaigns very good
- National campaign not launched until November
- A lot of local engagement with community groups carried out

### Lessons Learned

- Look at how to manage the increased number of sites, are they all necessary going forward
- Needs to be a change to vaccine delivery system
- More time to add local knowledge to national front load suggestions
- Communications from national need to be clearer
- Increasing access/sites doesn't increase uptake in areas of vaccine hesitancy. Need to do something different to target these groups?

# Governance and Local Immunisation Committees



## January Onwards

- Covid Legal Framework ends 31 January 2024
- MMR Phase 2 campaign.
- Planning for Spring – awaiting JCVI decision
- Infant Second Covid doses continue
- Newly immunosuppressed under PSD

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- Spring Covid Campaign** – Current thinking – awaiting confirmation
- April 15<sup>th</sup> Start for Care homes with others to follow the week after.
  - Cohorts the same as Spring 23
  - Vaccine - Cominarty

## To be confirmed

- RSV
  - Chicken pox
- 

# Immunisations – a look ahead

- New National Strategy published in December 2023
- Refreshed SW London Strategy and Borough plans by April 2024
- Using the Roving Team March-April to support immunisation uptake
- Roving team joining Health Visiting/School Nursing teams
- Immunisations Facilitators starting January/February 2024
- Training for front line Local Authority staff to support conversations with parents
- Training for Primary Care staff
- Changes to the ICS Immunisations staffing structures





# Questions



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