

READING BOROUGH COUNCIL

TO:	HEALTH & WELLBEING BOARD		
DATE:	6th OCTOBER 2017	AGENDA ITEM:	15
TITLE:	SEASONAL INFLUENZA CAMPAIGN PERFORMANCE 2016-17		
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1.0 PURPOSE OF REPORT

This paper is to update the Health and Wellbeing Board on the performance of the influenza (flu) vaccine campaign in winter 2016-17 to summarise lessons learned and to inform the board of changes to the national flu programme for the coming flu season and how these will be implemented in the Berkshire Local Authorities Winter Flu Plan 2017-18 (Appendix A).

APPENDICES:

- Appendix A - Berkshire Local Authorities Winter Flu Plan 2017-18
- Appendix B - National Flu Plan Winter 2017-18
- Appendix C - Berkshire Seasonal Influenza Vaccine Campaign 2016-17 Report
- Appendix D - Presentation from Berkshire Flu Workshop June 2017

2.0 RECOMMENDATIONS

The Board is asked to:

- 2.1 Agree and endorse the multi-agency approach planned for Reading as set out in the Berkshire Local Authorities Winter Flu Plan 2017-18 (Appendix A)
- 2.2 Support respective organisations to fulfil their responsibilities as set out in the National Flu Plan Winter 2017-18 (Appendix B)
- 2.3 Note the local performance of flu vaccination uptake as set out in summary in this report and Appendix C (full detail)
- 2.4 Be flu champions – take every opportunity to promote the vaccine uptake and debunk myths, accept the offer of a flu vaccination where eligible

3.0 BACKGROUND

Seasonal influenza (flu) is a key factor in NHS winter pressures. The National Flu Plan (Appendix B) aims to reduce the impact of flu in the population through a series of complementary measures. Flu vaccination is commissioned by NHS England for groups at increased risk of severe disease or death should they contract flu.

Key aims of the immunisation programme in 2016-17 were to;

- Actively offer flu vaccine to 100% of people in eligible groups.
- Immunise 60% of children, with a minimum 40% uptake in each school
- Maintain and improve uptake in over 65s clinical risk groups with at least 75% uptake among people 65 years and over, 55% among clinical risk groups and 75% among healthcare workers

3.1 Multi-agency approach

Flu vaccination is commissioned by NHS England for groups at increased risk of severe disease or death should they contract flu and vaccination is provided by a mix of providers including GP practice, community pharmacy, midwifery services and school immunisation teams.

The role of local authorities is to provide advocacy and leadership through the Director of Public Health and to promote uptake of flu vaccination among eligible residents and among staff providing care for people in residential and nursing care. Local authorities are also responsible for providing flu vaccine for frontline health and social care workers that are directly employed. Local authorities may also provide vaccine to staff members as part of business continuity arrangements.

CCGs are responsible for quality assurance and improvement which extends to primary medical care services delivered by GP practices including flu vaccination and antiviral medicines. The CCG also monitors staff vaccination uptake in Providers through the CQUIN scheme.

A collaborative multi-agency approach to planning for and delivering the flu programme is taken in Berkshire, beginning with a flu workshop in June. Public Health Teams used output from the workshop to develop their local flu action plan, setting out the steps they will take to engage and communicate with local residents about flu, promote the flu vaccine to eligible groups and support partners to provide and manage the programme.

Actions taken in 2016-17 as part of this approach included;

- A joint flu plan between local authority public health and the CCGs in the East / West of Berkshire
- Participation in the twice-monthly NHSE telecom to share flu data, best practice and ability to raise concerns with representation locally
- A CCG monthly local meeting is held which has representation from across all providers and local authority public health. This meeting monitors local uptake of the flu vaccination and flu activity and sharing of good practice and any concerns. Providers also have signed up to the Health and wellbeing of staff CQUIN which includes staff flu vaccination uptake
- In the East of Berkshire the CCG Quality team supporting low performing GP practices with practice visits
- Sending a flu communication pack to care homes

- Local communication is linked to the national flu campaign as well local alignment of communications between the local public health and the CCG communication teams. There is good collaborative working
- Linking with the Thames Valley Health Protection Team around management of flu outbreaks
- The Wellbeing team supporting the BHFT schools immunisation team to engage with those schools where initial engagement was less effective and home educated children who were eligible for the vaccination
- Working with local groups and key community settings to promote flu vaccine for example links in with target community groups such as older people, people with learning disability and the community and voluntary sector.

4.0 READING UPTAKE 2016-17

GP-registered patient groups

In keeping with the national and regional picture, uptake of vaccine among GP-registered patients in Berkshire was generally higher in 2016-17 than in 2015-16. Along with Bracknell and Ascot, Windsor Ascot and Maidenhead and Wokingham CCGs, Slough CCG reported improved uptake across all GP-registered patient groups.

Uptake of vaccines among GP-registered patients in Reading was similar in 2016-17 to that in 2015-16. As shown in Figure 1 below, North & West Reading saw an increase in 2016-17 in Under 65's (at risk) and in 3 year olds. Uptake decreased in all other groups, with the most notable in children aged 2 years and pregnant women.

Figure 1 also shows that South Reading CCG saw an increase in uptake in children aged 4 year olds, with a decrease reported in all other groups. The most noticeable variation between 2015-16 to 2016-17 was in pregnant women.

In line with regional and national picture, no Berkshire CCG achieved the 75% target for patients aged 65 and above.

Figure 1. Comparison of Flu Vaccine Uptake by Reading CCGs – 2015/16 to 2016-17

CCG	Summary of Flu Vaccine Uptake %					
	65 and over	Under 65 (at-risk)	All Pregnant Women	2 Years old	3 Years old	4 Years old
NHS SOUTH READING	68.9	46.4	39.3	35.7	39.6	30.1
2015/16 Variation	-1.6	-1.4	-5.2	-0.6	0.0	0.3
NHS NORTH & WEST READING	74.0	54.1	46.3	42.4	49.1	37.6
2015/16 Variation	-1.1	1.7	-3.1	-5.8	2.6	-2.0
Thames Valley Total	72.1	50.7	47.2	43.3	47.0	38.1
2015/16 Variation	0.6	4.1	1.0	3.1	4.4	3.2
England Total	70.4	48.7	44.8	38.9	41.5	33.9
2015/16 Variation	-0.6	3.6	2.5	3.9	3.8	3.9

Data source: [Seasonal influenza vaccine uptake amongst GP Patients in England](#)

Figure 2. Flu Vaccine Uptake across Reading Local Authority area – 2015/16 to 2016-17

LA	Summary of Flu Vaccine Uptake %					
	65 and over	6mo - 65y (at-risk)	All Pregnant Women	2 Years old	3 Years old	4 Years old
Reading LA	71	48.5	41	35.8	41.6	31.9
2015/16 Variation	-1.4	0	-4.9	-2.9	0.6	0.1
England Total	70.5	48.6	44.9	38.9	41.5	33.9
2015/16 Variation	-0.50	3.5	2.6	3.5	3.8	3.9

Data source: Seasonal influenza vaccine uptake amongst GP Patients in England

Children in school years 1 to 3

The children's nasal vaccine was delivered in primary schools by a team of school immunisation nurses from Berkshire Health Foundation Trust. The team arranged and carried out visits at nearly 300 schools across Berkshire, including special schools where all year groups were offered vaccine. The BHFT school immunisation team delivered over 23,000 doses of vaccine and as shown in Figure 3 below succeeded in reaching and exceeding the 40% overall uptake target in every Berkshire LA. In keeping with the national picture, uptake was lower in older children.

Figure 3. % of Flu Vaccination Uptake Reading compared to England 2016-17

LA	Flu Vaccine Uptake %		
	Year 1 (age 5 - 6 years)	Year 2 (age 6 - 7 years)	Year 3 (age 7- 8 years)
Reading LA	66.9	61.2	60.3
England	57.6	55.3	53.3

Data source: Seasonal influenza vaccine uptake for children of primary school age, Provisional monthly data for 1 September 2016 to 31 January 2017 by Local Authority

NHS Healthcare workers - Uptake in Royal Berkshire Foundation Trust was 60.6% compared to the 48.6% previous flu season, while in Frimley Health NHS Foundation Trust uptake also fell from 49.3% to 38.7%. Uptake in South Central Ambulance Trust rose from 30.5% to 54.7%, while Berkshire Healthcare Foundation Trust achieved a 76.2% uptake rate, an increase from 64.1% and the highest in Thames Valley.

LA Health and Social Care staff and others

Reading Borough Council staff were able to access a vaccine through a voucher scheme redeemable at participating local pharmacies. Vaccine was made available to all staff who worked in services considered essential for business.

Eligible staffs were identified via RBCs business continuity plan. This approach was supported by all DMT's across the Council. DMT's were provided with an opportunity to provide feedback on this approach, as well as content of planned communications. Once approved, these were sent to key contacts i.e. Heads of Services to disseminate to staff in the most appropriate way for their business.

Where public health were able to be identified, key business support roles were copied into communications and received advice on ways in which they could influence uptake in teams i.e. printing and handing out vouchers, discussion in team meetings.

47 staff received a vaccine through this scheme, this is markedly lower number than in 2016/17 when vaccinations were delivered onsite at the Civic Centre using the occupational health suite.

Advance bookings for vaccinations in 2016/17 were low, it was only through business support actively seeking opportunistic discussions with staff and having the list of appointments available (either on the day or the next day) there was a positive impact on uptake, although this was time intensive.

5.0 LEARNING FROM 2016-17

- Local Authority public health teams actively promoted flu vaccination to eligible groups using a range of channels and worked collaboratively with commissioners and providers before and during the season to identify issues.
- Whilst uptake among school children was good, uptake in other risk groups remains below the desired level; this is in line with other areas of the country.
- There remains considerable variation in uptake between GP practices, both within and between CCGs. Sharing of best practice across practices and better communication of uptake to practices throughout the flu season and ensuring patients are invited for vaccination in a way that suits them may help to reduce variation in uptake between practices.
- Use of national materials and good multi-agency working enabled consistent flu messaging to the public however there is scope to improve the reach of these messages to eligible groups
- Myths and misconceptions regarding vaccines remain an important barrier to uptake.
- Other barriers may include variation in access to GP flu clinics, lack of health literacy and inclusion of porcine element in the children's vaccine making it inappropriate for some groups.
- Uptake among front line local authority social care workers remains difficult to measure; there is scope to improve data collection in this area.
- Providers of residential and nursing care are not consistently offering flu vaccine to employees in line with national recommendations, this remains challenging for local authorities and CCGs to influence.

6.0 PLANS FOR 2017-18 FLU SEASON

A successful flu planning workshop took place on 14th June at the Open Learning Centre, Bracknell. This was well attended by a range of stakeholders from across Berkshire and focussed on reducing variation in performance between GP practices and working to consider actions to help increase the offer and uptake of flu vaccine among residential and nursing home front line staff in line with national guidance.

- Following the workshop, the Shared Public Health Team developed a high level Berkshire Flu Plan which enabled Reading Borough Council's Wellbeing team to create a local flu action plan for the 2017-18 season. Please see supporting documents for copy of RBC's Flu Vaccination Action Plan for 2017/18.
- The CCG in the West of Berkshire is developing a communications plan and will work with the Public Health/Wellbeing Team to ensure there is a collaborative approach
- RBC's Wellbeing team is supporting the school immunisation team to engage directly with information governance leads to discuss data sharing requirements and enable the immunisation team to receive class lists ahead of school visits
- Multi-agency East and West of Berkshire Flu Action group meetings will start from September with Providers, Local Authority Public Health and NHSE
- Local NHS Providers again have a CQUIN to deliver the flu vaccine to 70% of their frontline clinical staff.