

Berkshire Flu Planning Workshop 2018

Open Learning Centre, Bracknell

8th June 2018

Introduction and aims

The workshop was organised by Berkshire Shared Public Health Team and attended by >40 stakeholders from a range of organisations; CCG, local authority (public health and social care), primary care, PHE, NHS Trusts, Berkshire Care Home Association and Involve (Voluntary Sector).

The aims of the workshop were to;

- Review flu activity and impact of flu in 17-18
- Hear commissioning intentions for 18-19 vaccination campaign
- Learn from each other about what works and where challenges remain
- Identify real actions that we can take forward over the summer and into flu season

A full attendee list is attached as Appendix 1

A full slide set from the event is attached as Appendix 2

Flu Activity and impact in Berkshire Winter 2017-18

Rachel Mearkle, CCDC, Thames Valley Health Protection Team, PHE South East

National

- Moderate to high levels of influenza activity were observed in the UK with co-circulation of influenza B and influenza A(H3), which is different to 2016-17 where H3N2 predominated. Indicators for GP consultation for flu-like illness in and out of hours and for NHS 111 calls were at higher levels than in 2016-17, patterns of activity were similar peaking in week 52. Peak admissions rates of influenza to hospital and intensive care were higher than seen in the previous 6 seasons.
- There were 51 outbreaks of influenza-like illness (ILI) reported in the Thames Valley between 1st September 2017 and 31st March 2018, of these 43 were in care, residential and nursing home settings. This a larger number than observed in last two seasons
- In Berkshire most outbreaks were in Berkshire West, Wokingham had the highest number of outbreaks reported (8), Berkshire East reported much lower numbers – this is consistent with recent years but it is unclear what underlying reasons for differences are.

Challenges for PHE Health Protection Team were;

- Rates of flu higher than last year
- Ensuring a resilient and timely response
- Identifying levels of vaccine uptake in staff and residents
- Communication - improved through the season with new relationships being developed with CCG and providers of outbreak response services
- Operational issues: pressures on commissioned services, access to antivirals and medical records
- Commissioning arrangements – at start of flu season these were not in place

Berkshire review & planning

Harpal Aujla, NHSE Screening and Immunisation team

2017/18 Performance

Nationally and locally there was an increase in vaccination uptake in most groups, however in Thames Valley a decrease in uptake among under 65's in clinical risk groups was observed.

In Slough CCG, uptake in all groups except those aged over 65s was lower than last year, this was despite increased communication and engagement with practices and the public throughout the season.

Uptake in WAM CCG improved in 2017/18 for all groups compared to the previous season, the ambition to immunise 75% of over 65s and 55% in other groups was not met.

In Bracknell & Ascot CCG, uptake in under 65s at risk fell slightly as did uptake in 2 year olds. Ambition was met in pregnant women, with 55.8% of women in this group vaccinated.

Newbury and District CCG, achieved the highest uptake among over 65s within Berkshire with 77.5% being vaccinated, uptake was also increased in all other groups with the exception of under 65s at risk. A similar pattern was observed in both Wokingham and Newbury & District CCGs.

In South Reading, uptake was higher than the previous year in all groups although ambition to vaccinate 75% of over 65s and 55% in risk groups was not met.

Uptake of vaccine delivered through the school-aged flu programme was up on last year with the target uptake of 40% overall exceeded in all local authority areas. Uptake tended to be lower in older children with uptake decreasing with each year group; this is in line with national data. More than 61,000 children received their vaccines through this programme delivered by the BHFT school immunisation team who engaged with 400 schools and also ran several mop-up clinics across Berkshire.

15,462 doses were delivered through community pharmacy and 200 doses to pregnant women in maternity services. Numbers of pregnant women vaccinated in Wexham Park Hospital were significantly reduced compared to 2016-17, when a different delivery model based on a single lead midwife was in operation. In 2017-18 the model was for more midwives to be able to vaccinate, however this loss of "ownership" within a busy service has resulted in less women being vaccinated. This is being reviewed for 2018-19.

It was noted that groups with the highest relative risk of mortality from flu have the lowest uptake (kidney, neuro, immunosuppressed, chronic liver disease). These should be the highest priority groups. It was discussed that many of these patients may receive most of their care in the hospital setting rather than at GP and that working with hospital specialties to increase staff awareness of the eligible patient groups and the ability / time / confidence of these staff in signposting and supporting patients to attend GP or pharmacy for their vaccine was an area of work that could be taken forward on a more systematic basis

It was also discussed that people with learning disabilities are eligible for flu vaccine as part of the neurological conditions risk group. See 'learning from local areas' for more discussion.

2018/19 Commissioning Intentions

The commissioning intentions are very similar to last year. Key changes are that school year 5 children are added to the school-aged programme, with an uptake ambition of 40 to 65%.

Community pharmacy will again be commissioned nationally to provide vaccine to all eligible adult groups. It is expected that the PGD will be published in August to support this.

In Oxfordshire and Buckinghamshire renal units have been commissioned to provide flu vaccine to eligible CKD patients attending for dialysis. Discussions regarding rolling this out in Berkshire are currently under way.

Flu vaccine recommendations and availability

The higher burden of H3N2 among elderly people together with the lower VE of vaccines against this sub-type support the need for more effective interventions¹ and the UK Joint Committee on Vaccination and Immunisation has advised that use of adjuvanted trivalent inactivated vaccines (TIV) in those aged 65 years and older would be both more effective and cost-effective than the non-adjuvanted trivalent or quadrivalent vaccines currently in use².

In February 2018, NHS England wrote to GP Practice and Community Pharmacies advising that they should offer;

- adjuvanted trivalent vaccine (aTIV) for all 65s and over
- quadrivalent vaccine (QIV) for those age 18 to 64 at risk

LAIV nasal vaccine should continue to be offered to healthy children aged 2 and above

It was raised that in previous years, community pharmacies have received their vaccine stocks before general practice which has led to dissatisfaction among practices that are then left with vaccines.

Q: *Would this happen again this year?*

A: *As there is a single supplier of the adjuvanted vaccine stocks will be made available to both practices and pharmacies in three phases 40%/20%/40% in Sept/Oct/Nov), therefore these issues are less likely to impact on practices in the same way this year.*

ACTION:

HA to escalate to National Flu team and feed back

This phased approach may mean that practices may need to change the way they deliver vaccine.

RECOMMENDATION:

Practices should consider adopting a mixed approach to clinics, rather than >65 clinics only. Clinics will need to be spread out through September, October and November in order to offer adjuvanted vaccine to over 65s.

NHS England next steps

July

- Renal Flu implementation in Berkshire
- NHS England South East (Thames Valley) Action plan and timelines

¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/641162/Influenza_vaccine_effectiveness_in_primary_care_1617_final.pdf

² <https://www.gov.uk/government/publications/flu-vaccination-supporting-data-for-adult-vaccines/summary-of-data-to-support-the-choice-of-influenza-vaccination-for-adults-in-primary-care>

August

- Thames Valley Comms Plan developed
- GP briefing, LPC Meeting & final provider checks

September

- Start of Seasonal Flu Season
- Seasonal Flu training Workshops- OVG hosted
- First Fortnightly stakeholder teleconference

It was raised that it would be useful to have a timeline of when leaflets, PGDs, etc will be available to share with all stakeholders as part of the NHS England South East (Thames Valley) Action plan

ACTION:

Harpal to take this request back to the team in NHSE and let local flu leads know

Key learning from local areas, LA / CCG Flu leads

East of Berkshire CCG - Jo Greengrass

- Monthly meeting useful – to discuss how the flu season is going, review data to identify practices that might need support – particularly in Slough, encourage learning from one another
- Hoping to do a flu survey of patients in Slough to understand why they aren't having the vaccine
- Improvements in RBWM with better care fund money to work with the practices to give advice about how they can improve uptake
- RBH – increase in number vaccinated

Berkshire West CCG – Victoria Farley

- Lots of changes in landscape – emerging alliances can support each other increase in vaccine uptake in reading
- Plans now in place in the CCG

Bracknell Forest PH team – Annie Yau-Karim

- There have been internal issues with HR to identify the numbers working for them that require vaccine
- Working with community groups to promote vaccine including Polish, GRT, NCT – e.g. Polish group through a closed Facebook Group used by polish mums
- **RBWM PH team – Sian Smith**
- Workforce – social care outsourced so struggled to get staff – took time to identify number of staff they had
- They also had difficulty sourcing vaccine – more costly to organise directly than to pay e.g. Lloyds to do
- Discussed the possibility of several groups working together to order vaccine in bulk which could reduce the individual cost

ACTION: JJ to coordinate a meeting of LA flu leads to enable discussion and agreement on this can take place ASAP

Slough PH team - Tim Howells

- Targeting Comms – work with local groups to get messages out challenges Polish

and Roma community

- Using the NCMP as inspiration they plan to use personalised letter for school to tell them how they can improve – so this year schools will get personalised letter with the number of pupils vaccinated – aim to dispel myths
- ACTION discuss that will try to roll out across all Berks these individual letters for schools
- Also discussed the possibility of approaching governors as well as heads
- Internal issues with not knowing frontline staff – there will be a working group set up to assess vaccine for council staff

Reading PH team - Suzie Watt

- Key issues are relationship, social media, community groups
- Working with LA colleagues year on year to embed the staff flu vaccination offer, although budget reductions may mean that this is at risk for 2018-19 – **see above action**

West Berks PH team - Maria White

- Social media using content of local system leaders CEO and local GP being vaccinated to underpin importance of vaccination - has proved engaging as shown by analytics
- Have encouraged key council staff to promote vaccine within directorates Flu champions have come forward as a result of survey last season
- Laminated winter readiness pack with summary has been helpful

Wokingham PH team - Carol-Anne Bidwell

- Staff vaccination clinics – went well, mentioned as staff benefit for new starters at the council
- Key areas such as community mental health, children centres were cancelled due to lack of demand – this requires further thinking about which sites and venues offer best accessibility for staff
- Care home staff are a top priority for next year

Berkshire Care Homes Association

- Care home staff vaccination letter came very late last year, discussed that the letter would be helpful earlier
- Would be helpful to have a coordinated communications approach about vaccination for care staff with emails spread out over time with gentle reminders rather than all at once.
- Also need to have clear message about where staff can access their vaccine – GP/Pharmacy and what evidence might be required

ACTIONS:

- **HA to seek further clarity from national team / NHSE regarding care workers vaccination offer**
- **HA to ensure that comms plan includes messages, channels and time frame that these will go out to this group**
- **JJ to liaise with local flu leads in LAs and CCGs to ensure care homes and domiciliary care do not get bombarded with information**

Berkshire Healthcare Foundation Trust

- Issues with staff for prophylaxis – difficulty if Occupational Health outsourced, consultants don't work full time etc. Clarified that provision of prophylaxis for exposed staff is an occupational health responsibility for community trust

ACTION:

DGi to share documentation on OH responsibility with BHFT

Royal Berkshire Foundation Trust

- Staff vaccination programme – offering clinics at different times to meet working patterns of staff
- Developing internal posters using images of staff members with the “I got a flu vaccine because...” content went down well
- Awarding wards / offices a basket of fruit for highest uptake was a low cost incentive

Involve Bracknell on behalf of Voluntary organisations

- Involve asked why voluntary workers providing support to vulnerable groups are not offered a flu vaccination and who would be responsible for providing / funding this. The work of these agencies helps to keep people out of hospital so is there a moral obligation to offer vaccine to volunteers in order to protect clients and ensure service can continue over winter when flu is circulating.

JJ agreed there is a need to think about how this can be discussed/addressed.

ACTION:

JJ to discuss scope of LA flu vaccine offer with LA and CCG flu leads

Specific discussion followed around how to better reach people in the clinical risk groups with higher relative risk such as neurological conditions, immunosuppression and kidney and liver disease and also specific actions that could be taken to ensure that people with LD receive information in a way that is appropriate and useful and enables them to make more informed choices on flu vaccine

Neurological/Liver/Renal Patients

- Consider also how inpatients/patients seen by HCWs e.g. neurology patients are also a vulnerable group
- In neuro/liver/renal patients prioritise message about protecting patients as well
- Text messaging patients in risk groups is useful particularly for those who are not regularly engaging with GPs/Pharmacy etc. – this seems to happen in lots of areas across the patch already but does not seem to result in the level of uptake we would like to see

People with Learning difficulties

- DGa – highlighted that people with learning difficulties are a priority group. SW said that TalkBack UK had co-produced a useful resource last year and that this had been shared across Berkshire
- Discussed that deaths in people with learning difficulties are now being reviewed formally
- DGi said that OH at RBH have produced video for people with learning difficulties that could be circulated
- Discussed if something similar be done on video with other priority groups

ACTION:

SW to confirm with Talkback UK that resources can be shared to

<https://www.healthresourceberkshire.org/>

DGi to share the link to the LD video

NHS staff

Increasing uptake

- Catherine Greaves reported sending individual email in December which prompted

stragglers to be vaccinated (about 100)

- Using lost days of work/school (+cost of this) can be powerful

Actions that will be taken as a result of the workshop – to be included and expanded upon within individual organisational flu action plans

Category	Action	Owner	Due date
Communication & Engagement	Share NHSE Thames Valley Flu Action Plan with dates, ensuring comms plan activities are included in the plan	NHS England (Harpal / Oasis)	Jul-18
Communication & Engagement	Arrange Berkshire LA Flu leads meeting to follow up on actions from this workshop	JJ	complete
Communication & Engagement	Arrange follow up meeting to agree on LA staff vaccination plans	JJ	Jul-18
Communication & Engagement	Agree timeline of communications from LAs and CCGs to ensure this aligns with NHSE and delivers a steady stream of information throughout flu season	CCG and LA flu leads, providers	Dependent on NHS England flu plan
Communication & Engagement	Work with clinicians in Out-Patients to promote vaccine to <65 in risk groups -	CCG Flu leads	Aug-18
Communication & Engagement	Promote adjuvant flu as there is widespread knowledge now that the non- adjuvant vaccine is not effective in >65s	CCG and LA flu leads, providers	
Communication & Engagement	Localise posters / social media content using real staff members “I had a flu jab because....”	NHS OH leads, LA flu leads	
Communication & Engagement	Discussion with nursing and care home commissioners providers explore possibility of including a minimum uptake for flu uptake of staff into contract	LA commissioners	
Communication & Engagement	Promoting hand and respiratory hygiene as part of seasonal flu actions	LA public health, CCG comms	
Communication & Engagement	Communication across organisations – awareness raising of LA in schools, work with school governors	LA public health	
Communication & Engagement	Add to letters for school about student/staff absences and time lost – evidence from pilot that vaccine in students can reduce absence in teachers	LA public health / LA education/PHE	
Communication & Engagement	Identify LA champions within each LA to engage Directorates in “keeping well this winter” – use expertise and make fun	LA Public Health	

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Category	Action	Owner	Due date
Communication & Engagement	Community clinics more accessible – add one in Maidenhead	?? SS to find out if BCF action	
Communication & Engagement	Share flu stories / myth-busting facts that have proved effective	BHFT Flu lead	Jul-18
Communication & Engagement	Working with RBFRS to promote flu vaccine to residents during home visits	JJ / LA flu leads	Jul-18
Communication & Engagement	Share resources to help people with LD to access flu vaccine with LD teams and local community groups – upload these to Berkshire health resource website PHE, NHSE resources, powerpoint	LA flu leads	
Communication & Engagement	Check ok to share Talkback UK resource via www.healthresourceberkshire.org/	SW (RBC Flu lead)	
Communication & Engagement	Ask new portfolio holder to get involved in the flu campaign in some way	MW (West Berkshire Flu lead)	
Communication & Engagement	Write to clerks of school governors to ask them to support imms teams	Public Health Berkshire	Jul-18
Communication & Engagement	Obtain PDF of leaflet for NHS stall to advocate vax to their at-risk patients and update / recirculate	Public Health Berkshire	Jul-18
Communication & Engagement	Social media – to share timetable and clinics with LA social media	BHFT	
Communication & Engagement	Identify how best to contact CQC to advocate for flu vaccine status to be part of inspections	JJ / LA flu leads	
Communication & Engagement	Update schools with PH about data sharing – importance of flu	BHFT School Imms Team	
Communication & Engagement	Communicate - Positive messages about vaccine efficacy	All flu leads	
Communication & Engagement	Children's Centres / schools, HV checks (ASQ), personalised letters to schools with CCG/LA logo. Dispel myths about viral shedding	LA / CCG flu leads BHFT School Imms Team	
Communication & Engagement	Engage – outpatient departments, online resources BHFT for children.	BHFT / CCG flu leads	

Category	Action	Owner	Due date
Communication & Engagement	Provide clear messaging about new vaccine for older people to public and to primary care	NHSE Flu leads / comms, LA flu leads	
Communication & Engagement	Ensure winter flu prep packs go to all schools and care homes before flu season starts	PHE	
Communication & Engagement	Meet target for immunisation in locality and ensure integrated service staff have equal opportunities to have flu immunisation	BHFT / LAs	
Communication & engagement	Develop and deliver Pharmacy Flu campaign	NHSE / LPC / community pharmacies	
Communication & engagement	Share stories that can be used to counter peoples reasons for NOT having a vaccine with other flu leads	Catherine Greaves, BHFT	
Communication & engagement	Create local posters with real staff members featured “I had my flu vaccine because	Trust/LAs/CCG	
Communication & engagement	Link up comms more in order that messages can be pushed further with the voluntary and community sector	Phil Cook, Involve Community Services / BF	
Communication & engagement	Communicate uptake to give out something, i.e. fruit bowl to winning uptake wards	BHFT/ RBHFT/ FHFT	
Communication and engagement	Have a flu champions meeting – harness what they can do to keep flu vaccines and keeping well in winter among staff and their families and communities	LA flu leads	
Communication and engagement	Raise awareness of importance of hand & respiratory hygiene in nurseries primary schools by developing and delivering through a train the trainer model of delivery	LA / CCG / PHE	
Communication and engagement	Hand hygiene awareness of Children’s Centres/nurseries – staff and children	LA / CCG / PHE	
Communication and engagement	Develop a targeted campaign and action plan specifically for care workers / care homes	LA / CCG flu leads with care home representatives	July - August 2018

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Category	Action	Owner	Due date
Communication and engagement	Keep staff flu vaccinations and flu messaging on the agenda and advocate for their importance in the system	LA	July - August 2018
Communication and engagement	Take 2017-18 flu report and 2018-19 flu plan to HWBoards	JJ and LA flu leads	Sept-Nov 2018
Communication and engagement	Develop and share letter for schools to inform them of last years uptake and advocate for 2018-19	TH (SBC Flu lead) / BHFT school Imms Team / PHE	complete
Communication and engagement	Local adaption and cascade school letter to primary schools end of summer / start of new term	LA flu leads via Education teams	Sep-18
Communication and engagement	Set up LA-wide flu task group to develop LA flu action plan	TH (SBC Flu lead)	
Communication and engagement	Work with to HealthWatch to strengthen links with 'seldom heard' groups	LA / CCG flu leads	
Communication and engagement	Hold a Care Home Forum, to include presentation and discussion on flu prevention, containment and staff cover by the end of September	Berkshire Care Home Association	
Implementation	Implement flu vaccine to renal units in Berkshire	NHS England	
Implementation	Move to digital systems – improved data flow to GPs	BHFT - CC	
Implementation	Investigate cost and feasibility for contracting large pharmacies to visit premises to deliver to staff	LA flu leads	
Implementation	Share cost and feasibility for contracting large pharmacies to visit premises to deliver to staff with Care Home managers / commissioners	LA flu leads	
Implementation	Send survey to schools immediately after the flu session to get more timely feedback	BHFT School Imms Team	
Implementation	Provide guidance to practices and community pharmacy on three phases of availability for the adjuvanted vaccine for >65s	NHS England (Harpal / Oasis)	ASAP
Implementation	Request further information on vaccine for care home / nursing home staff from national team	NHS England (Harpal / Oasis)	ASAP

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Category	Action	Owner	Due date
Implementation	Rewards / incentives for high uptake among staff	NHS OH leads, LA flu leads	
Implementation	Clarify commissioning arrangements and encourage HV to remind parents about flu vaccine for older children at 2 week check	LA flu leads	
Implementation	Flexible vaccine offer for staff vaccinations staff work 24/7 - make it easy for them to get their vaccine	NHS OH / Flu leads	
Implementation	Explore potential for joint commissioning flu vaccines for LA staff to deliver better value	LA flu leads	Jul-18
Implementation	Discussion with nursing and care home commissioners providers explore possibility of including a minimum uptake for flu uptake of staff into contract	LA commissioners	
Implementation	Share practice level uptake and numbers of unvaccinated patients in each risk group with practices	NHS England (Harpal / Oasis) and CCG flu leads	
Implementation	Support practices to offer clinics evening and weekends or through extended hours services	CCG flu leads	
Implementation	Work with RBFRS to explore possibility of enabling the BHFT school nurse team to offer mop-up sessions in the RBFRS outreach vehicle	JJ / LA flu leads	Jul-18
Implementation	Provide hand hygiene details to all schools via winter pack	PHE/JJ/SD	Oct-18
Implementation	Explore whether community midwives can be commissioned as flu vaccinators by CCGs?	JG / VF to discuss with NHS England	ASAP
Implementation	Try to arrange Maidenhead mop up for flu	BHFT School Imms / RBWM Flu lead	
Implementation	Flexible clinic times weekends / nights within Acute settings	RBHFT / FHFT	
Implementation	Explore possibility for GP flu clinics as part of Extended Hours services in Berkshire East	East Berkshire CCG	
Implementation	Explore possibility for GP flu clinics as part of Enhanced Access Services in Berkshire West	Berkshire West CCG	

Category	Action	Owner	Due date
Implementation	Help to increase child flu uptake within GP practice – promote flu vaccine in child imms clinics and at point of contact when booking an appointment for patients in risk groups	CCG flu leads / NHSE commissioners	
Implementation	Digital development. – electronic consent form	BHFT School Imms Team	Autumn
Implementation	Write flu uptake targets as a quality indicator in contracts with care providers	LA and CCG care commissioners	
Implementation	Share practice level uptake data with practices monthly to encourage uptake		
Implementation	Provide clarity on phased approach for adjuvanted vaccine delivery to GPs and Pharmacies	NHS England	
Implementation	Support practices to plan for mixed clinic approach spread out through September, October and November in order to offer adjuvanted vaccine to over 65s.	CCG flu leads	
Implementation	Set up and share dates for East Berkshire Flu Action Group	JG	complete
Monitoring & Evaluation	Agree what aims are for flu vaccine awareness campaigns – what does success look like, how will we measure it - social media engagement, surveys etc	All Flu leads with comms teams	Aug-18
Monitoring & Evaluation	Set out ambitions for LA staff flu uptake and gather denominator data before implmenting	LA flu leads	Jul-18
Monitoring & Evaluation	Share findings from flu survey in Berkshire East	JG / TH	Jul-18
Monitoring & Evaluation	Set up and share dates for Berkshire West Flu Action Group	JJ	Jul-18
Monitoring & Evaluation	Set up and share dates for Fortnightly NHSE teleconferences	NHS England	Aug-18
Secondary prevention	Ensure that outbreak response is discussed on fortnightly flu calls and as part of Berkshire Flu Action Groups	NHS England / CCG /JJ	From September 2018
Secondary prevention	Share guidance on occupational health responsibilities around antivirals for staff exposed to flu	DGi	ASAP
Secondary prevention	Get the antivirals commissioning arrangements in place by the beginning of the flu season	CCG flu leads	Aug-18

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Category	Action	Owner	Due date
Secondary prevention	Clarify process for prophylaxis for exposed staff within BHFT	BHFT flu leads / IPC leads	
Secondary prevention	Find out about RDTs and bringing these into use locally	CCG flu leads	
	Get a job. Give a job (pledge to donate to 3 rd world vaccine programme)	All	