



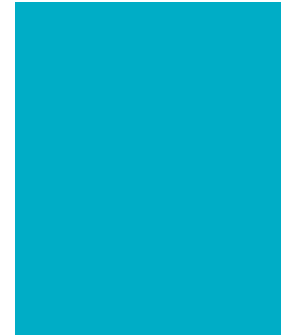
Public Health
England

NHS
England

Seasonal Flu Immunisation Programme

Update for Tees Valley Joint Health Scrutiny Committee

2014/15



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Aims of presentation:

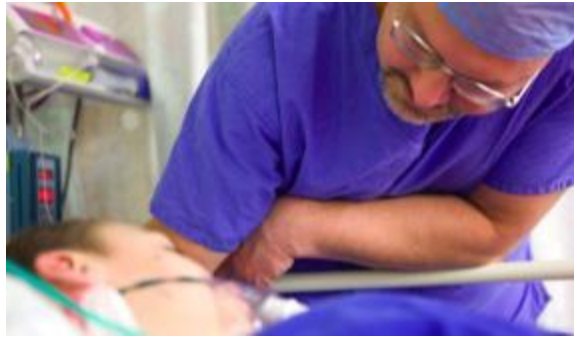
- To give an overview of the flu immunisation programme
- Review 2013/14 uptake and identify areas to focus on for 2014/15
- To give an overview of the 2014/15 programme and the key challenges





Key messages

- Flu immunisation is one of the most effective interventions to reduce harm from flu and pressures on health and social care services during winter.
- Increasing vaccine uptake in the risk groups is important because of the increased risk of death and serious illness if these groups catch flu.





FLU: the facts

- Flu is an acute viral infection
 - Highly infectious
 - Spreads rapidly in closed communities
- People with mild or no symptoms can infect others
- Most cases in the UK occur during an 8-10 week period during winter



Possible Complications of Flu

Common

- Bronchitis
- Otitis media (children)
- Secondary bacterial pneumonia

Less common

- Meningitis; encephalitis

Risk of most serious illness higher in children under 6 months, pregnant women and those with long term conditions



Flu vaccine eligibility

- Those aged 65 years and over
- Those aged 6 months to under 65 years in clinical risk groups
- All pregnant women
- All children aged 2, 3, and 4 years on 01/09/14
- School aged children in pilot areas
- Those in long stay residential care homes
- Carers
- Health & social care workers

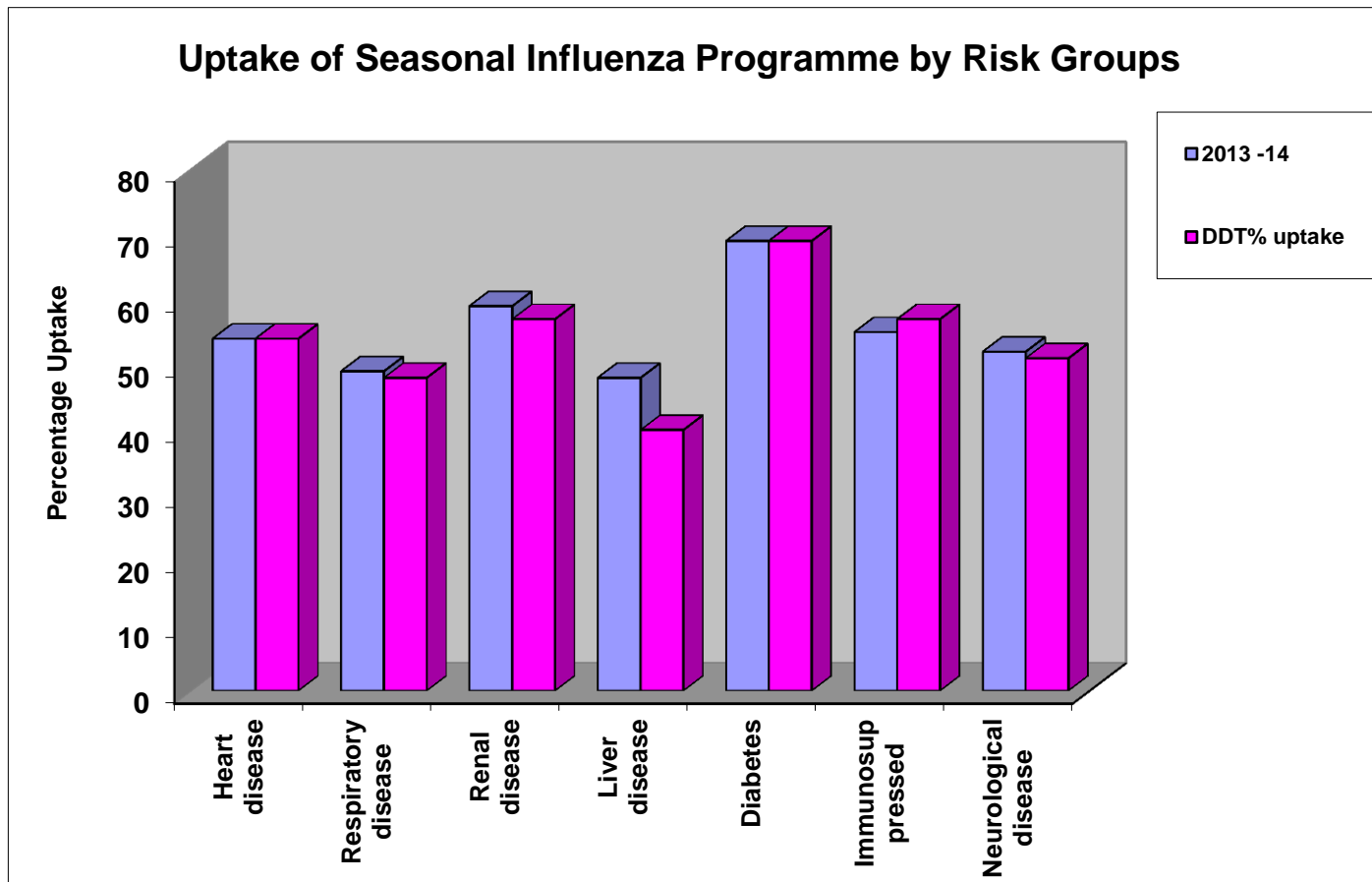


Seasonal flu vaccine uptake for 2013/14

CCG	65 years and over % uptake	Under 65 yrs. Clinical risk groups % uptake	Pregnant women % uptake	Children 2 years olds % uptake	Children 3years old % Uptake
Darlington CCG	73.8	50	49.3	54.5	53.4
Hartlepool & Stockton CCG	73.2	50.8	35.1	44.6	43
South Tees CCG	76.	49.9	30.4	41.1	39.2
DDT	73.7	50.5	36.3	45.5	43.4
England	73.2	52.3	39.8	42.6	39.6



Uptake: By Risk Group





Maximising uptake of influenza programme in 2014/15

Strategic Plan

- Influenza steering groups
- Key stake holders are members
- Groups meet monthly during the influenza season to plan and implement the delivery of the programme



Maximising uptake of influenza programme in 2014/15

Programme is delivered mainly through Primary Care

- NHS England commission service
- All GP practices have signed up
- Named individual in practice responsible for the programme
- Community Pharmacy Programme
- Midwifery Programme



Maximising uptake 2014 (cntd)

- Communication plan
- Training & update for health professionals
- Supply and administration of vaccines
- Data collection and monitoring
- Vaccine enquiry line



Pharmacy flu programme: Service aim

- To increase uptake of seasonal flu in key risk groups: 65 year olds and above, 18-64 year olds 'at risk', carers and pregnant women aged 18 years and above who are registered with a GP Practice within the Durham Darlington and Tees area.
- To increase patient choice and access
- To provide a service in addition the arrangements in GP practices



Pharmacy flu service 13/14

- 50 (33%) pharmacies across Tees Valley
- Most larger settlements covered
- High concentration of participating pharmacies in some towns (e.g. Stockton)
- But not all (e.g. Darlington)
- Service available throughout opening hours whenever trained pharmacist present



Participating Pharmacies by LA area

- Darlington 3 (13%)
- Hartlepool 10 (53%)
- Stockton 20 (49%)
- Middlesbrough 11 (37%)
- Redcar and Cleveland 6 (19%)

Pharmacy flu service 13/14

- Total vaccinations by pharmacies: 4,528
- Total vaccinations by GP practices: 236,700
- Pharmacy activity was 2% of total people vaccinated
- 10% of pharmacy patients not vaccinated in previous year



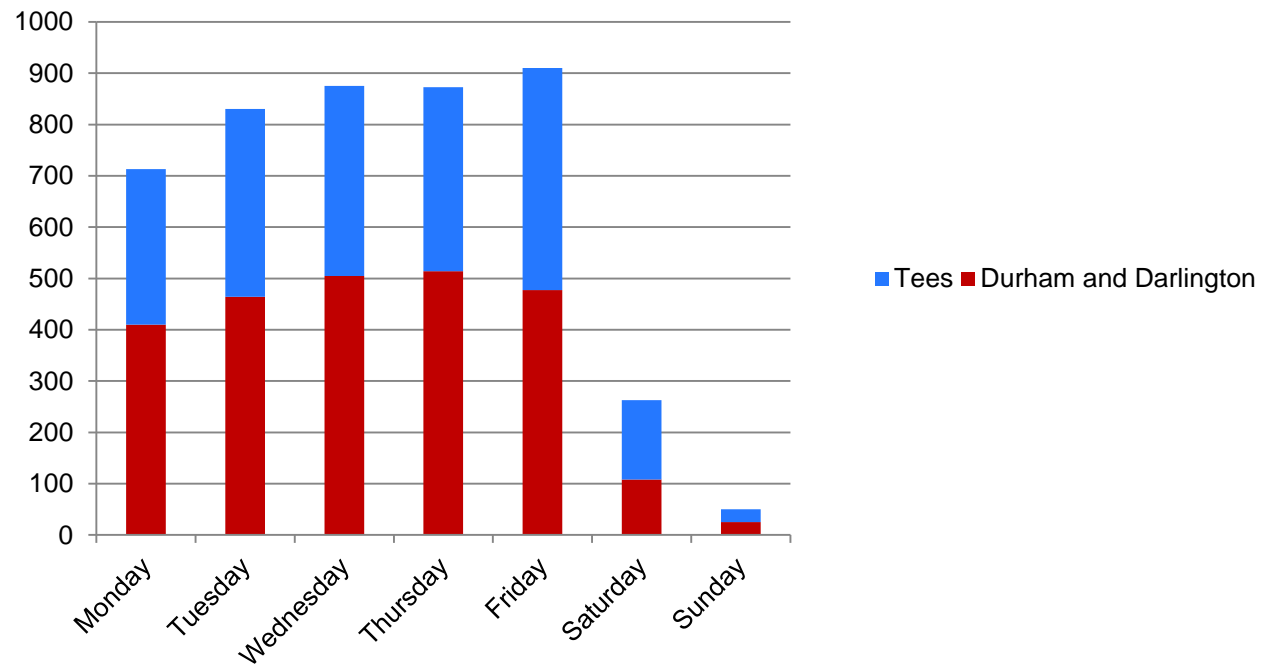
Breakdown activity by risk group

- Over 65 59%
- 18-64 at risk 36%
- Pregnant Women 2%
- Carers 3%

Higher percentage of 'at risk' groups vaccinated in Pharmacies.



Pharmacy activity by weekday:





Feedback

- Reasons for choosing pharmacy:
 - Convenience: 72%
 - Prefer pharmacy: 19%
 - Unable to attend GP: 5%
- Pharmacists views
 - Good use of their capacity
 - Professional satisfaction and motivation
 - Raised the profile of pharmacists



Summary of pharmacy flu programme

- Evaluation from last year informed the commissioning decision of the Area Team
- Low uptake of the scheme compared to the GP programme but choice was offered - where the scheme was available
- How can we make this programme more visible and attractive to those groups not accessing and engaging with more traditional delivery mechanisms i.e. booked appointments in order to positively increase uptake overall
- Commission for next two years – certainty of planning for GP practices and pharmacies
- The pharmacy programme will continue to be evaluated



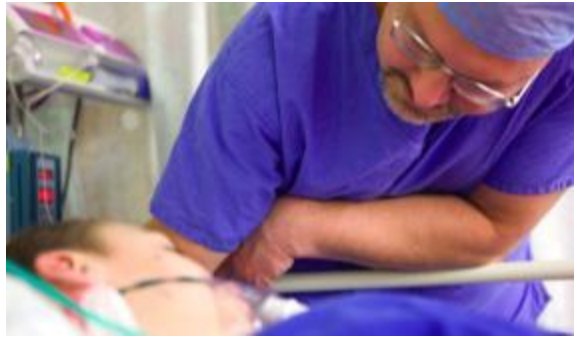
Midwife flu pilot programme

- To increase uptake of seasonal flu among pregnant women:
- Darlington – midwives are vaccinating pregnant women during antenatal clinics held in GP practices
- North Tees – midwives will be vaccinating pregnant women attending hospital clinics in Hartlepool and Stockton
- South Tees – midwives positively promoting the flu vaccination programme and plan to administer the vaccination next year
- The individual midwife pilot programmes will be evaluated to inform next years pregnant women's flu programme



Key messages

- Flu immunisation is one of the most effective interventions to reduce harm from flu and pressures on health and social care services during winter.
- Increasing vaccine uptake in the risk groups is important because of the increased risk of death and serious illness if these groups catch flu.





Key messages

- Flu in pregnancy may be associated with perinatal mortality, prematurity, smaller neonatal size, lower birth weight and increased risk of complications for the mother
- Vaccination of health and social care workers protects them and reduces risk of spreading flu to their patients, service users colleagues and family members

