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# Flu Update 2017-18

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**Report being considered by:** Health and Wellbeing Board  
**On:** 28 September 2017  
**Report Author:** Jo Jefferies, Consultant in Public Health, Bracknell Forest Council.  
**Item for:** Discussion

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## 1. Purpose of the Report

1.1 The purpose of this paper is to update the Health and Wellbeing Board on the performance of the influenza 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 locally.

## 2. Recommendation

2.1 The Health and Wellbeing Board note the Flu Plan 2017/18.

## 3. How the Health and Wellbeing Board can help

3.1 The Board is asked to:

- (1) Agree and endorse the multi-agency approach
- (2) Support respective organisations to fulfil their responsibilities as set out in the National Flu Plan
- (3) Be flu champions - take every opportunity to promote the vaccine and debunk myths
- (4) Lead by example, take up the offer of a vaccine where eligible

Please also see 6. Options for Consideration – lobby parliament on private care providers offering free flu vaccinations to all staff.

<b>Will the recommendation require the matter to be referred to the Executive for final determination?</b>	Yes: <input type="checkbox"/>	No: X
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## 4. Introduction/Background

4.1 Seasonal influenza (Flu) is a key factor in NHS winter pressures. The National Flu Plan 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.

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

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

## 5. Review of the 2016/17 Flu Season

- 5.1 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.
- 5.2 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.
- 5.3 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.
- 5.4 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.
- 5.5 Myths and misconceptions regarding vaccines remain an important barrier to uptake.
- 5.6 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.
- 5.7 Uptake among front line local authority social care workers remains difficult to measure; there is scope to improve data collection in this area.
- 5.8 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.
- 5.9 Actions taken in 2016-17 as part of this approach included;
  - (1) A joint flu plan between local authority public health and the CCGs in the East / West of Berkshire
  - (2) Participation in the twice-monthly NHSE telecom to share flu data, best practice and ability to raise concerns with representation locally
  - (3) 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

- (4) In the East of Berkshire the CCG Quality team supporting low performing GP practices with practice visits
- (5) Sending a flu communication pack to care homes
- (6) Local communication is linked to the national flu campaign as well as local alignment of communications between the local public health and the CCG communication teams. There is good collaborative working
- (7) Linking with the Thames Valley Health Protection Team around management of flu outbreaks
- (8) The public health team supporting the BHFT schools immunisation team to engage with those schools where initial engagement was less effective
- (9) Working with local groups to promote flu vaccine such all2gether and other third sector organisations, West Berkshire Mumsnet, local shops.

## 6. Local uptake West Berkshire

### GP-registered patient groups

- 6.1 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.

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 NEWBURY AND DISTRICT	74.4	55.7	45.1	53.6	53.9	46.3
2015/16 Variation	0.5	6.0	-4.7	2.6	3.1	0.7
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
<b>Thames Valley Total</b>	<b>72.1</b>	<b>50.7</b>	<b>47.2</b>	<b>43.3</b>	<b>47.0</b>	<b>38.1</b>
2015/16 Variation	0.6	4.1	1.0	3.1	4.4	3.2
<b>England Total</b>	<b>70.4</b>	<b>48.7</b>	<b>44.8</b>	<b>38.9</b>	<b>41.5</b>	<b>33.9</b>
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](#)

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
West Berkshire	74.9	56.2	46.9	54.1	54.8	45.9
2015/16 Variation	0.1	4.6	-3.1	1.7	4.3	1.1

<b>England Total</b>	<b>70.5</b>	<b>48.6</b>	<b>44.9</b>	<b>38.9</b>	<b>41.5</b>	<b>33.9</b>
<b>2015/16 Variation</b>	<b>-0.50</b>	<b>3.5</b>	<b>2.6</b>	<b>3.5</b>	<b>3.8</b>	<b>3.9</b>

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

### Children in school years 1 to 3

6.2 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 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.

LA	Flu Vaccine Uptake %		
	Year 1 (age 5 - 6 years)	Year 2 (age 6 - 7 years)	Year 3 (age 7- 8 years)
West Berkshire	77.1	73.8	71.8
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

6.3 Uptake in Royal Berkshire Foundation Trust was 60.6% compared to 48.6% in the previous flu season, while in Frimley Health NHS Foundation Trust the uptake 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. The target for vaccinating all NHS staff is 75%.

### LA Health and Social Care staff and others

6.4 WBC operated a workplace health voucher scheme to offer flu vaccine to particular groups outside of the NHS offer including, health and social care staff, council staff who work in any capacity with the public, business critical staff, staff in adult care settings commissioned by the council, Children’s Centre staff and staff in early years settings (that get the Government grant). Vaccine was also offered to staff working in Special Schools through in-school clinics provided by a pharmacist, plus vouchers, and to some third sector organisations, as part of this offer.

6.5 In 2016-17, 321 doses were given to the groups listed above for people outside the NHS offer. The estimated number of council staff in that year was 1591. It is not know the number of staff in the council who were in an NHS risk target group and whether or not they got vaccinated via their GP, pharmacy or ante-natal clinic. The number of doses provided in the WBC workplace health scheme declined in 2016-17 from a peak of 384 in the previous flu season (provided to the same groups mentioned above) and until 2016-17 the uptake trend had been increasing since 2013-14.

## 7. Multi-agency approach

- 7.1 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.
- 7.2 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.
- 7.3 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](#).
- 7.4 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.

## 8. Proposals for the 2017/18 Flu Season

- 8.1 A successful flu planning workshop took place on 14<sup>th</sup> 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 how to increase the offer and uptake of flu vaccine for residential and nursing home front line staff in line with national guidance.
- 8.2 Following the workshop, the Shared Public Health Team developed a high level Berkshire Flu Plan which enabled West Berkshire's public health team to create a local flu action engagement plan for the 2017-18 to promote free NHS flu vaccinations to the eligible vulnerable groups including
- (1) families with young children aged 2 and 3,
  - (2) families with school aged children in reception and years 1, 2, 3 and 4,
  - (3) people in clinical risk groups : diabetes, chronic respiratory, chronic kidney disease, neurological including learning disabilities,
  - (4) immunosuppression,
  - (5) chronic liver disease,
  - (6) people aged 65 and above,
  - (7) unpaid Carers,

- (8) pregnant women
- (9) local authority front-line staff.

- 8.3 The CCG in the East of Berkshire is developing a communications plan and will work with the Public Health Team to ensure there is a collaborative approach
- 8.4 West Berkshire Public Health 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
- 8.5 Multi-agency East and West of Berkshire Flu Action group meetings will start from September with Providers, Local Authority Public Health and NHSE
- 8.6 Local NHS Providers again have a [CQUIN](#) to deliver the flu vaccine to 70% of their frontline clinical staff.

## 9. Options for Consideration

- 9.1 Immunisation against flu should form part of an organisations’ policy for the prevention of transmission of infection (influenza) to protect patients, service users, staff and visitors. In addition, frontline health and social care workers have a duty of care to protect their patients and service users from infection. The current position is that that most privately run care providers do not offer flu vaccinations to their staff, either directly or through local providers. West Berkshire Council uses approximately 60 private care home providers for the West Berkshire population.
- 9.2 The Health and Wellbeing Board are asked to write to providers of care homes to advocate the benefit of providing vaccinations to their staff in line with the national recommendations. Work with commissioners of care homes to include KPIs around staff flu vaccinations and record keeping.
- 9.3 The Health and Wellbeing Board are asked to petition at parliamentary level that care home providers embed the offer of a flu vaccination for all their staff.

## 10. Conclusion

- 10.1 Flu can be a major killer of vulnerable people. The best way to prevent getting flu is to have the flu jab (or flu nasal spray for children aged 2-17). The flu vaccine gives good protection against flu and lasts for one year. The Stay Well This Winter campaign aims to reduce avoidable unplanned hospital admissions which peak in winter, many of the admissions arise from respiratory illness including flu.
- 10.2 The Health and Wellbeing Board needs to support the The Berkshire Local Authorities Winter Flu Plan 2017-18 to increase uptake of seasonal flu vaccine by eligible groups.
- 10.3 Target group and uptake ambition nationally for 2017-18 is:

Target Group	Uptake ambition for 2017/18
Aged under 65 ‘at risk’	55%

Pregnant women	55%
Eligible children aged 2 years to school year 4 age	40-65%
Aged 65 years and over	75%
Healthcare workers	75%

## 11. Consultation and Engagement

11.1 Head of Service, Public Health and Wellbeing, Dr. Anees Pari.

11.2 Jo Jefferies, Consultant In Public Health, Public Health Shared Team for Berkshire.

## 12. Appendices

Appendix A – Berkshire Flu Summary 2016-17

Appendix B - Presentation from Berkshire Flu Workshop June 2017

### Background Papers:

[National Flu Plan 2017-18](#)

### Health and Wellbeing Priorities 2017 Supported:

- Reduce alcohol related harm for all age groups
- Increase the number of Community Conversations through which local issues have been identified and addressed

### Health and Wellbeing Strategic Aims Supported:

The proposals will help achieve the following Health and Wellbeing Strategy aims:

- X Give every child the best start in life
- Support mental health and wellbeing throughout life
- X Reduce premature mortality by helping people lead healthier lives
- Build a thriving and sustainable environment in which communities can flourish
- X Help older people maintain a healthy, independent life for as long as possible

The proposals contained in this report will help to achieve the above Health and Wellbeing Strategy aim by [reducing mortality in all vulnerable groups and reducing winter pressures on health care services.](#)

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