

Lambeth Childhood Immunisation Strategy

Community and people centred approach

2023 – 2025



Gateway information

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Foreword



Lambeth's new Childhood Immunisations Strategy for 2023 to 2025 sets out a clear vision for delivering equitable and high-quality immunisation services to protect children from a range of diseases and contribute to the overall health and wellbeing of our wider community. This strategy represents a commitment to ensure children have the best start in life by protecting them against infectious diseases – a key priority for Lambeth's Health and Wellbeing Strategy.

We know that vaccination is the most effective public health intervention available, ranking second only to clean water for disease prevention. Immunisation has saved and improved countless lives globally, nationally, and locally by providing protection against a wide range of vaccine preventable diseases and reducing the spread of illnesses.

Over the years, it is acknowledged that achieving herd immunity in Lambeth has been challenging. More recently, there has been a concerning decline in the uptake of childhood vaccinations across Lambeth, mirroring regional and national patterns. This decrease may be attributed to several factors, including misinformation and lack of parental knowledge about vaccine preventable diseases, vaccine hesitancy, lack of trust in the health and social care system as well as access. In Lambeth's diverse population these factors are not spread evenly, with widening vaccination inequalities present across our communities.

This strategy sets out our shared vision in Lambeth to improve vaccination coverage and reduce inequalities, detailing how we intend to enable people and communities to access vaccinations and promote vaccine equity for all children.

The strategy has been built on data-driven insights and extensive community engagement to identify inequalities and understand the needs of local people. Key recommendations have been co-designed by stakeholders and underpinned by a robust evidence base.

Central to the creation and implementation of the strategy is our partnership approach, bringing together members from across South-East London's (SEL) Integrated Care System, community and faith organisations and the public.

This work is timely and provides Lambeth a key opportunity to influence regional and national vaccination strategy reviews and mitigate the risk of vaccine preventable diseases locally. The strategy also synchronises with the national agenda, including NHS England's focus on working with local authorities and Integrated Care Boards (ICB) to delegate commissioning processes for Mandate 7a programmes, including immunisations.

Ruth Hutt

Director of Public Health, Lambeth Council



The national context



“Immunisations currently prevent 2-3million deaths every year. Despite this success, more than 1.5 million people worldwide die from vaccine-preventable diseases each year”, The World Health Organisation, Immunisation Coverage Report, 2019

NHS England (NHSE) is currently responsible for the commissioning of all national Immunisation Programmes under Mandate 7a which includes the 0-5 Routine Childhood Immunisation Schedule.

From 1 April 2021, the GP contract agreement has been updated to include five core GP contractual standards:

- A named lead for vaccination service
- Provision of sufficient convenient appointments
- Standards for call/recall programmes and opportunistic vaccination offers
- Participation in national agreed catch-up campaigns
- Standards for record keeping and reporting

NHSE is currently working towards a new national immunisation strategy which this strategy will feed into. NHSE is also working closely with local authorities and ICB partners to support a new delegated commissioning arrangement for immunisations, which is likely to take effect from April 2024.



Our vision and objectives



Our Lambeth vision is to work collaboratively with our partners to improve the coverage of childhood immunisations to a minimum of 90% over the next two years. This will contribute to protection of our population health and reduce vaccine preventable disease. We will address barriers and improve access to immunisations, combat vaccine hesitancy whilst reducing inequalities.

Our ambition is to increase the local uptake of childhood immunisations particularly in underserved and marginalised communities through the following outcomes:

1. Ensure equitable access to vaccinations and achieve a high quality vaccination programme
2. Empower and engage people, communities and organisations to actively partake in vaccination promotion and uptake, ensuring vaccination is everyone's business and making every contact count
3. Reduce health inequalities through a targeted community engagement programme
4. Build vaccine confidence and tackle misinformation through targeted communication, education and outreach

To realise our vision, ambitions for improvement will be underpinned by a detailed action plan focussed around delivering these key outcomes.



Our principles



To deliver these outcomes, we will apply a multi-pronged approach. Working with key stakeholders and reflecting what our engagement and outreach activities discovered, we have developed a set of principles to guide the delivery of this strategy.

The way we work will:

- Support a positive and action-oriented approach to equity for all protected characteristics including taking an anti-racist approach, seeking to build trust and confidence with our communities
- Take an asset-based approach, working with local communities to address the mistrust and lack of confidence in immunisation services and vaccines
- Pilot new and innovative ways of improving access to vaccination services
- Be underpinned by research, using data and evidence to inform our decision making and future planning.



Our process



We are taking the following steps to develop this strategy:

- Take a people and community centred approach, by putting stakeholders and service users at the forefront of developing this strategy to ensure shared ownership
- Engage with key stakeholders, organisations, and people from across the borough to understand the current system of childhood immunisations and discuss how this could be improved
- Synthesise existing engagement material to understand local perceptions of the current model of the childhood immunisation programme
- Undertake a needs assessment, including reviewing the literature and learning from other boroughs who have a similar socio-economic profile to Lambeth and a high uptake of vaccination
- Learn from the national immunisation programme's health equity audit and undertaking a local health equity audit to identify the areas and extent of inequalities in Lambeth.

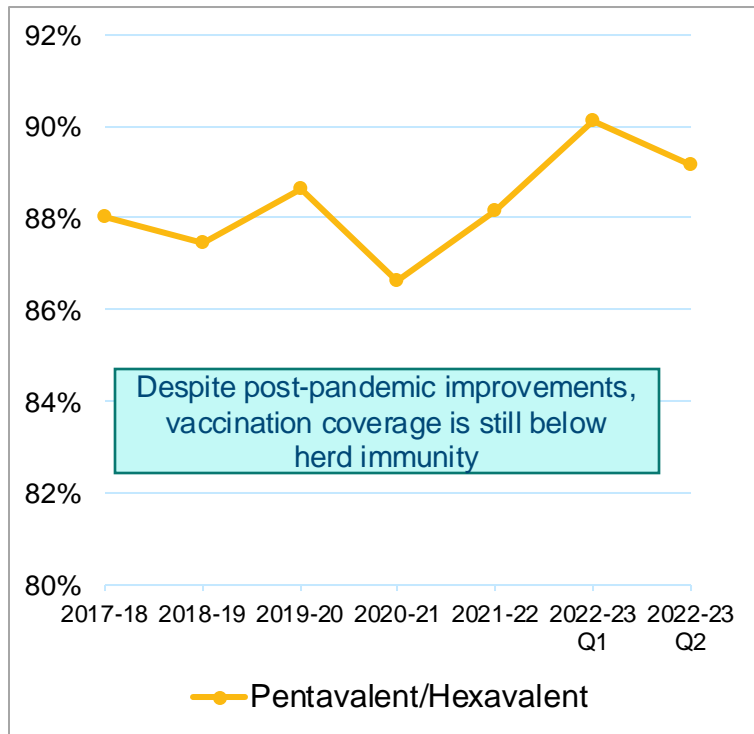




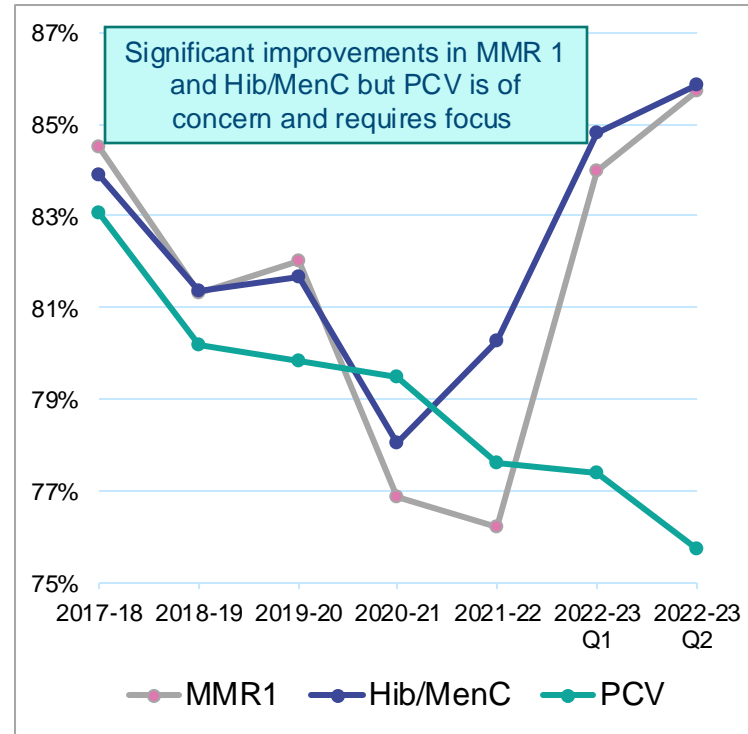
What the data told us

Graphs below show the uptake trend for childhood vaccinations since 2017/18 in Lambeth. The uptake for all childhood vaccinations falls below the World Health Organisation's 95 % target to achieve herd immunity*.

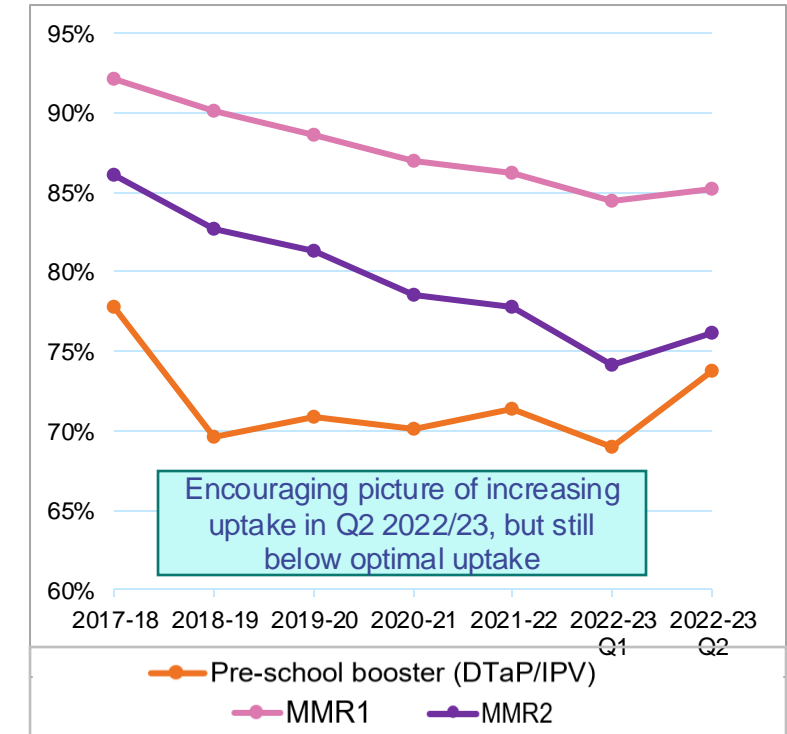
Uptake at 12 months



Uptake at 24 months



Uptake at 5 years



Notes: Pentavalent/Hexavalent: vaccine providing protection against diphtheria, tetanus, pertussis, hepatitis B Haemophilus influenzae type b, and polio; MMR; vaccine providing protection against measles, mumps, rubella; Hib/MenC; vaccine providing protection against Haemophilus influenzae type b and Meningococcal C; PCV: Pneumococcal conjugate vaccine; DTaP/IPV: vaccine providing protection against diphtheria, tetanus, pertussis (whooping cough), and polio; Q: quarter (time period). Data source: Childhood Vaccination Coverage Statistics - England, 2017-23, NHS Digital

*Herd immunity; a form of indirect protection that occurs when a large percentage of a population has become immune to an infection, thereby providing some protection for individuals who are unable to get vaccinated or have weakened immune systems

Working in partnership for a healthier borough

What the public told us



Engagement activities carried out with local Lambeth communities, found:

- Families value variety in access and availability where flexible, convenient and accessible appointments are offered. This includes delivery from community pharmacies, community vaccination centres, pop-up clinics, GP surgeries, and schools.
- Engagement and information sessions are needed to address the lack of parental education around vaccine preventable disease, by providing non-judgemental forums for informal conversations with parents and carers to alleviate concerns about vaccinations
- Communication materials and social media campaigns should include targeted approaches with multi-media educational tools, such as short videos, to explain benefits of vaccinations in key community languages
- A parent centred approach should be prioritised – where adequate time for vaccination appointment slots is included to enable parents to make informed decisions.



Our delivery plan



Our delivery plan is explained in the following slides. It sets out key recommendations against our outcomes and our principles, as well as the main metrics we will use to understand the progress we are making.

Priority areas that we will focus on:

1. Commissioning and quality improvement
2. Training and making every contact count
3. Community engagement, education and outreach
4. Effective and robust communication.



We will work with partners to increase coverage in childhood immunisations to a minimum of 90% over the next two years.

Tackling inequalities will run as a golden thread through our work streams.

Quality improvement

Strengthened partnership working centred on people and community

Achieved robust call/recall, including a targeted focus for non-responders and decliners

Diversified and equitable access to vaccination through a range of providers

Improved data flow and data quality

Training and making every contact count

Mapped and identified professionals/services who engage with 0-5 year olds and their families

Improved engagement with professionals, community and faith leaders

Established and co-designed training package for all staff and community leaders engaging with families

Improved understanding by health care professionals of existing assets that provide support

Community engagement and outreach

Whole GP practice approach with immunisations actively promoted

Greater understanding of underserved and marginalised communities

Parents are empowered to make an informed decision about childhood vaccinations

Regular engagement and education sessions at trusted sites

Effective and robust communication

Key information available in community languages

Dedicated webpage to childhood vaccination programme

Bespoke communications campaign

Multi-media education materials



Our governance



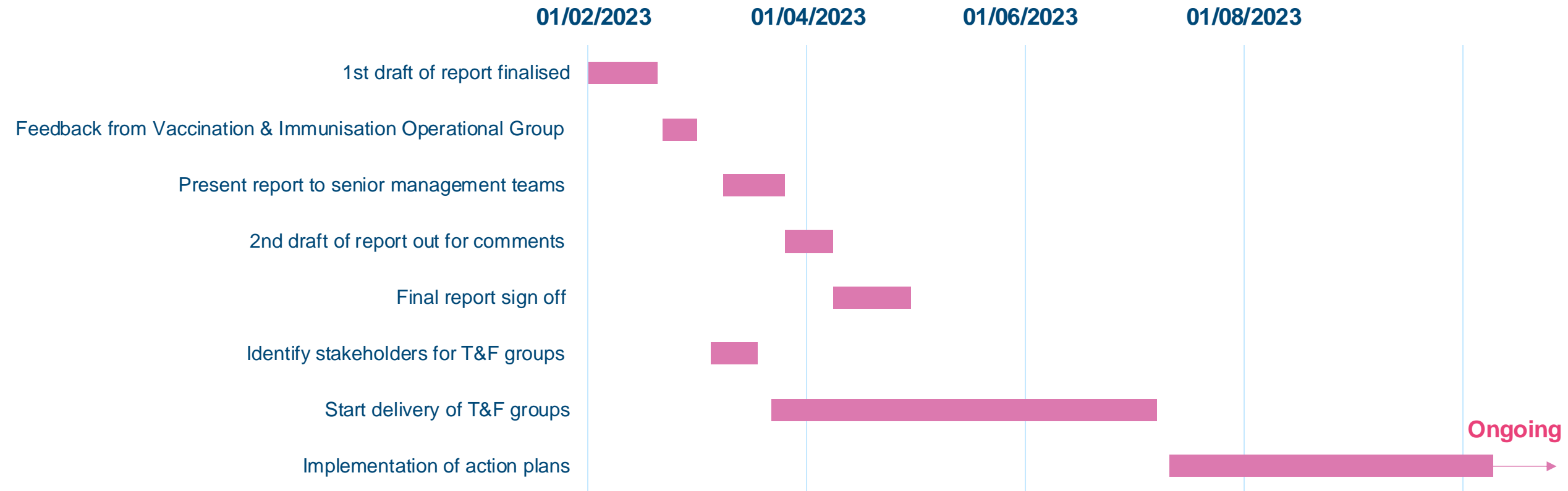
Each priority area in the action plan will be coordinated by relevant task and finish (T&F) groups



Implementation timeline



Our ambition is to deliver this strategy through detailed action plans for each priority area over the next two years. This will be coordinated by relevant task and finish (T&F) groups within the Immunisations Operational group.



Priority area: Quality improvement (1)

Outcome: Ensure equitable access to vaccinations and achieve a high-quality vaccination programme



Recommendations	Lead	What does success look like / Targets
Put in place a robust infrastructure that allows diversification of access to vaccinations to ensure we tackle health inequalities and reach marginalised communities		<ul style="list-style-type: none">• All community assets suitable for vaccination delivery are identified and utilised
Offer more after-hours and weekend provision– particularly with walk-in opportunities		<ul style="list-style-type: none">• Out-of-hours and weekend provision is available across the borough
Consider delivery of vaccinations by a range of healthcare providers		<ul style="list-style-type: none">• A trained-up diversified workforce delivering vaccinations within the community
Establish an easy online booking system where it is possible to choose time, date and location of appointment (and cancel / make amendments if required)		<ul style="list-style-type: none">• A seamless booking system that allows users to book convenient appointments with ease
Develop a targeted approach for families who do not respond to routine call and recall invitations		<ul style="list-style-type: none">• 50% uptake in those who have previously not responded to routine invitations
Strengthen the partnership working between commissioned services working with children and their families		<ul style="list-style-type: none">• Joint up services with clear communication streams to enable all teams to identify and support families with unvaccinated children across the system
Provide information about the childhood immunisation programme antenatally to prepare parents		<ul style="list-style-type: none">• All pregnant women are given information about childhood immunisations by midwifery services
Consider the current budgetary constraints and explore if current funding		<ul style="list-style-type: none">• Additional funding streams are identified and aligned to increased effort and demand across the system

Priority area: Quality improvement (2)

Outcome: Ensure equitable access to vaccinations and achieve a high-quality vaccination programme



Recommendations	Lead	What does success look like / Targets
Standardise call and recall for childhood immunisations borough-wide		<ul style="list-style-type: none">• Call and recall protocol standardised across GP surgeries• 100% of eligible children to be offered timely appointments by their GP surgeries according to the childhood immunisation schedule
Ensure all GP practices have an identified member of staff who proactively and regularly explores low immunisation uptake data		<ul style="list-style-type: none">• All GP surgeries have an identified member of staff who leads on childhood immunisation uptake
Develop local protocols to ensure data from immunisations are inputted correctly		<ul style="list-style-type: none">• Accurate SNOMED codes are used• Immunisation records are entered onto GP IT systems in a timely manner• GPs are submitting data to CHIS (Child Health Information Services) within stipulated times and in line with COVER (cover of vaccinations evaluated rapidly) Reporting
Encourage GP surgeries to utilise weekly data report from CHIS (Child Health Information Services) consistently		<ul style="list-style-type: none">• All GP practices are aware of the importance of weekly CHIS data and utilise it to improve uptake
Work with relevant partners to ensure that looked after children and children on child protection plans are able to access vaccinations via their GP or at health assessments		<ul style="list-style-type: none">• 100% of children on child protection plans are registered at a local GP and offered timely appointments• Data systems capture vaccination uptake among looked after children to enable a targeted approach when necessary
Enable GP systems to flag children who have missed their immunisations to trigger reminders to parents/carers when attending or phoning their surgery		<ul style="list-style-type: none">• Vaccinations are opportunistically discussed by trained staff with families of children who have missed immunisations



Priority area: Making Every Contact Count (MECC)

Outcome: Empower and engage individuals, communities and organisations to actively partake in vaccination promotion and uptake, ensuring vaccination is everyone's business

Recommendations	Lead	What does success look like / Targets
Promote the current immunisation support offer available to healthcare professionals (HCP) via Guy's and St Thomas' NHS Foundation Trust (GSTT) and their Immunisation Coordinator		<ul style="list-style-type: none">• Increase in referrals by HCPs to the Immunisation Support Coordinator
Develop a training package for both clinical and non-clinical staff to ensure consistent messages are provided across Lambeth		<ul style="list-style-type: none">• All Lambeth staff are regularly offered Vaccination and Immunisation training and ensures making every contact count
Work in collaboration with community leaders to co-design training opportunities for community representatives (such as faith leaders, ambassadors, health champions)		<ul style="list-style-type: none">• Existing links with community representatives strengthened and new relationships built with diverse community representatives• Established and maintained bespoke training courses for community representatives• Training regularly offered to all known community representatives
Map all professionals who engage with children, parents/carers and pregnant women and identify training needs		<ul style="list-style-type: none">• Completed overview of professionals who engage with children aged 0-5 and their families• Service specifications for healthcare providers include key metrics for childhood immunisations

Priority area: Community engagement and outreach

Outcome: Reduce health inequalities through a targeted community engagement programme



Recommendations	Lead	What does success look like / Targets
Collaborate with community and faith leaders, and grassroot organisations to build trust and address cultural barriers to vaccination uptake		<ul style="list-style-type: none">All Lambeth parents and carers are able to access a non-judgemental space to ask questions about vaccination with people they trust
Foster the creation of non-judgemental spaces to allow people from all backgrounds to ask the questions they need regarding vaccine hesitancy		<ul style="list-style-type: none">All Lambeth parents and carers are able to access a non-judgemental space to ask questions about vaccination with people they trust
Regular engagement sessions at trusted assets such as children's centres, GP surgeries or other early years settings where parents/carers regularly frequent		<ul style="list-style-type: none">All Lambeth parents and carers are able to access a non-judgemental space to ask questions about vaccination with people they trust
To consider providing opportunistic vaccinations in the community		<ul style="list-style-type: none">All families are able to access a vaccine appointment at a trusted site that is easy to access
Analyse data to explore groups with lowest uptake of childhood immunisations to identify where engagement and outreach should be targeted		<ul style="list-style-type: none">Completed health equity audit with insights gained on the area and extent of inequalitiesData driven engagement and outreach programmes delivered to those who need it most

Priority area: Effective communication

Outcome: Reduce vaccine hesitancy and misinformation through targeted communication and education

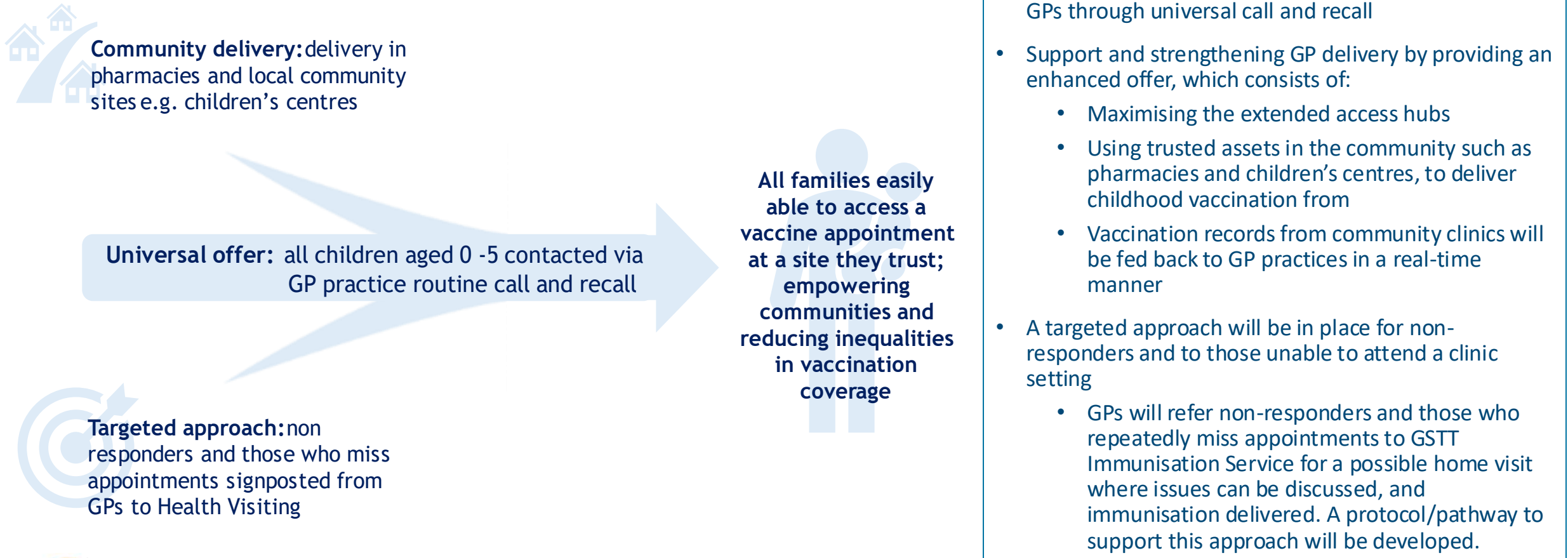


Recommendations	Lead	What does success look like / Targets
Develop and put in place a robust and bespoke communications campaign that encompasses the recommendations highlighted below		<ul style="list-style-type: none">Increased awareness and understanding of the childhood immunisation programme by families and professionals
Provide factual information to all residents, particularly those in marginalised and vulnerable communities, to enable them to make informed decisions about vaccination		<ul style="list-style-type: none">All Lambeth residents have access to factual vaccination information
Ensure communication materials are provided in key community languages, including printed leaflets		<ul style="list-style-type: none">All communication materials are available in a range of diverse languagesAll Lambeth residents can access vaccine information in the language that they need
Dedicated page to the childhood vaccination programme on SEL/Lambeth Council webpage (which can be translated and signposted to)		<ul style="list-style-type: none">An accessible webpage with up-to-date information in different languages that all health care professionals are aware of
Communications campaign to feature a timeline of the childhood vaccination programme within Lambeth		<ul style="list-style-type: none">Increased awareness and understanding of the childhood immunisation programme by families and professionals
All Lambeth families to receive vaccination information after registering the birth at Lambeth Town Hall		<ul style="list-style-type: none">All families who attend the birth registrars office in Lambeth are provided with information about the childhood vaccination programme
Short videos should be prioritised over printed information materials and community representatives should be considered to relay important messages		<ul style="list-style-type: none">All Lambeth parents have access to vaccination information videos, available in their preferred language and delivered by those they trust.

Pilot model: Vaccination in new spaces



Figure 1. Proposed delivery model to diversify access to childhood vaccinations



Next steps



Task and Finish groups have been established against each of the four priority areas

- Between April and June 2023, the objective for each Task and Finish group is to develop an action plan for their priority area and start to pilot and implement actions where possible
- Implementation of action plans to begin by June/July 2023

Started planning for a delivery model of testing childhood vaccinations delivered in new spaces (see next slide for details)

- Hoping to start delivery of a pilot model in Q2 23/24
- Pilot to run for 6 months until December 2023
- Evaluation being built into the model

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details

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