



London GPs Influenza Event 18th May 2018
Recommendations

Introduction

On the 18th May 2018 NHS England held a London General Practices Influenza event which was very well attended by over 80 Primary Care staff who contribute to the Influenza delivery programme. The event incorporated presentations from NHS England highlighting the good work going on across London as represented by the influenza vaccination uptake in the London region. There were also speakers from SONAR and Public Health England, explaining the importance of the influenza data uploads on ImmForm for surveillance and AT Medics who engaged all attendees with a presentation on the strategies which have led to marked increase in influenza uptake in all the 37 GP surgeries they manage.

NHS England has put together the following practical recommendations developed from ideas shared by Primary Care staff that already use these to increase and sustain high influenza vaccination uptake in their practices. In addition to the recommendations, NHS England has also included the practical support that Primary Care colleagues have said they require from the CCG and NHS England commissioners during the influenza programme period.

1. Strategies to improve vaccination uptake

- ❖ Work backwards through eligible patient lists – invite under-served groups or groups who are reluctant to having the influenza vaccination first.
- ❖ Offer opportunistic jabs especially through Doctors' appointments.
- ❖ Have vaccinations readily available in GP Rooms.
- ❖ Store vaccines in monitored cool bags in consultation rooms so that opportunistic jabs can quickly be offered during general appointments.
- ❖ Community outreach to target groups.
- ❖ GP to vaccinate during home visits.
- ❖ Re-running searches on the GP system for eligible patients throughout the flu season.
- ❖ An extended range of clinics available at different times.
- ❖ Discuss flu vaccinations at MDT meetings to ensure vaccinations are offered to patients as part of their care pathway.

SONAR Notifications upload

- ❖ Ensure the practice has a generic email for SONAR notifications.
- ❖ Upload SONAR notifications data on GP systems as activity adds to the practice overall uptake.

ImmForm

- ❖ Ensure the practice has a generic email address registered with ImmForm.
- ❖ Regularly check the data on Immform during the season for actual numbers of patients required to be vaccinated to meet targets.
- ❖ Check ImmForm regularly to ensure data surveillance is up to date.

2. Planning early and Best practice

- ❖ Start Influenza season planning from May.
- ❖ Produce action plans with designated roles for named staff members including a deputy to cover in the event of an absence.
- ❖ Start promotion of flu vaccination in advance of the influenza season.
- ❖ Ensure vaccinations invites are sent out early.

Imms session

- ❖ Use correct read codes to maintain accuracy of record keeping.
- ❖ Ensure vaccinations are stored under the right temperature.

3. Improving uptake in child influenza vaccinations

- ❖ Work with and visit neighbouring nurseries and local children's centres to vaccinate.
- ❖ Ensure parents have more than one offer for child influenza following call/recall process.
- ❖ Reinforcing that children are super spreaders and even if the children are healthy vaccinating them can help prevent passing on influenza to those who are already ill and other family members e.g. grandparents who are more vulnerable.
- ❖ Offer evening clinics for children between 3:30-5pm coinciding with parents picking up school aged children.
- ❖ Work with health visitors and midwives to spread message to support uptake.

4. Improving influenza vaccination uptake in Under 65 at risk and over 65's

- ❖ Obtain Nursing home consents in advance of the flu vaccination programme.
- ❖ Ensure home visits are completed at the start of September.
- ❖ Utilise multi disease management meeting to identify patient pathway, for example patient sees clinician and gets a jab.

5. Clinics schedules

- ❖ Saturday morning clinics from 9-12pm with ½ booked and ½ walk in during 6 weeks of influenza season.
- ❖ Provide **extended hours** to accommodate patients lifestyle i.e. work, caring responsibilities etc.
- ❖ Provide **evening sessions** to accommodate patients lifestyle i.e. work, caring responsibilities etc.
- ❖ Ensure provision of **walk in clinic** with designated influenza clinics.
- ❖ Please note that **evening and weekend clinics** can also be used for screening and other clinical services for patients to ensure a holistic approach and **good value for money and time**.

6. Partnership working

- ❖ Practices can **sign post patients to neighbouring pharmacies** when there are no clinics.
- ❖ Practices can **share clinic times/ posters** with local pharmacies.
- ❖ Practices should **sign post unregistered patients to local pharmacies**.
- ❖ **Joint training** with Pharmacy and GP staff to encourage collaborative working.

7. Communication

- ❖ Use **clinical systems alerts** for vaccinations.
- ❖ **Tailored text** message rather than generic 'you are due for a vaccination.'
- ❖ Use **call recalls, phone calls & texts, letters for 65yr +**
- ❖ Phone calls can be made to under-served or reluctant patients. Based on audit from practices, it is best times to call patients after 4pm weekdays.
- ❖ It is important to **call patients at different times of the day** with consideration for lifestyles (work, studying, childcare

responsibilities).

- ❖ Leaflets in different languages.
- ❖ Reinforcing that influenza vaccination does not give you influenza symptoms.
- ❖ Practices should **send out weekly reminders**.
- ❖ Ensure up to date **clinic times and dates are on the practices website**.
- ❖ **Practices can display letters from religious leaders** addressing porcine concerns.
- ❖ Utilise Televisions in GP practices to include influenza programme advertisements.
- ❖ Practices can **share myth buster information with all staff** for reference to key facts e.g. children are super spreaders, porcine concerns.

8. Staff training and responsibilities

- ❖ Provide internal training for administrative staff to advertise clinics and encourage uptake.
- ❖ Reception staff can help to remind patients to arrive earlier for their appointments to make time for opportunistic vaccinations.
- ❖ Practices can appoint/ nominate champion leads within the practice to focus on influenza delivery.

Cohort groups

- ❖ Ensure staff are trained to confidently identify cohort groups.
- ❖ Ensure the practice has an updated list of patients on the IT system to ensure accurate cohort size.

9. CCGs support

- ❖ CCG planning- work with practices, care homes, pharmacies to support planning and delivery of the flu programme.
- ❖ Share practice level flu uptake data for analysis.
- ❖ CCGs to set targets for practices for example letting them know number left to vaccinate to reach target.
- ❖ Provide refresher course for primary care staff.
- ❖ Remind practices to review their data on ImmForm – Weekly/Monthly.
- ❖ Provide influenza programme updates at CCG steering groups, Practice visits and Primary Care forums.

10. NHSE support

- ❖ NHSE to write to Practices to say you need to vaccinate x more to reach target.
- ❖ Share messages of appreciation and acknowledgement of hard work by practices throughout the season.
- ❖ Ensure earlier confirmation of vaccinations to order for the programme.
- ❖ Provide a motivational and competitive edge to the programme.
- ❖ NHSE to send update targets as a systematic approach to practices.
- ❖ NHSE to share uptake figures to practices to use for CQC inspections.
- ❖ NHSE to share best practice across the board.
- ❖ Develop and share letter for parents clarifying what is in the vaccine to dispel porcine concerns.