

# Southend Health & Wellbeing Board

Agenda  
Item No.

Report of the Director of Public Health

To  
Health & Wellbeing Board

on  
8<sup>th</sup> September 2020

Report prepared by: Claire Routh, Head of  
Communications and Engagement, NHS Southend CCG  
& NHS Castle Point and Rochford CCG

For information only		For discussion	X	Approval required	
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## Flu Campaign Plan 2020-21

### Part 1 (Public Agenda Item)

#### 1. Purpose of Report

- 1.1 To provide an update on the flu campaign plan and implementation for 2020-21

#### 2. Recommendation

- 2.1. That HWB Board notes the content and approach being taken.

#### 3.0 Background

- 3.1 Flu immunisation is critical in reducing the number of preventable deaths in older people, and at risk groups. It provides a good level of immunity against the expected flu strains this year, as advised by the World Health Organisation.

It is important that at risk groups are offered the flu vaccination to reduce the risk of death and serious illness, and pregnant women to avoid the risk of complications with their pregnancy. The government has also announced that all those aged between 50 and 64 years, will also receive a free flu jab this year. For this cohort, this is likely to take place from November and depending on flu jabs availability.

Given the unprecedented challenge of the pandemic and some unknown risks associated with COVID-19, people who are entitled to a jab should ensure they have one as soon as they are invited for this. With the anticipated risk of an

increasing spread of coronavirus and the flu virus this autumn and winter, increasing the uptake of the flu jab is critical for people's health and the added strain that resulting poor health will have on health care services as well as social care provision.

#### 4.0 Flu Uptake in 2019-20 and Our Approach in 2020-21

4.1 It is widely viewed that many people entitled to a free flu jab are not taking this up, putting their health at risk, albeit suggestions that people are becoming complacent.

Our flu jabs uptake in Southend are amongst the lowest in the country. We have low uptake across all our key target groups

		Southend	Target	England
Influenza Vaccinations	 2-3 year olds	43.5%	65%	44.9%
	 At risk groups	40.5%	55%	48.0%
	 Pregnant Women	39.3%	55%	N/A
	 65+ years	64.3%	75%	72.0%

Our plan for 2020-21 is to take a more innovative approach and engage more directly with our population working more collaboratively between the NHS, the Council and SAVS. We are also looking at better engaging with local providers such as the pharmaceuticals and EPUT, to maximise the uptake of flu jabs amongst our local workforce.

The local campaign will be primarily led through three key objectives:

- **INFORM:** to raise awareness of flu vaccination across key audiences informed by data
- **EDUCATE:** tailored educational messages to help overcome barriers to accepting the offer of a vaccination
- **INSPIRE:** encouragement from staff and wider community to increase uptake

#### 5.0 Recommendation

The HWB Board should note the approach taken and support our local drive in identifying champions to support our campaign, including people who would be willing to receive a jab and be the 'face' of our media campaign.