

Innovation to promote equality in MMR campaigns

21 August 2023

Vaccination and screening programme

NHS

England



Agenda

Time	Presentation	Presenter
17:00	Chair's welcome	Michelle Kane , Director of Demand, NHS COVID-19 Vaccine Deployment
17.00	Opening remarks	Steve Russell , National Director for Vaccination and Screening and Chief Delivery Officer
17.10	A practice approach to increasing routine childhood immunisations in the Charedi community	Dr Tehseen Khan , GP at Spring Hill Practice, Senior Clinical Advisor Covid Vaccination Programme NHS England – London
17.25	An integrated approach to increasing MMR uptake in areas of higher deprivation in Sandwell	Cathren Armstrong , Health Protection Specialist/ Acting Health and Wellbeing Board officer, Sandwell Metropolitan Borough Council.
17:40	What's working for you, and what are the key barriers you need to overcome?	Michelle Kane
17:45	A practice approach to increasing COVID-19 vaccinations in diverse communities	Dr Muhammad Naqvi , GP at Woodgrange Practice, NEL Clinical Lead for Immunisations and Screening
18:00	Panel Q&A session	Tehseen, Cathren, Muhammad
18:20	Thank you and close	Michelle Kane

Opening remarks



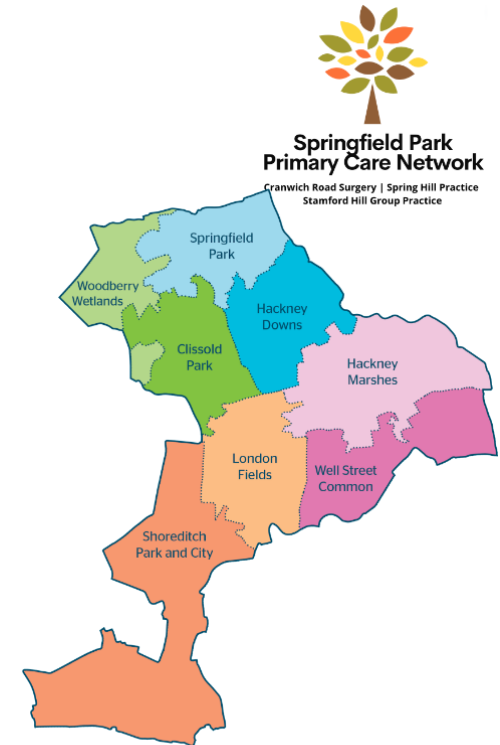
Steve Russell

National Director for Vaccination and
Screening and Chief Delivery Officer

Increasing routine childhood immunisations in the Charedi community

Springfield Park Primary Care Network

Dr Tehseen Khan GP
Clinical Director Springfield Park PCN
Senior Clinical Advisor NHS England - London



Dr Tehseen Khan
GP at Spring Hill Practice,
NHS England – London

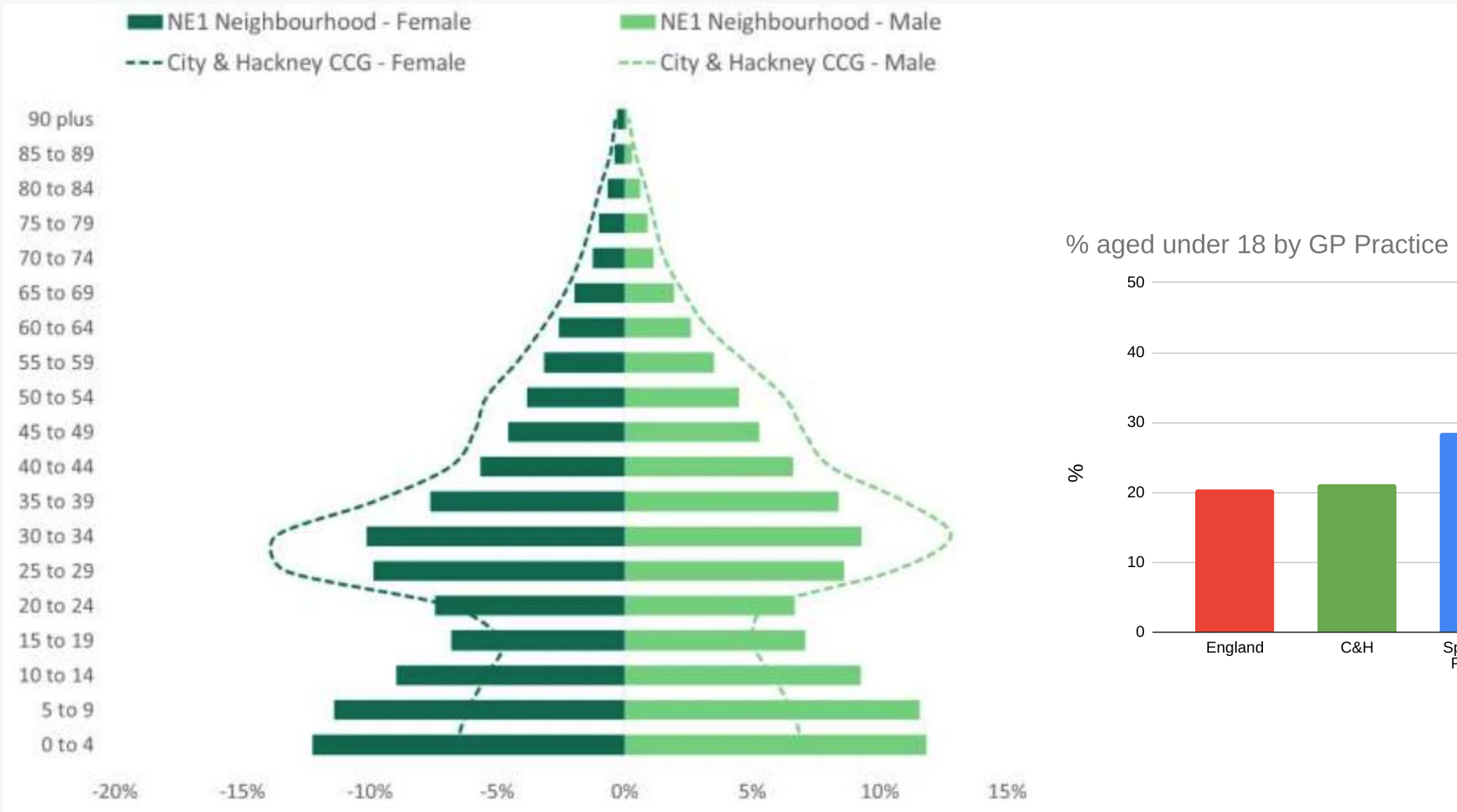


Our community

Population headlines

- Very young population- children ~ 40% of the population.
- High proportion of pregnant women ~ 11%
- 40% Orthodox Jewish Population
- **Very low uptake of** childhood immunisations, leading to vaccine preventable disease:
 - March 23 – current: pertussis
 - May 22 – current: polio virus
 - 2018/19 - measles

Age profile of North East 1 compared with rest of CCG (NHS Digital 2017)



% aged under 18 by GP Practice

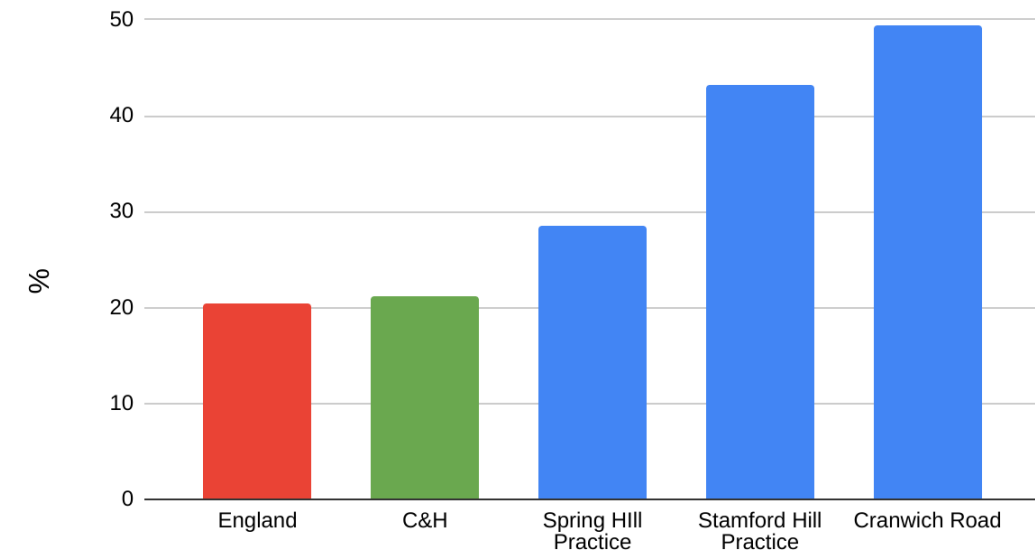


Image of two graphs showing a larger population aged under 18 in comparison to neighbouring areas

News

A measles outbreak in London has reached more than 300 people in the past six months

Infections have mostly been within the strictly Orthodox Jewish Charedi community, where inoculation rates have generally been low



CORONAVIRUS

Covid global hotspot tucked away in north London suburb

Gabriel Pogrund

Sunday February 21 2021, 6.00pm, The Sunday Times



Among the working-age Jewish community in Stamford Hill, 75 per cent have had Covid
BEN STEVENS

Image one shows news headline of a measles outbreak in London, Second image is a Sunday Times headline from 21 February detailing 75% of the working –age Jewish community in Stamford Hill have had COVID-19

Barriers

Confidence

- **Lack of trust** in vaccinations - mainly around child being too young or being overdosed with vaccines

Complacency

- Minimised **risk** of vaccine preventable infections
- Competing issues & priorities

Convenience

- **Large families** (average 8 children per household), can't travel to clinic easily due to transport/ childcare
- Don't like to **travel** outside Springfield Park

Enablers

Confidence

- Educational events, vaccine hesitancy line, recaller training in Motivational Interviewing
- Community events
- Using influencers, eg Hatzola, Rabbinate

Complacency

- Continued comms and engagement
- Urgency highlighted
- Direct messaging

Convenience

- Evening / Sunday clinics
- Community clinic on Thursdays
- Community events
- Domiciliary offer



Enablers

- Culturally specific marketing, working with VCFS & London Jewish Health Network.
- Insight gathering using these partners
- Recaller recruited from Orthodox Jewish community
- ARRS roles & volunteer scheme aligned to children and young people's immunisations
- PCN IIF funding used to recruit full time nurse

Orthodox Jewish Women's event, 28 March 2022

- 100+ women attended
- Fertility expert, common childhood illnesses, dental health
- COVID-19 vaccine, childhood imms, vaccines in pregnancy

Other events

- Women's health
- Cancer
- Men's health event

Two photos showing speakers and attendees at the Women's health events, a third photo shows a table holding a wide range of health leaflets.



July 23 event

- 47 children immunised (37 Orthodox Jewish)
- Pertussis vaccines: 15 babies & 4 pregnant women
- 28 health reviews
- 35 bike checks
- 70 Kosher toothpaste + toothbrush packs

Promotional material highlighted six reasons attend, to access advice on topics such as healthy eating, child development as well as vaccinations

ATTEND OUR JULY SUMMER COMMUNITY HEALTH EVENT

Stamford Hill Group Practice - 2 Egerton road
Sunday 16th July Time: 10.30am to 6.00pm
020 8800 1000 / Bookings or walk in's available



“ Have a safe summer holiday by keeping your children up to date with their immunisations. Getting vaccinated on time is the best way to protect against serious illnesses. Remember it's never too late to catch up. You can also bring your child for their health review. ”
Dr Tehseen Khan - Spring Hill Practice

6 reasons to attend



- Talk to Venishmartem about healthy eating
- Safeguard your child's health by getting them vaccinated from ages 0 - 18
- Year 9 booster vaccines will be available for children who have missed out at school
- Whooping cough vaccine available for expectant mothers (from 16 weeks)
- Learn about dental health and pick up a FREE Kosher toothbrushing pack! (12 - 3pm)
- See a health visitor to check your child's development for their 8 - 10 months and age 2 and half year's health reviews

Get your bike checked and repaired for FREE (12 - 5pm)

To discuss health reviews contact the health visiting service on 020 7683 4695 or drop in (remember to bring your child's red book)



To discuss or book vaccinations contact the Lead Immunisation Nurse on 07469 351784
You can also contact the Recall Centre on 020 8525 4250 or your GP practice.

For more information visit:
nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them

Key outcomes

March – June 2023 (three months)

- 9% increase in hexavalent
- 7% increase in MMR

Becoming 2 yrs old	March	April	May	June
DTaP/IPV/Hib/HepB	40.10%	49.50%	49.10%	49.10%
MMR (Primary)	40.90%	50.50%	50.50%	50.50%
DTaP/IPV (Booster)	31.60%	41.70%	42.10%	42.10%
MMR (Booster)	40.10%	47.00%	47.00%	47.00%



Photo on the right of a young child being vaccinated. 13

Holiday planning

- Community annual summer holiday 7-26
- Aug
- Communication pre & post holiday
- Autumn events planned - winter vaccines & access to GP
- School-aged providers have low reach- additional clinic capacity to offer Men ACWY & other catch-ups in Sunday / Community clinics
- Recall team supporting this activity

MEASLES: IT ISN'T JUST A LITTLE RASH!

Measles cases are still increasing across London and is spread easily between unvaccinated populations

“ My late father, Rabbi Avrohom Pinter z”l, was a tireless advocate for the health needs of our community. Diseases such as measles, polio, whooping cough, and meningitis are extremely serious and can result c”v in long-term disabilities or worse. It is crucial that children receive all their routine immunisations on time to protect themselves and those around them. ”

Rabbi Chaim Pinter – Principal, Yesodey Hatorah Senior Girls School (offering Year 9 Booster immunisations to students at school)

- Spending 15 minutes in a room with someone with measles is enough to catch the virus, and can infect 9 out of 10 unvaccinated close contacts
- Measles can cause serious illnesses including pneumonia and meningitis
- 2 doses of MMR can give lifelong protection





1 in 5 people who get measles will be hospitalised



1 out of every 1,000 people with measles will develop brain swelling due to infection (encephalitis), which may lead to brain damage



Although rare, measles can be fatal. During the outbreak in 2018, two children died from England and Wales and a toddler in Jerusalem

Walk-in or book with our Summer clinics before the Jewish holidays

Location/Contact	Day/Time
Stamford Hill Group Practice - 020 8800 1000 2 Egerton road, N16 6UA	August 6th and 20th, Sep 3rd and 10th Sundays, 10.30pm – 6.00pm
Spring Hill Practice - 020 8806 6993 57 Stamford Hill, N16 6XP	August 13th and 27th, Sep 3rd and 10th Sundays, 10:30am – 5:30pm

Take home

- Process map, work as a team, recall support
- Use MECC and train staff
- Utilise PCN assets and work with the VCSF
- Focus on a holistic offer beyond vaccinations
- Persevere - trust isn't won by a pop-up
- Celebrate achievements!

Contact: tehseen.khan@nhs.net



**Springfield Park
Primary Care Network**

Cranwich Road Surgery | Spring Hill Practice
Stamford Hill Group Practice

An integrated approach to increase MMR uptake in areas of higher deprivation in Sandwell



Cathren Armstrong

Health Protection Specialist/ Acting Health and Wellbeing Board officer, Sandwell Metropolitan Borough Council.

Our Sandwell Community

Deprivation

- The health of people in Sandwell is varied compared with the England average
- It's **one of the 20% most deprived** districts/unitary authorities in England
- About **25.5% (18,495) children** live in low-income families.

(2020 data)

MMR in 5-year-olds

80.4% of youngsters were fully vaccinated by their fifth birthday in 2021-22
(below the 95% requirement)

(NHS Digital data)

Barriers to vaccination

Some of the barriers encountered in previous campaigns:

- Accessibility to care (social determinants of health)
- Mistrust of health care services
- Misinformation around autism and multi-dose vaccines



Our approach

Collaboration with the BC ICB , PCN's and Sandwell Public Health

- **The target population for this project** were parents and guardians of
 - children due to have their 2nd dose of MMR vaccination – or -
 - whose children have defaulted on receiving their 2nd vaccination when invited
 - This included all children who have not been recorded as having received the MMR vaccination.
- We wanted to **change the narrative around vaccination uptake**. We decided to adopt an approach whereby we didn't focus only on the vaccination but rather tried to 'normalise' it as part of school readiness.



A two-pronged approach

Initiative one

We:

- Delivered an intervention aimed at parents of 4-5-year-olds **due to have their 2nd dose:**
 - Building the intervention around health promotion on **school readiness** which incorporated the offer of the MMR vaccine as part of this process

Steps to Starting School

I am happy to be away from parents or carer for periods in the day

I know when to wash my hands and can wipe my nose

I can go to the toilet, wipe myself properly and flush unaided

I have a good bedtime routine so I'm not tired for school

I am able to ask for help if I'm unsure or not well

I am used to playing with and sharing with other children

I can button and unbutton a shirt, put on my shoes and socks and use a zip

I can use a knife and fork and open my lunch on my own

I have had my 1st and 2nd MMR vaccination.

Other Top Tips:

- Get your child ready for their new routine by switching their meal times to match those of the school day.
- Encourage your child to explore new environments and interact with new people.
- Talk to your child about what they are most looking forward to at school.
- Let your child practise putting their new school uniform on and taking it off.
- And remember, every child is different and starts school with different abilities.

Access more great advice, tips and downloadable resources at pacey.org.uk/schoolready



A two-pronged approach

The second initiative

We:

- Compiled a register of children who have not had the end dose timeously to identify a cohort of parents and guardians to undertake a short interview
 - This was an attempt to engage caregivers in discussions on possible reasons for default
 - Using identified and trained practice health workers to offer help and assistance to families to address barriers preventing vaccination

Indications

Intervention 1

55 children –
23 bookings
(41.8%)

Intervention 2

Scripted interview

‘Our records show that your child has not had their 1st/2nd dose of MMR vaccine. We understand that there are many reasons why the vaccination may not have been done and we were hoping that you would share with us your reasons why you have not brought your child for the vaccination. It will help us to develop and provide improved services in the future’.

77 families (41.6% of defaulters) –
9 booked the MMR post interview.

Reasons for declining MMR vaccination

Similar across both approaches

- due to hearing that it could cause Autism*
- delaying immunisations as child is awaiting surgery
- too many vaccine given at one time
- declines all immunisations due to problems with allergies in the past
- refusing all vaccines, state done their research and have a friend who is a Dr who has also advised not to vaccinate children
- the MMR 'feels too harmful', educated on several occasions but continue to decline
- does not want any vaccinations, feels they do more harm than good. Aware of risk of non-vaccination and educated on herd immunity but continues to decline
- states has been busy and will try and organise over the summer - did offer to make an appointment but mom was not sure of rota and will book herself.

*This misinformation about autism was stated several times and was also picked-up in recent behavioural insights work by NHS England around vaccine motivators in the Black African and Black African Caribbean community in Birmingham, Solihull and Wolverhampton.

Learning

Barriers

Adds to growing body of evidence of the barriers to vaccinations

Misinformation

Use targeted communication campaigns to tackle these myths and address parent's concerns and fears

Change the rhetoric


Changing the rhetoric around vaccinations takes time – we continue to normalise it as part of the parenting pathway

Health literacy

A new community health literacy project is starting in Sandwell to build on what has been implemented.

The project will use local community health champions to co-create and share information resources around weight management, health service navigation and vaccinations as part of how we look after ourselves.

Making every contact count to increase COVID-19 take- up in diverse communities



Dr Muhammad Naqvi
GP at Woodgrange Practice,
NEL Clinical Lead for
Immunisations and Screening

Woodgrange Medical Practice MECC



 Woodgrange Medical Practice

NHS

Woodgrange Medical Practice
Summer MECC Event
'Making Every Contact Count'

Friday 30th of June 2023
09:00 – 17:00

Come and participate with local services who will be sharing their ongoing work in the community. This includes health and social care partners from the Newham area.

Covid Vaccinations
Vaccination UK immunisation clinic
East London Genes & Health Study
Social Prescribing drop-in-clinic
Well Newham Hub Team
GP Registration Support
ELFT Mental Health Services
Medication Advice



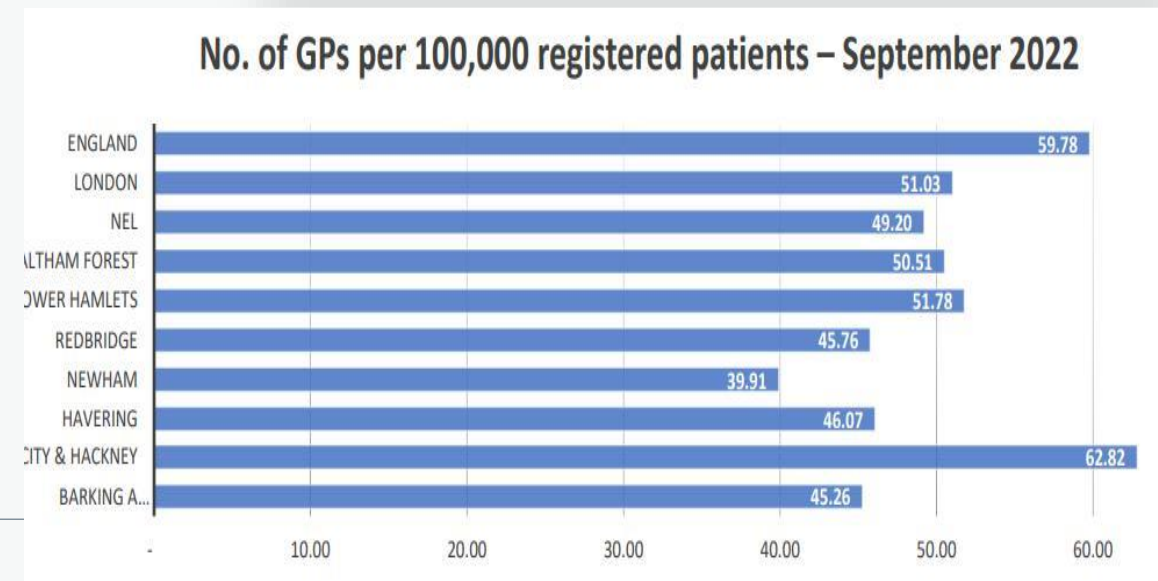
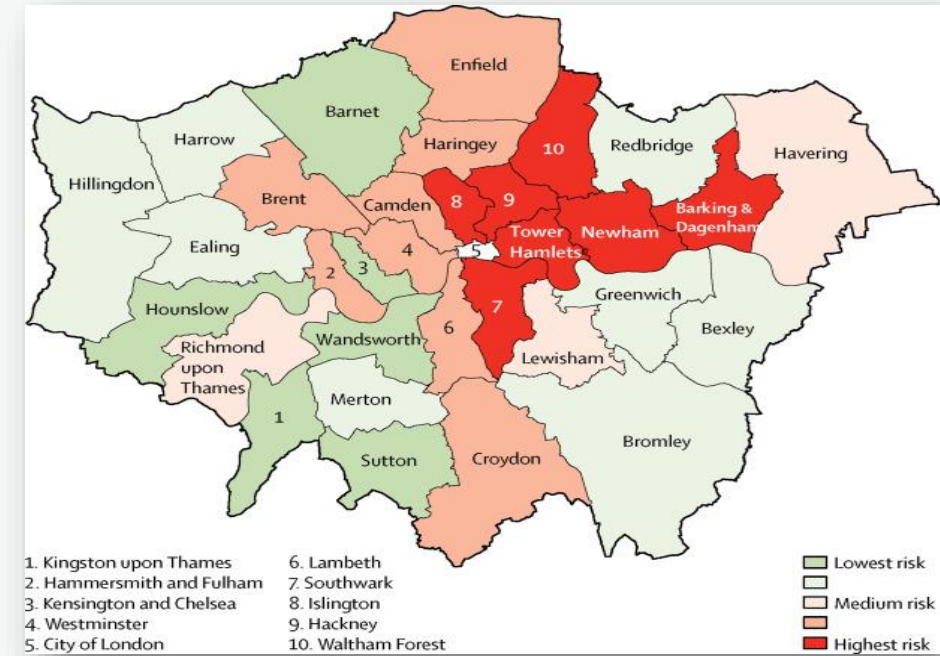
Health and wellbeing challenge

- Low life and healthy life expectancy
- Stark inequalities
- Difficult life experience
- Workload and capacity, fatigue
- Advanced presentation
- The health and care system currently spends £17.9 billion treating preventable lifestyle-related diseases



The opportunity

- Rich in community assets
- Healthcare and community staff are in constant contact with the public
- Generally, most people DO want to improve their health
- Research has shown that the Public would benefit from conversations and advice about lifestyle issues



What is MECC?

MECC is a behaviour change approach that supports positive health and wellbeing choices, signposting the public to further information and support



Photo shows people attending a health event in the community

Our recipe for successful MECC

- Hook – Covax
- Be organised
- Patients, residents and practice team involved in the design
- Build on existing workforce and interactions with the public
- Collaborate with Partners including voluntary sector
- MECC is for **EVERYONE**
- Co-design Communications and pre-engagement
- Maintain usual total daily appointment time but be innovative
- Patient need and Data



Woodgrange Spring MECC

- All the COVID-19 vaccinations
- BP and Pulse Checks
- East London Genes and Health Study
- Social Prescribing Drop in Clinic
- Live Well Newham Outreach Team:
 - Sugar Smart Advice, Free vitamin D to over 65's
- LBN Live well Newham Outreach Team:
 - Weight management and nutrition
- GP Registration Support
- Stop Smoking – Local pharmacist/QMUL
- Cancer awareness – Community Links



Outcomes . . .

Lots of happy patients and residents!! Positive feedback

- All Covid vaccination 1st and 2nd dose and Spring Booster for those eligible
 - BP Checks
 - East London Genes and Health Study
 - Social Prescribing Drop in Clinic
 - Live Well Newham Outreach Team - Sugar Smart Advice, Free vitamin D to over 65's
 - LBN Live well Newham Outreach Team – Xyla – Weight management and nutrition programme services
 - GP Registration Support
 - Stop Smoking – Local pharmacist/QMUL
 - Cancer Awareness
- 106 Covax including 8 first doses (we got contacted by NHS fraud)
 - 5 new raised bps
 - 26 new recruits
 - 36 interactions
 - 76 interactions, no vit D left!
 - 3 new referrals, 2 follow-ups, free Pedometers!
 - 12 new registrations, 2 NFA
 - 4 new recruits, 6 lung capacity checks
 - 39 unique interactions



'I didn't know there were so many services'

'I am really motivated to quit smoking now'





How does this benefit us as a practice?

Such exposure and engagement paves the way for developing employee skills

- Having conversations about healthy behaviours
- Knowing where to signpost people for advice and we continue to use MECC in our day-to-day interactions.

Creating a culture of prevention

- Employees think more about improving their own health and wellbeing

Improve job satisfaction

- Empowering employees with a platform to offer advice
- Giving employees a sense of satisfaction that they are making a difference
- Boosting staff morale and giving confidence

“I learned so much today”

Neighbourhood development

- Better connections
- Community orientation

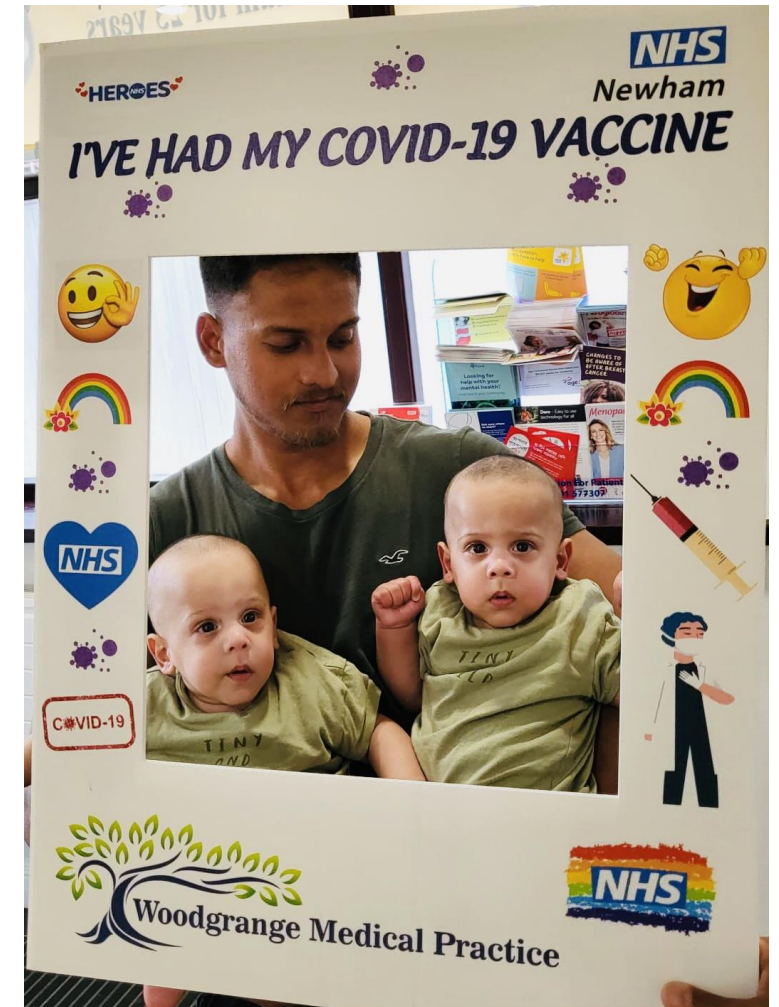
*“I really enjoyed today Dr,
we should do this again”*

Learning

- More events requested
- Support with capacity to evaluate work
- Develop Staff and Patient feedback questionnaire further
- Consider other services for MECC events


Key Achievements

- ▶ Clinical outcomes and tackling inequalities
- ▶ Positive Patient, Staff and Partner feedback
- ▶ Developing that Neighbourhood culture
- ▶ Patients and Carers involved throughout



Panel Q&A session with Tehseen, Cathren, Muhammad

Please use the Q&A function
to share your questions for
the panel



Access case studies and learning from the COVID-19 vaccine rollout on Future NHS:

[COVID-19 Vaccination Programme - FutureNHS Collaboration Platform](#)

Thank You



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We will share the slides
and written Q&A with you
shortly