

NHS Vaccination Strategy: Two years of progress

The first NHS Vaccination Strategy was published on 13 December 2023. This document sets out some of the delivery highlights over the last two years.

Three pillars driving change



Local leadership

Every integrated care board (ICB) now has a board-level vaccination lead with structured plans to boost uptake.



Learning together

12 demonstrator systems have tested and evaluated innovative approaches, with learning shared nationwide.



Better infrastructure

Planned work to deliver new contracting and financial frameworks, digital systems, real-time data, and integrated vaccine supply.

Where we're making a difference

- We have seen the decline in childhood vaccination showing signs of stabilising with MMR dose 1 uptake at 91.8% by age five (2024/25 annual data).
- School age vaccinations are showing promising signs, with latest annual uptake of the HPV vaccine showing an increase in boys and girls in year 8.
- The flu vaccine programme is still in progress with uptake this year showing an overall increase on last season, so far. The RSV programme has also delivered almost 2.4 million vaccinations since it started in September 2024.

Protecting pregnant women and babies

- Pertussis (whooping cough) vaccination in pregnancy jumped from 58.9% to 72.6% between April 2024 and April 2025.
- Improved real-time visibility of vaccination data through the Federated Data Platform supporting better maternal care.
- All maternity services now recording maternal vaccinations digitally.

MMR catch-up

Digital reminder

National and regional measles catch-up campaign including improved use of targeted digital reminders meant an additional 180,000 MMR doses were given from August 2023 to April 2024.

Impact

Biggest impact among ethnic groups with historically lower vaccination rates.

First dose

Over 13% of previously unvaccinated children under the age of 5 years received their first dose during the campaign period.

Enhanced offer

Selected community pharmacies delivered an enhanced MMR offer in regions responding to measles outbreaks.

Breaking records in schools



More school immunisation teams using MAVIS (digital system for school-age immunisations) to improve recording and consent processes.

School services using MAVIS saw an increase in consent rates, a key pre-requisite to then offering vaccination. Flu vaccine consent rates reached 73% in November 2025 (up from 50% estimated national average in 2024).

Automated data sharing between School-Age Immunisation Services, NHS England and GPs for flu and HPV, replacing manual reporting.

What parents and staff say about MAVIS



90% of parents found MAVIS 'very easy to use':
"Super easy! Much easier than the old one!"

100% of school immunisation staff reported
improved workflows:
"We all love MAVIS."

Digital transformation

16.4 million appointments booked

through the National Booking Service for RSV, COVID-19 and flu
(via NHS App, website and phone).

2 million+ vaccinations recorded

through digital systems (Record A Vaccination Service - RAVS).

28 million+ appointment slots made available

through the new 'Manage Your Appointment' service.

8,800 providers onboarded

to digital vaccination booking system.

All NHS trusts now using RAVs

for recording seasonal and maternal vaccinations.



Game-changing data systems

For the first time

automating the data flow from the point of vaccination to
GP systems providing national visibility of real-time vaccine data.



Real-time operational data now available

on the Federated Data Platform for flu, COVID-19, MMR, RSV, HPV and
maternal pertussis (in trusts).

Enabling better planning and faster response

to outbreaks, and improved patient care.

Access and Inequalities (A&I) funding adding value

Since April 2024, outreach work through A&I funding has delivered:

- **over 1.7m** COVID-19 vaccines
- **52,653** non-COVID-19 vaccines
- **201,762** Making Every Contact Count (MECC) interventions
- **30,650** MECC Full NHS Health Checks



Reaching more people

New vaccines rolled out

- RSV vaccine protecting pregnant women and older adults for the first time in England (rolled out during 2024).
- World-first gonorrhoea vaccination programme rolled out across England (10 Year Health Plan commitment completed summer 2025).
- Expansion of the mpox vaccination programme with every region in the country offering vaccination to help protect those at increased risk of getting the infection.
- Nearly 2.4 million individuals vaccinated for RSV since the programme began on 1 September 2024.
- In addition to changes to the routine childhood schedule, protection against chickenpox (varicella) will be offered through the combined MMRV vaccination from 1 January 2026.
- Extensive engagement and outreach activities with underserved communities to build trust and improve uptake.

Better access to vaccinations

- RSV and pertussis vaccines now available via selected community pharmacies for older adults and pregnant women in East of England, London, Midlands and North West.
- Community pharmacies delivering flu vaccinations to 2 and 3-year-olds.
- Community pharmacies delivering MMR in areas responding to outbreaks and clusters of cases.
- Care home guidance published enabling staff to administer COVID-19 and flu vaccines to residents and colleagues.
- Establishing pilots across England to test the 10YHP commitment to enable health visitors to administer vaccines to babies and children.

Supporting vaccinators

Training and development

- Online vaccination training now available on NHS Learning Hub for all staff.
- Emerging training approaches in motivational interviewing and empathetic refutational interviewing.
- National community of practice established for workforce leaders in public health.

Flexibility and capacity

- New memorandum of understanding and guidance published for 'passporting' staff flexibly across vaccination providers.
- Consultation concluded on changes to Human Medicines regulations to allow a wider range of individuals to administer vaccinations and for community pharmacies to deliver targeted outreach.
- Midwives and health visitors taking a more prominent role in vaccination delivery.

Winter vaccination programme system improvements

Dramatic expansion

- Over 7,000 vaccination locations supplied for the winter 2025 vaccination programme (up from c4,000 in winter 2023).



Smarter systems

- Dynamic replenishment model replaced fixed weekly deliveries – vaccines now sent based on actual demand.
- Targeted Deployment Model developed, automating COVID-19 orders based on demand signals.
- 70% of COVID-19 vaccine orders placed in winter 2025 now automated.
- End-to-end visibility of inventory created through stocktake application managing perpetual inventory and batch tracking.

Long-term commitment

- Access and inequalities funding indicatively agreed for the next 3 years to support targeted outreach to underserved communities.



Better tools for commissioners

What we've done

- Vaccination and Screening Futures workspace revamped with case studies, commissioning resources and implementation tools.
- Webinars and workshops delivered on effective contracting and sharing effective local approaches.
- Outreach modelling calculator, workforce toolkit and maturity tool published for commissioning teams.
- Updated outbreak response commissioning guidance published.
- Building towards ICB commissioning from April 2027 with planning underway.