



## **Update for Outer North East London Joint Health Overview and Scrutiny Committee**

**3 September 2021**

### **Vaccination progress**

We have now given nearly 2.3million Covid-19 vaccinations in north east London (see the accompanying document for a breakdown of uptake by cohort). We continue to run a variety of events and campaigns to encourage people to take up their offer of a jab. You can see the latest sessions via the links below.

[For centres, opening times, and booking information in Barking and Dagenham, Havering and Redbridge click here.](#)

[For centres, opening times and booking information in City and Hackney click here.](#)

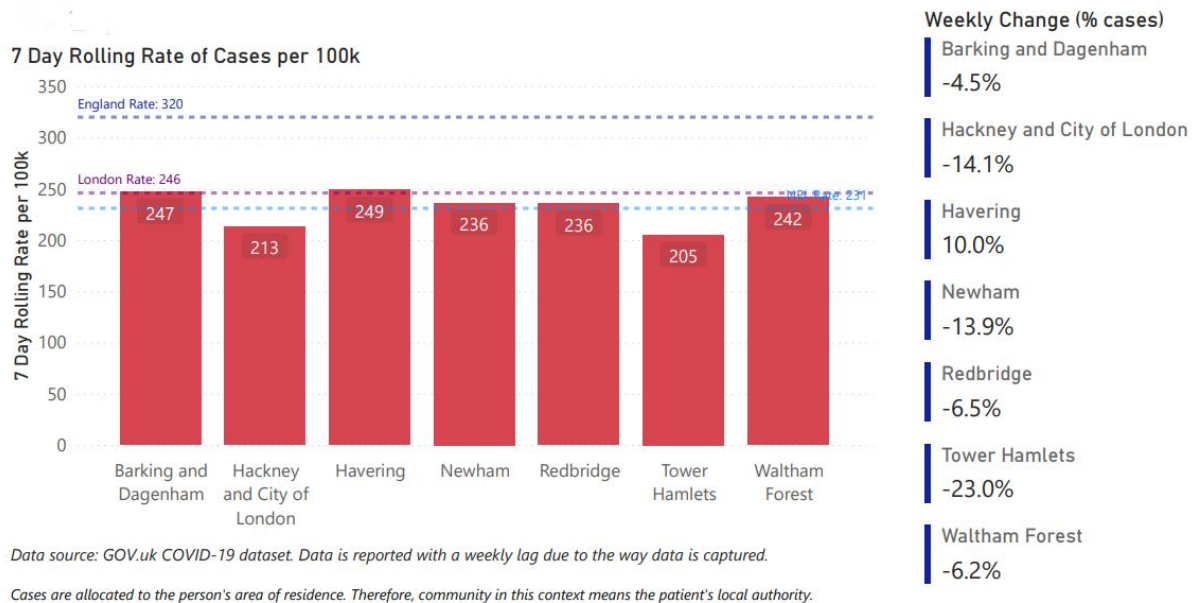
[For centres, opening times and booking information in Tower Hamlets, Newham and Waltham Forest click here.](#)

Visit [our website](#), [frequently asked questions](#) and [videos](#) for all the facts and latest updates and see our [vaccine information for young adults](#), as well as our regularly updated [Q&As for young people](#).

### **Covid-19 cases in north east London**

The number of Covid-19 cases per 100,000 people in north east London has fallen overall in the last week (with a slight rise in Havering) and there is minimal variation across the patch. The overall rate of cases in north east London is lower than the national and London average.

However everyone is reminded to follow the [national guidance](#) to stay safe and help prevent the spread of infection. This includes and wearing a face covering in health and care settings and in crowded areas such as public transport, as well as limiting social contact and regular hand washing.



### Vaccines for people aged 16 and over

Sixteen and 17-year-olds are being urged to come forward for their free Covid-19 jab as new vaccination sites open across north east London.

Another 25 community pharmacies started delivering vaccinations to this age group from Saturday (27 August) and with schools and colleges returning and case rates remaining high, those aged 16 and 17 are being reminded that Covid-19 does not only affect older people.

Getting vaccinated reduces the chances of getting Covid-19 at school or college and potentially spreading it to family members; and from having to isolate with the virus and missing out on going out with friends. It also reduces the chances of getting seriously ill – including long Covid.

Letters have been sent to 16 and 17-year-olds in all our boroughs, inviting them to come to their nearest walk-in vaccination centre. Text messages are also being issued, and a three-week paid social media campaign optimised for this cohort is live to generate higher levels of knowledge about this eligibility.

Anyone in this age group can easily find their nearest centre through the [‘Grab a Jab’ NHS online walk-in finder](#). There is no need to pre-book and no need to bring a parent or guardian; you can simply walk in and have your jab. More than 500,000 people aged 16 and 17 have already had their Covid-19 vaccination in the UK.

The [National Booking Service \(NBS\)](#) is currently open to anyone aged 18 or over, and to people within three months of their 18th birthday.

- [You can find young people's Covid stories here](#)
- [FAQs for younger people are here](#)
- [Information on where 16 and 17-year-olds can get vaccinated is here](#)

### Guidance on vaccines for 12-15 year-olds

The [Joint Committee on Vaccination and Immunisation \(JCVI\)](#) has advised that children aged 12-15 should be offered a Covid-19 vaccination if they have specific underlying health

conditions that put them at risk of serious illness or if they are household contacts of adults or children who are immunosuppressed. [More information can be found here.](#)

Letters are being sent to eligible children, inviting them for their vaccine and giving details of how they can book an appointment.

### **Third jabs for people with severely weakened immune system**

People who have a severely weakened immune system are to be offered a third Covid-19 jab. This extra dose will be offered to anyone over 12 who was severely immunosuppressed at the time of their first or second dose, including those with leukaemia, advanced HIV, and recent organ transplants.

This [recommendation by the Joint Committee on Vaccination and Immunisation \(JCVI\)](#) is separate from a potential booster programme. A booster is designed to extend the already strong protection someone has received from their first and second jabs, this third dose is for people whose compromised immune systems mean two are insufficient. People who it applies to will be contacted for their third dose.

### **Covid-19 booster**

Plans are underway to deliver and promote the Covid-19 booster vaccination to eligible cohorts in north east London. Those eligible for the booster are adults aged 50+, adults aged 18-49 who are 'At Risk' (e.g. compromised immune systems) or living with long-term health conditions, carers, and health and social care frontline workers.

Vaccinations will start from mid-September following formal announcements.

Qualifying patients will be contacted via their GP practice, in addition to their invitation for the annual flu jab. They will need to have had their second jab at least six months before having their booster. Co-administration with flu vaccinations encouraged if possible.

To support the programme and maximise intention of take-up for both the Covid-19 booster and flu vaccine among eligible groups, we will deliver a multi-channel targeted marketing campaign to address barriers and increase confidence and understanding of the benefits.

# NE London vaccination programme



## Key challenges for the programme

- The ethnicity groups with the lowest uptake in NE London are White/Asian, White/Black Caribbean, Mixed other, Black African, Black other and other.
- The population in NE London is very peripatetic with significant numbers moving in/out of the area.
- There is a general trend that there is a lower vaccination uptake in the more deprived areas of NE London.
- People from some groups, refugee and migrant groups, the homeless, have weaker links to established healthcare and access to the vaccine.

## Vaccination programme outcomes

- I am confident that the vaccine will protect my own health and that of my family and friends.
- I am supported to make an informed choice about having the vaccine and I know where to get my questions answered.
- I am confident in being able to support and enable others to take up the vaccine (staff).
- Increased vaccination uptake among groups experiencing inequalities.
- I am able to receive the vaccination at a time/location that was convenient for me.
- I had a positive experience of being vaccinated.
- System partners work collaboratively to identify those who require additional information and support to access the vaccine.
- Systems are able to monitor and track progress in vaccinating all cohorts and underserved groups, and by protected characteristics and deprivation.

# Our learning and insights from implementing phases 1 and 2 of the vaccination programme

70%

Of our activity has come from PCN and Community Pharmacy LVS sites. This is a lot higher than was originally planned.

2,260,303

Vaccines have been administered across all sites so far.

65%

Of the eligible population of 1,861,396 have so far received a first dose (1,206,366 individuals).

## Key learning points

- Our partnerships with voluntary sector organisations, faith groups, community groups, vaccine ambassadors and community champions has been invaluable.
- Hyper-local approaches to outreach and community engagement has been key. Including pop-ups in community settings, churches, mosques and temples.
- Clinicians, working alongside Directors of Public Health and community champions to deliver webinars, online discussions or videos for social media has helped address particular concerns or worries amongst specific community groups.
- Every contact counts approaches in vaccination sites has helped to address wider health issues or access to support.
- Developing vaccine champions within each organisation and encouraging discussions with peer groups has been helpful to increase vaccination update amongst staff.
- Developing a local place-based integrated model of delivery is preferable, recognising that there is not a one size fits all approach to delivering the vaccination programme across NE London.

## Legacy of the vaccination programme

- The use of volunteers in the NE London COVID-19 response has been invaluable.
- The ability to work in partnership with faith groups, community groups and voluntary sector organisations to enable people to have a discussion about the vaccine with people that they know and trust.
- Being able to deliver vaccination outreach clinics in places of worship, community settings and retail units. How could we build on this for other public health campaigns linked to obesity or diabetes for instance?
- People coming together across a broad range of organisations and teams to work on a common task/aim. People just got on with it. Through this we have established closer partnership working relationships with providers, public health teams and social care teams. Modelling an ICS in action.
- Innovations in recruiting and mobilising staff.

“While this has been one of the most challenging periods of my career, it has also been the most rewarding.”

“We would find a solution to problems and the teams were at the top of their game.”

“Seeing people aged over 80 queuing up for their vaccine, in tears, saying that is their life-line. Very proud to work for the NHS”.

“It has been a chance to look across the system and address health inequalities in a new and different way”

“We could not have done it without the support of volunteers”. Volunteers contributed greatly to the success of the vaccination programme”.

# Initiatives that we are proud of that we will take forward into phase 3

## Barts Health vaccination outreach team



### Other initiatives include:

- Newham multi-generational pilot
- Borough call centres to support call and recall and uptake of second doses
- Use of social media and joint communications campaigns
- Specialist outreach clinics and teams supporting specific groups of people
- Roving teams for housebound and care homes
- Pop-ups in schools, colleges, universities and with employers
- Webinars and engagement events, working collaboratively with vaccine champions, faith group leaders, parent carer forums, youth forums and community leaders
- Making every contact count initiatives (including the use of social prescribing link workers in vaccination sites)
- Enabling a carer to be vaccinated at the same time as the person they are caring for
- Outreach vaccination clinics for pregnant women
- Alignment of the COVID-19 vaccination and testing programmes
- Enabling health and social care staff to access a vaccine.



**Over 250 outreach clinics (20 per week) working with 20 community partners.**



**18,809 people vaccinated.**



**New partnerships with faith groups and community groups established.**



**A proven flexible outreach model for reducing health inequalities. Taking health services into places of worship, community settings, hostels, hotels and even on buses!**



**High levels of satisfaction from those who were vaccinated and confidence in the health and care professionals.**



**Shortlisted for an HSJ Award.**