

# Slough Immunisation Partnership Conference 01-10-19

## What are the present problems getting in the way of higher uptake?

- Staffing
- Access – Including information provision, appointments and transport
- Training- For example for reception staff to become advocates
- Educating health professionals to ensure they have the right information
- Engaging with the travelling community is a challenge
- Cultural beliefs towards immunisations and the influences of others
- Lack of vaccine supply
- “Word of mouth” challenge
- Language and literacy barriers of the local population
- Social media e.g. Anti-Vax groups
- Myths of vaccines and pre-conceived ideas
- Lack of familiarity of UK systems
- Lack of education / ignorance of parents
- Perception of danger of the illnesses that the vaccines are there to prevent e.g. Flu and Measles
- Information not provided in the right format, language etc..

## What ideas do you have to improve uptake in your area of work?

- Better liaising with the under 3 providers locally
- Establishing vaccine community champions e.g. In religious groups
- Increasing the vaccine supply
- Change the narrative of why people should get vaccinated
- PCN’s to jointly fund imms nurses
- Better attendance at venues that families attend e.g. Parent and toddler groups
- Information provided pictorially
- Targeting community leaders
- More social media and more positive media messages – using celebrities
- Local case studies
- “Jab4Jab”
- Enhance local knowledge for self consent
- Better use of e-consent forms with a translate function
- More clinics at more times suited to the local population
- Better use of reminders for vaccinations e.g. text, letters, phone calls
- A one stop shop imms shop for families
- Better use of community events and local opportunities to promote the importance of vaccinations

## What would help you to do this? (i.e. Improve uptake)

- Support from all local partnerships to spread a consistent message
- Wider social media engagement
- Link to sports clubs
- Parent/public awareness sessions
- Resources and money
- Change of the ‘Red book’
- Better partnership working, networking and sharing of best practice
- Consistent messages
- Better training
- MECC opportunity
- Mail order flu vaccine?

## Your thoughts for the future

- Mandate vaccines?
- Add health information question into the British Citizenship test re. Vaccine status
- Expand on the E-bug work
- NHS care providers IT unified system – Digital transformation
- Keeping parents updated on ongoing promotions