

Covid-19 Vaccination Update

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Group**



Headline updates

- The vaccination programme has now been running for over 100 days and Derbyshire has reached 670,000 vaccinations (at 5 April).
- The second dose programme is going well.
- Our system has worked very collaboratively and this has made a significant contribution to system performance.
- We perform favourably compared to other systems at both regional and national level and continuing national interest in our model which comprises Hospital Hubs, Primary Care Network led sites across the county, community pharmacy led arrangements in local areas and pop up sites to bring vaccinations as close as possible to local communities.
- We continually review local access to the vaccination programme and five more community pharmacy sites are in the process of going live in Derbyshire.
- Most PCNs have opted to sign the Enhanced Services contract for Cohort 10+ with only three currently in discussion.
- Public support has been strong although sadly we have seen some challenging behaviours towards staff as we go down the age cohorts.
- We communicate progress via a twice weekly vaccination bulletin and other channels.

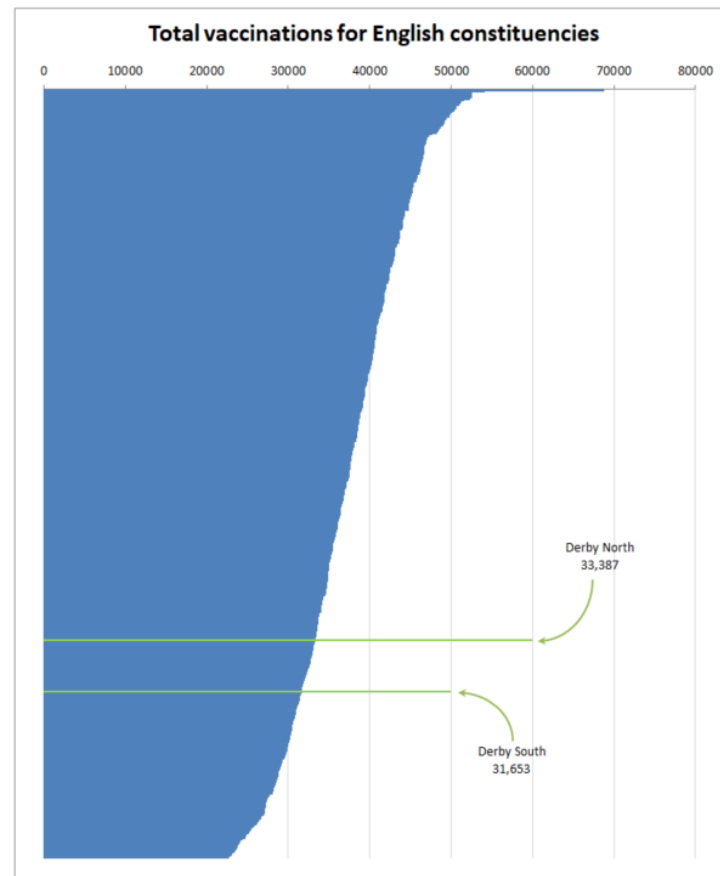
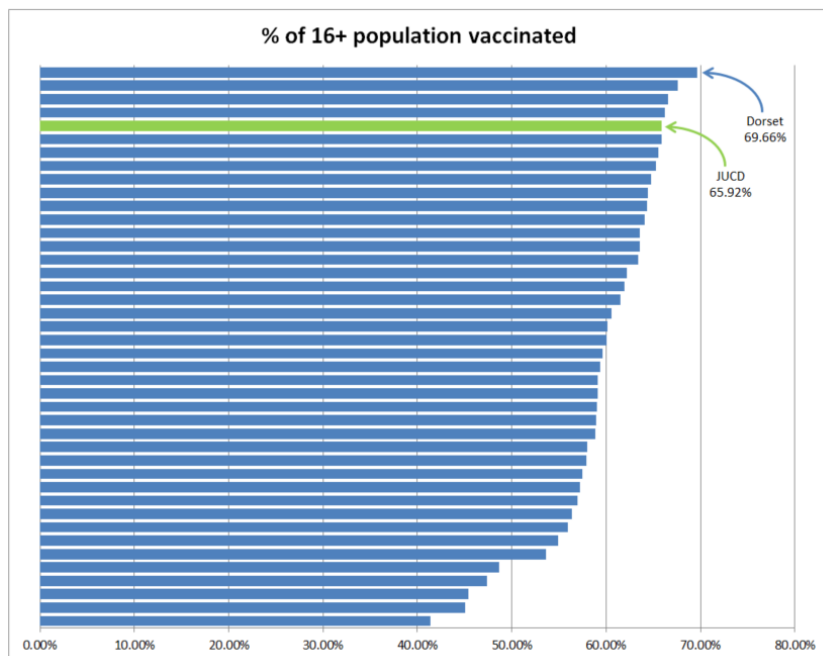
Headline updates

The vaccination programme has now been running for over 100 days and Derbyshire has reached 670,000 vaccinations (5/4). We compare favourably against systems at a regional and national level and our current performance by cohort or group in penetration terms is as follows:

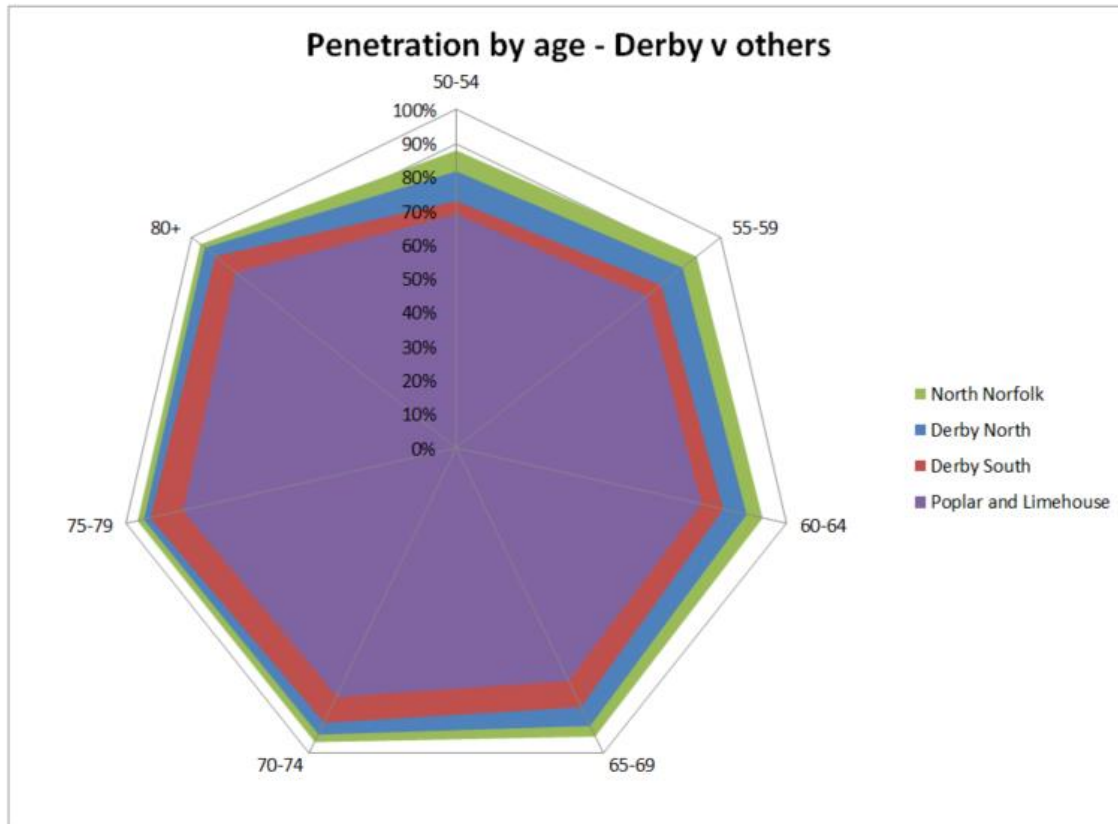
• +80 years	97%
• 75-79 years	97%
• 70 – 74 years	96%
• Clinically extremely vulnerable	94%
• 65 – 69 years	94%
• Covid at risk	87%
• 60 – 64 years	93%
• 55 -60 years	91%
• 50 – 55 years	88%

Overall vaccinations (adults)

Data source = NHS England



Constituency Cohort Penetration



Derby North and Derby South age cohort penetration compared with highest and lowest in England

Constituency	50-54	55-59	60-64	65-69	70-74	75-79	80+	Total
North Norfolk	88%	91%	93%	95%	96%	97%	97%	53%
Derby North	82%	85%	88%	91%	94%	95%	95%	30%
Derby South	73%	77%	81%	85%	90%	93%	91%	24%
Poplar & Limehouse	69%	72%	74%	76%	81%	83%	83%	11%



Tackling vaccine hesitancy in our communities

The issue

- The very people who are dying disproportionately of COVID-19 are the same communities that are vaccine hesitant.
- This creates health inequalities and our role is to close this gap.
- We are working to inform and educate our communities with the right information to increase COVID-19 vaccine uptake at the point of offer.
- We are tailoring our outreach approach to ensure that it resonates with different communities and issues.

How are we tackling hesitancy?

- **We are working with credible influencers** – use community/faith leaders and NHS clinicians to deliver authentic messages.
- **We continue to develop culturally appropriate communications** - featuring diverse messages, voices and images.
- **FAQs** – signposting communities to trusted sources of information = inform and educate.
- **We are working to understand where communities get information** – ethnically diverse, shops, barbers, places of worship, community centres, social media etc.

Examples of work in progress

- We continue to work with local authority and national colleagues to vaccinate both registered and self-declared carers
- Work continues to engage further with respected influencers who are in direct contact with communities to encourage take up in vaccine hesitant groups (including asylum seekers, travellers, Roma community and BAME groups).

Examples of work in progress

- Regular engagement with local community and faith leaders alongside local authority colleagues
- Community specific communications toolkits published on JUCD website in different languages
- Homeless community outreach vaccinations delivered
- Pop-up clinic piloted at the Pakistan Community Centre, Derby to encourage take-up pre-Ramadan locally. Open to all communities .
 - 26 March – four hours (40 slots - fully booked)
 - 2 April - full day (77 of 180 slots booked)
 - 9 April – full day (180 slots)

Examples of work in progress

- Train the Trainer sessions underway with community leaders and representatives
- Vaccination session delivered at West Indian Centre
- Conversations being held with African-Caribbean community, with a view to using the West Indian Community Centre as potential venue
- Working with Disability Direct and other groups to encourage uptake
- We are progressing opportunities to offer tailored vaccination services for specific needs, eg, the deaf community

Next steps

- We are already looking at forthcoming cohorts, eg, young people and any specific needs they may have
- We remain on target for the national timescales
- The plan for the longer term vaccination programme needs to incorporate an element of business as usual

Thank you

