

Flu campaign 2016

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Quality and Safety

Bracknell and Ascot Clinical Commissioning Group

Slough Clinical Commissioning Group

Windsor, Ascot and Maidenhead Clinical Commissioning Group

Flu campaign Messages

- Provisional data shows that in 2015/16 the vaccine was well matched to the circulating strains.
- Targeting of the difficult to reach groups
- Myth busting
- Data capture from September to February

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Target Groups and % Aspirations

- **A minimum 75% uptake for:**
 - **Those aged 65 years and over**
 - **Health and social care workers.**
- **Maintaining and improving uptake in 6 months to 64 years in clinical risk groups, with the aspiration for all practices to achieve 55% uptake.**
- **55% uptake in Pregnant women**
- **Children's aged 2 years to school year 3 flu programme: 40%-65%**
- **Carers**

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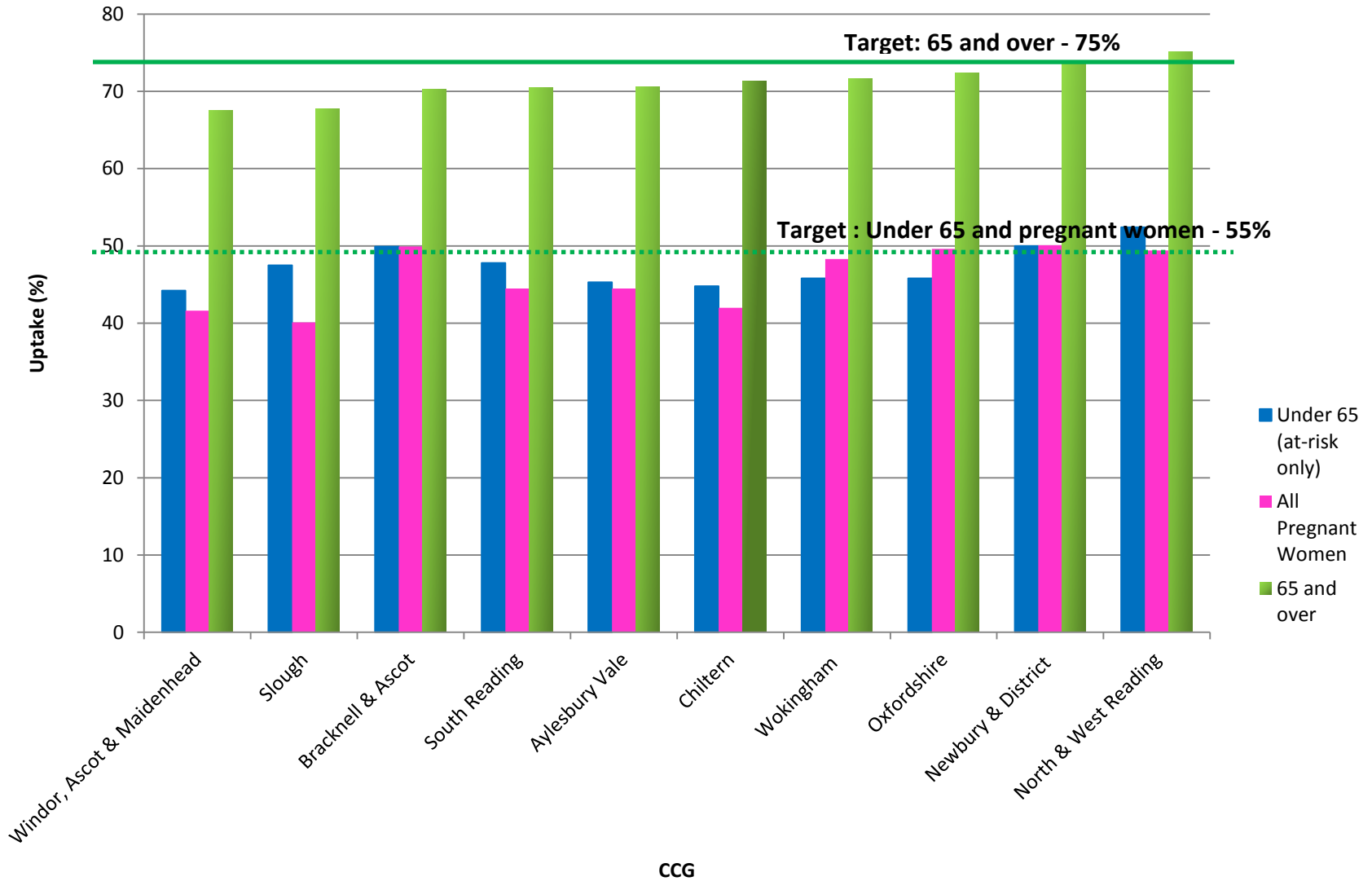
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Which Providers can give the Vaccine

Cohort	Provider			
	Primary Care	Pharmacy	Maternity Services	Community Nursing Provider
People Aged 65 & over	✓	✓		
Clinical at risk groups under 65	✓	(Aged 18-64) ✓		
Pregnant Women	✓	✓	✓	
Carers	✓	✓		
Children Aged 2,3,4	✓			
Children in school Years 1, 2 & 3				✓
Children in school Yr 1-3 in clinical risk group	✓			✓
Special Schools				✓

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Flu Data 2015 CCG Area



CCG

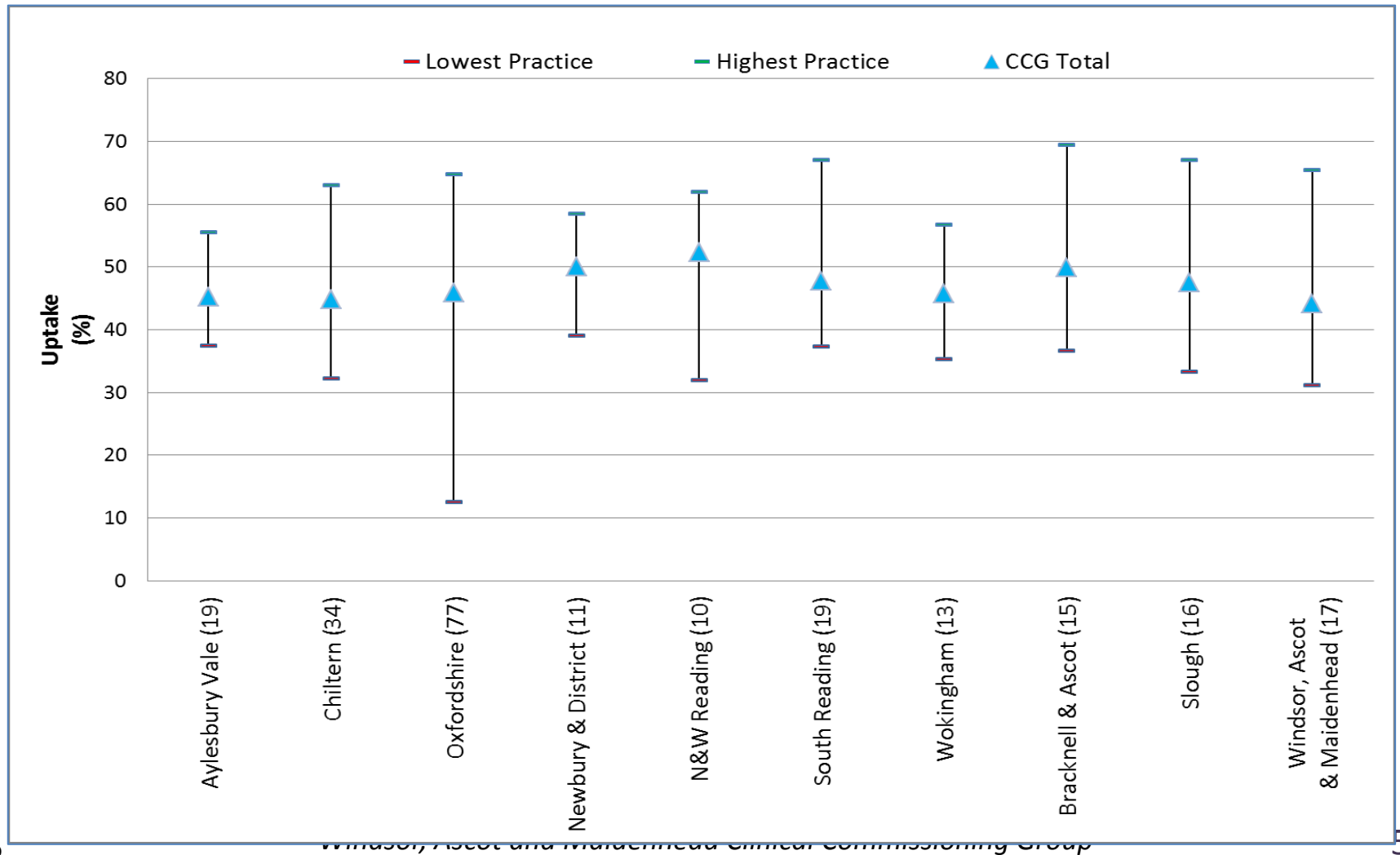
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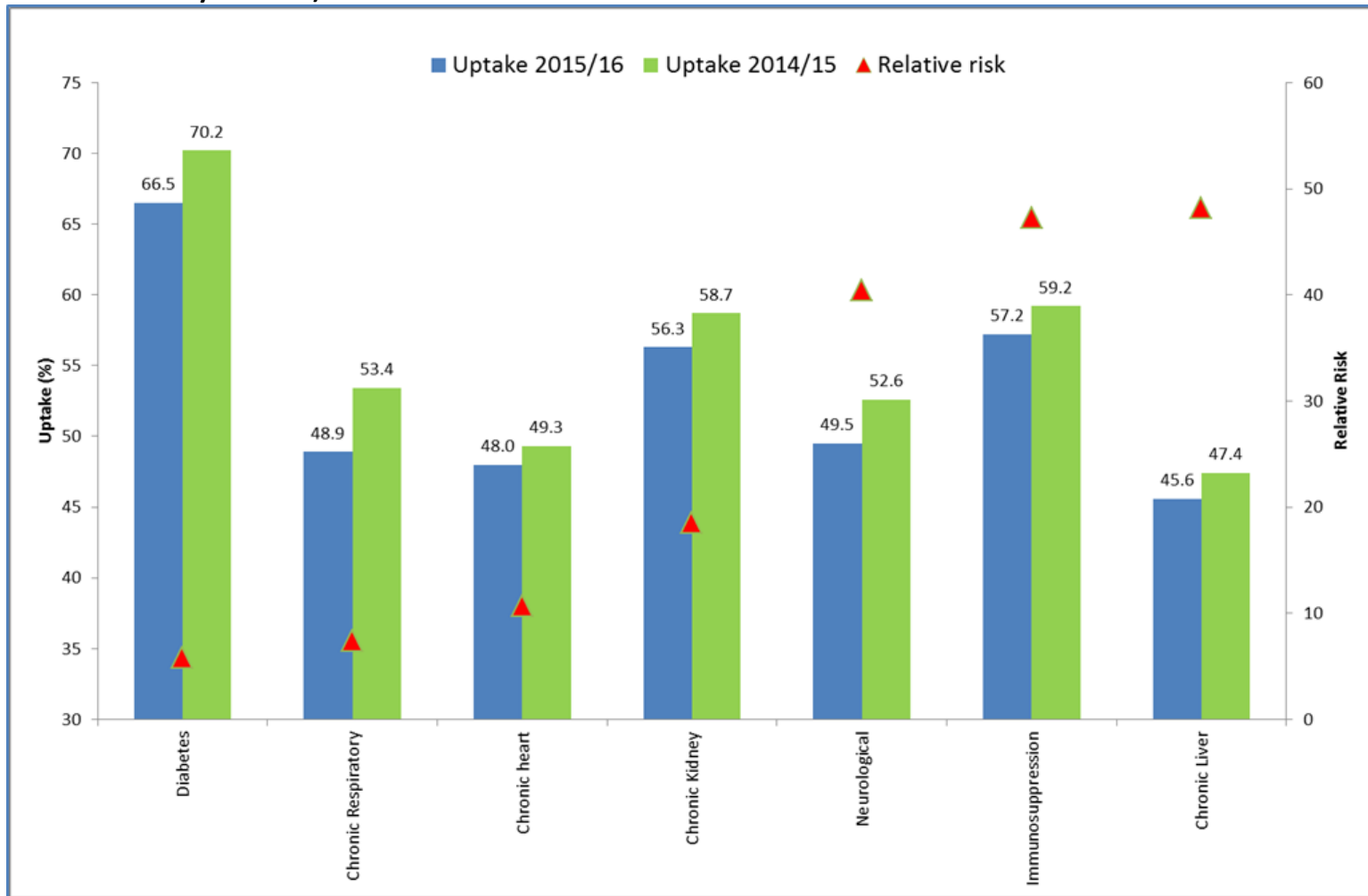
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At risk groups aged under 65 years

Uptake of seasonal flu immunisation for individuals aged under 65 years in clinical risk groups showing range of uptake within the CCG and CCG average



Uptake in clinical risk groups 2015/16 & 2014/15 and influenza related mortality ratios (Age adjusted relative risk Sept 2010-May 2011)



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Plans for 2016/17

- National initiative called CQUIN – Achieving an uptake of flu vaccinations by frontline clinical staff of 75%
- Workshop in July 2016 to review previous year and plan.
- National launch was 12th October and part of the Winter planning campaign. Local comms radio interviews photo opportunities. Use of social media.
- Help from local communities in telling the message

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