



North Central London
Health and Care
Integrated Care System



Targeted engagement to encourage vaccination uptake

NCL JHOSC

17/04/2025



Your Local Health Team - vaccinations

- An overarching 18-month campaign that will bring together several sub-campaigns, unifying them under one voice.
- Vaccination will be one of the leading sub-campaigns alongside primary care access and 'winter and self care'
- From October '24 the campaign will initially promote the uptake of COVID-19, flu and RSV vaccines
- These messages will appear in a range of media including digital paid advertising [Facebook, Spotify, Snapchat, Google Display] large outdoor advertising spaces, Trust poster sites.
- The campaign material will also be available on a newly-developed hub for partners and stakeholders to use in their local campaigns
- A community engagement element of the campaign is under development



North Central London
Health and Care
Integrated Care System



Flu and COVID-19
can cause serious
illness. Protect
yourself and
your family this
winter by getting
vaccinated.

**YOUR LOCAL
HEALTH TEAM**



Partnership work with VCSE



North Central London
Health and Care
Integrated Care System

- The North Central London (NCL) Vaccination Transformation team have commissioned a programme of community engagement in Enfield and Haringey with the goal of increasing understanding and uptake of the MMR vaccine among communities under-represented in our uptake figures.
- This project aims to tackle health inequalities by focusing on the most underserved communities which data show lie between these two boroughs. Although our focus will be on MMR and other childhood immunisations, communities have welcomed more holistic support with their health and wellbeing.

Programme aims and objectives

- Build a strong VCSE partnership, bringing together a lead facilitating organisation and grass roots organisations – equitably sharing funding and utilising the unique skills of each organisation to work with local communities
- Develop a simple training programme to upskill the VCSE partnership's and community connectors' knowledge of the key priority areas
- Recruit and support community connectors within relevant wards across communities
- Empower communities to manage their health/increase access to services
- Raise awareness of the dangers of measles and the benefits of MMR vaccination, maternal whooping cough vaccination and other childhood vaccinations as well as holistic family health messaging.
- Signpost to catch-up clinics and help book appointments for these.
- Gather key information about community barriers to accessing healthcare and vaccines
- Increase understanding in target communities around how to access health advice and services; self-care, when to seek help and how

Integration with community assets



North Central London
Health and Care
Integrated Care System

- Following the successful delivery of MMR vaccinations within NCL Childrens Centres / Family Hubs, a series of community catch up clinics have been established, administering a wider range of vaccinations.
- Where operationally possible, we are seeking to engage populations on the wider determinants of health alongside administration of these key vaccinations
- Further evaluation will be undertaken regarding the 'whole family approach' to vaccination catch-up
- We are seeking to ensure that these clinics are fully integrated to the emerging neighbourhoods, taking full advantage of the opportunity presented when utilising a community asset

Catch-up Clinics CAMDEN

Has your child missed their vaccination at school ?

We are running catch up clinics in your area. See below for the dates and locations of the clinics.

Vaccines we provide:

DTP (Diphtheria, Tetanus & Polio)
Meningitis ACWY
MMR
HPV (check with your local team)
Flu (check with your local team)

To speak to our team:

0204 603 3495
camden@v-uk.co.uk

[Or book an appointment
directly here.](#)

Drop ins may be available but are not guaranteed.

Catch up clinic

24 Apr 2025, 12:00 – 15:00
Kensington Central Library ,
(Community Room) 12
Phillimore Walk, London W8
7RX

Catch up clinic

26 Apr 2025, 10:30 – 13:30
Harmood Children's Centre
and Family Hub, 1 Forge Pl,
Ferdinand St, London NW1
8DQ

Catch up clinic

26 Apr 2025, 10:30 – 13:30
Harmood Children's Centre
and Family Hub, 1 Forge Pl,
Ferdinand St, London NW1
8DQ

NCL Training Programme - Vaccination

- After many years of inequality of accessibility and quality of vaccination training NCL ICB is commissioning enhanced mandatory and newly developed vaccination training packages across all five boroughs for general practice professionals.
- These sessions will be delivered by the new faculty of vaccination trainers based with the NCL training hub.
- The important role of administrative staff is being recognised with a tailor-made package to develop awareness and confidence of their role and processes within the vaccination pathway.
- Empathetic Refutational Interviewing (ERI) is being offered to all general practice staff to build confidence when holding a vaccine related conversation. ERI creates a consistent calm approach in the way conversations are held, building trust and understanding between the parties involved.



North Central London
Health and Care
Integrated Care System

General Practice Vaccinators

Initial
Core
Training

Annual
Update
Training

Returning to
Vaccinating

General Practice Administrators

Care Navigator Immunisation
Training

All General Practice Staff

ERI
Clinical

ERI
Administrative

Seasonal vaccinations

- Uptake of seasonal vaccinations (Covid-19 and influenza) were lower this winter (24/25) in comparison to the year before (23/24)
- That said, the decrease in NCL was significantly less than other areas of London and England
- Uptake of flu vaccination amongst pregnant women increased this year (24/25) in comparison to the previous year (23/24) – and increase of 4%
- A key priority for the Spring 25 campaign (Covid-19) is to address lower uptake in the those who are immunocompromised. Key actions undertaken include:
 - Tailored communications in line with specific conditions
 - Call to action for all Trusts and consultants to engage with patients (through letters and in clinics)
 - More posters explaining eligibility
 - Over 140 active vaccinations sites across NCL



North Central London
Health and Care
Integrated Care System



COVID-19, Spring 2025 Who is eligible

The COVID-19 vaccination is being offered to:

- adults aged 75 and over
- residents in a care home for older adults
- individuals aged 6 months and over who are immunosuppressed

Immunosuppressed – who could be affected

Type of patient	More information
Patients with diseases or treatments causing immunosuppression	This includes chemotherapy, radical radiotherapy, solid organ or bone marrow transplants, HIV infection, multiple myeloma, and genetic disorders affecting the immune system
Patients receiving immunosuppressive or immunomodulating biological therapy	This includes anti-TNF drugs, alemtuzumab, ofatumumab, rituximab, protein kinase inhibitors, PARP inhibitors, and steroid-sparing agents like cyclophosphamide and mycophenolate mofetil.
Individuals treated with systemic steroids	Affects those being treated for more than a month at a dose equivalent to prednisolone at 20mg or more per day for adults.
Individuals with a history of haematological malignancies	This includes leukaemia, lymphoma, and myeloma.
Those requiring long-term immunosuppressive treatment	This could be for conditions like systemic lupus erythematosus, rheumatoid arthritis, inflammatory bowel disease, scleroderma, and psoriasis.

Full eligibility details are listed in the 'Immunosuppression' rows in the Green Book, Chapter 14a, Tables 3 and 4.

Who is not eligible

- Healthcare workers
- People with diabetes (categorised as clinically vulnerable, not immunosuppressed). More information is on the NHS diabetic website.
- Pregnant women (unless immunosuppressed)
- People with asthma (unless poorly controlled and have been hospitalised)
- People living with immunosuppressed individuals or people who are clinically vulnerable

How to book

You can book a vaccination appointment by dialling 119, going online at www.nhs.uk or by scanning this barcode:

