



## Flu vaccination special issue

### Marketing campaign launched

Public Health England (PHE) and NHS England have launched the flu vaccination campaign as part of the Stay Well this Winter Campaign with the biggest ever flu vaccination programme in England for children. This year the programme is being extended to those in school year 3, offering around 4 million children protection against flu – 600,000 more than last year.

As well as offering protection to these children aged 2 to 7, it will help to reduce the spread of this infectious disease to those most at risk in the community.

Children aged 2, 3 and 4 are offered the vaccination by their GP. Parents of children in school years 1, 2 and 3 are asked to give permission for their children to receive the free nasal spray vaccination at school. The programme will be extended gradually to older age groups in primary school in future years.

Children are most likely to spread flu to others, so vaccinating them helps to protect the wider community too. When piloted in selected areas in previous years, PHE data indicates that vaccinating primary school aged children has resulted in significant reductions in GP consultations for flu, attendances at A&E for respiratory illness and hospital admissions due to flu in children in the pilot areas.

Flu can be particularly dangerous for those with long-term health conditions, for example: chronic respiratory disease, such as chronic obstructive pulmonary disease, bronchitis or emphysema; diabetes; heart, kidney or liver disease; and chronic neurological diseases, like multiple sclerosis or cerebral palsy. For these people flu can more easily develop into a serious illness which could result in admission to hospital.

On average someone with a long-term condition is 11 times more likely to die if they get flu than those not in at risk groups. The risk of death varies by condition, with patients with chronic liver disease 48 times more likely to die on average than those without an underlying chronic health condition.

The campaign is also encouraging pregnant women to get vaccinated against flu throughout winter. Pregnancy naturally weakens the body's immune system, and so flu can cause serious complications for mother and her newborn baby.

The free vaccine is offered to other groups at particular risk of infection and complications, or liable to spread it to those at risk, including people aged 65 and over and carers.

## Campaign details

Flu vaccination is the first stage of the wider Stay Well This Winter campaign which was launched on 12 October. The winter strand of Stay Well This Winter goes live on 7 November.

The flu vaccination marketing campaign targets:

- Pregnant women via videos on Facebook and YouTube, magazine advertising, and social media featuring a pregnant women talking about the flu jab.
- Parents of children who are eligible for flu vaccination, with a particular focus on those aged 2, 3 and 4 with a new television commercial running on 'kids' TV channels featuring a practice nurse Michele Martin and a 2 year old boy. There is also magazine advertising in parenting titles.
- People with long term health conditions that make them eligible for the free flu jab, using three radio commercials that call out the individual long term conditions with one on like chronic lung disease, another on diabetes, heart, kidney and liver disease, and the final one on immunosuppression and chronic neurological diseases, as well as social media advertising.

There is also a partnership with Netmums who will be helping to target pregnant women and parents through online chats, stories and videos.

Partners can download a number of flu campaign resources from the PHE Campaign Resource Centre including new posters for the children's' programmes and pregnancy. See [weblink 1](#).

## Health and social care workers

Health and social care worker vaccination is an essential part of the overall infection prevention and control arrangements in any health and social care setting. The NHS and social care workforce is being targeted to help protect them, and reduce the risk of them spreading infection to patients, particularly those in vulnerable groups. The NHS is running its 'Flu Fighter' campaign throughout the flu season providing advice, guidance and promotional materials to support local NHS trusts to get staff vaccinated. Visit [weblink 2](#) for further information.

NHS England is incentivising the uptake of flu vaccinations for frontline clinical staff through the CQUIN scheme for 2016/17. Providers commissioned under the NHS Standard Contract will be eligible for CQUIN payments, e.g. acute, mental health, community and ambulance trusts. Providers will be rewarded based on the percentage of staff vaccinated. Only those providers that achieve 75% or above will be eligible for the full payment associated with this indicator. It is expected that primary care providers aim to achieve this ambition as well.

The responsibility for providing flu vaccination for frontline health and social care workers rests with the staff's employer through their occupational health service.

## Child flu eligibility

It has come to light that there is sometimes confusion about the age eligibility criteria for child flu vaccination. A summary is given below and full details can be found in the annual flu letter at [weblink 3](#).

### GP practices

In 2016/17 it is only children who were aged 2, 3 or 4 on the **31 August 2016** that are eligible (i.e. date of birth **on or after** 1 September 2011 and on or before 31 August 2014). This means that children who become 2 after 31 August 2016 are not eligible for flu vaccination. Children that are 5 years old are also eligible for flu vaccination provided they were 4 on the 31 August 2016. These children should be offered flu vaccination via general practice as they will not be offered it in reception year at school.

### School-aged children

For school-aged children eligibility for the flu vaccine is defined by the school year they are in. In 2016/17 all those in school years 1, 2, and 3 will be offered the vaccine and for the majority, this will be offered through schools (i.e. date of birth **on or after** 1 September 2008 and on or before 31 August 2011)<sup>1</sup>. Some children in years 1, 2, and 3 might be outside of these date ranges (eg if a child has been accelerated or held back a year). It is acceptable to offer and deliver immunisations to these children with their class peers.

### Children in at risk groups

All children in at risk groups should be offered flu vaccination every year. They should be offered a suitable inactivated alternative vaccine if medically contraindicated to live attenuated influenza vaccine (LAIV). The type of vaccine to offer children under 18 is as follows:

Eligible cohort	Vaccine available: Children in clinical risk groups	Vaccine available: Children not in clinical risk groups
Six months to less than two years old	Offer suitable inactivated flu vaccine.	Not applicable.
Two, three and four years olds (but not five years or older) on 31 August 2016	Offer LAIV. If LAIV is medically contraindicated, then offer suitable inactivated flu vaccine.	Offer LAIV (unless medically contraindicated).
Children of school years 1, 2 and 3	Offer LAIV. If LAIV is medically contraindicated, then offer suitable inactivated flu vaccine.	Offer LAIV (unless medically contraindicated).
Children older than school year 3 but less than 18 years old	Offer LAIV. If LAIV is medically contraindicated, then offer suitable inactivated flu vaccine.	Not applicable.

1. In a small number of areas children in years 1, 2 and 3 will be offered the flu vaccine through general practice.

At-risk children may be offered immunisation at school, however if school visits are late in the season parents should be reminded that they can have their children immunised by their GP.

## Weekly national flu reports

During the flu season PHE publish weekly national influenza reports which give a full round-up of flu activity and other seasonal respiratory illnesses as well as vaccine uptake statistics. These are available at [weblink 4](#).

Monthly vaccine uptake data will also be available online during the flu season, with the first set of monthly figures for GP patients and healthcare workers available in mid-November (see [weblink 5](#)).

## All vaccines for the childhood flu immunisation programme are now available to order on ImmForm

The following vaccines are available for the 2016/17 influenza season, and are supplied for the following cohorts:

Vaccine	Pack size	Type	Age indication	Cohort
Fluenz Tetra (LAIV), AstraZeneca UK Ltd	10 dose	Quadrivalent live attenuated	From 24 months to less than 18 years of age	<ul style="list-style-type: none"> <li>All 2, 3 and 4 year olds</li> <li>All children of school years 1, 2 and 3 age</li> <li>All primary school-aged children from previous pilot areas<sup>2</sup></li> <li>All children from 2 years to less than 18 years old in clinical risk groups</li> </ul>
Fluarix Tetra, GSK	Single dose	Quadrivalent inactivated	From 3 years of age	<ul style="list-style-type: none"> <li>Children in the above cohorts aged from 3 years who are contraindicated for Fluenz Tetra and in a clinical risk group</li> </ul>
Inactivated influenza vaccine (split virion) BP, SPMSD	Single dose	Trivalent inactivated	From 6 months of age	<ul style="list-style-type: none"> <li>Children aged 6 months to less than 2 years in a clinical risk group</li> <li>Children aged less than 3 years who are contraindicated for Fluenz Tetra and in a clinical risk group</li> </ul>

2. Bury, Gateshead, Leicester City and Rutland, Havering and South East Essex

## Controls on LAIV (Fluenz Tetra®) ordering

**For the 2016/17 season, ordering controls are in place for General Practice providers.** These controls work by allocating an amount of vaccine to each practice, based on individual requirements. These allocations are being regularly reviewed and updated as the season progresses.

**Allocations have now been increased**, to allow practices to order enough vaccine to achieve the uptake they achieved last year without needing to submit a request for more.

If your practice's current allocation of vaccine remains insufficient to allow you to complete planned activity in the next 2 weeks, you should contact the ImmForm helpdesk directly to discuss your requirements.

**Requests for additional vaccine will be considered on a case by case basis** but please note, frontloading of vaccine when it has a very short shelf life cannot be supported and it is important that vaccine already allocated to each practice is ordered, and mostly used, before determining the requirement for more. Practices will need to make a strong case for ordering large volumes on top of that which is already allocated to them.

These measures have been taken to ensure that vaccine is available for those that need it and to help the NHS save a significant amount of money.

**At present there are no plans to implement similar controls on school based providers** as last years' data suggests that vaccine ordered was well matched to the vaccine uptake data. However there will be a high level cap on orders for schools, set at 300 packs (or 3,000 doses) per order per week to prevent accidental over-ordering. We recognise that there will be some instances in which school teams require more than this. Where this is the case, you can contact the ImmForm helpdesk directly to discuss your requirements. This cap will also be kept under review throughout the season and changes communicated through the ImmForm news item.

**Please note that these controls are for ENGLAND ONLY.** For information on supply of influenza vaccines in Scotland, Wales and Northern Ireland, please refer to guidance from your respective health departments.

## Controls on inactivated flu vaccine ordering

Inactivated influenza vaccine (split virion) BP has a cap of 5 doses per order per week. Fluarix Tetra® has a cap of 30 doses per order per week.

These controls will also be regularly reviewed and updates provided through the ImmForm website.

## Fluenz Tetra shelf life

Fluenz Tetra is a live attenuated vaccine and as such has a very short shelf life. Please bear this in mind when ordering. You will be able to place an order every week and deliveries will be made weekly alongside your usual deliveries of vaccines. Where possible do not order more than you will need for the next two weeks. This is to minimise vaccine wastage due to the vaccine passing its expiry date before it can be administered to patients. The vaccine will be available to order throughout the entire flu season to ensure there is in date stock available into the New Year. Subsequent deliveries of vaccine will have later expiry dates of January, March and April.

Please remember the general principles below:

### REMEMBER the General Principles for LAIV ordering

- LAIV is supplied in a 10-dose pack: **1 pack = 10 doses**
- **Order small amounts weekly** and receive weekly deliveries
- Be **realistic** about the amount of vaccine that you expect to need
- Spread your orders over the course of the flu vaccination season – **later ordered stock will have a later expiry date and will last longer**
- Hold no more than 2 weeks stock in your fridge; **local stockpiling can cause delays or restrictions on stock being released to the NHS, and increases the risk of significant loss of stock if there is a cold chain failure in your practice**

## How to order materials (leaflets, posters etc): Health and social care publications orderline.

### Who can have an account?

Anyone can have an account. We only restrict ordering from private commercial customers and even these orders are triaged daily on a case by case basis.

You can phone the orderline on 0300 123 1003 to place orders and check on their progress.

### How many of each product can I order?

You can order as many copies as you need. Orders over 500 are triaged daily to ensure that they are accurate and then prioritised as normal on a first come first served basis.

### What if I need a large number/bulk order?

We anticipate, and are fulfilling, bulk orders all the time. Orders for larger amounts are couriered and occasionally the team will need to check with the person who places the order that they are prepared for the large delivery. Very large orders are transported on pallets and customers may need special equipment to off load and store them. We work with the customer to make this as smooth as possible.

**Can I place multiple orders?**

Yes multiple orders are anticipated and fulfilled. The system is set up to take as many orders from each customer as they need. We appreciate orders being placed at the same time for each delivery point so that we can ensure that the customer has all the items in one delivery. This also reduces costs at national level.

**Do I have to pay for materials?**

No. All leaflets, posters and resources are free of charge. You do not have to pay postage or any fees.

**How are orders prioritised?**

Orders are fulfilled in time/date sequence. They are fulfilled and prioritised according to when they are placed chronologically.

**If items are out of stock should I still order?**

Yes, at peak times and during times when an item is being updated, orders can still be placed and are fulfilled as soon as the item comes into stock.

**How will I be informed when my order will arrive?**

Unfortunately there is no mechanism in place to inform you of this. All orders for items in stock should be fulfilled within 7 working days. You can phone the order line to place orders and check on their progress on 0300 123 1003.

**How do I find materials?**

All our publications are first published on the Immunisation section of the Gov.uk page. You can find the publication on the .Gov.uk site and download it to familiarise yourself with the contents and help decide if you wish to order it. If it is available to order in hard copy you can follow the link to the order line from the page or go straight to the order line and request it.

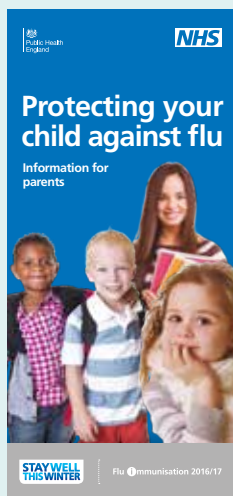
All our publications are first published on the Immunisation section of the Gov.uk page.

For example this year's influenza programme resources are listed under the 2016-2017 section (see [weblink 7](#)).

Each leaflet can be searched for using its title, subject or product code, by entering these details on the browser menu on the right hand side of the order line home page.

The product code can be found on the back of the leaflet or on the side of the poster.





### Protecting your child against flu leaflet

weblink 8

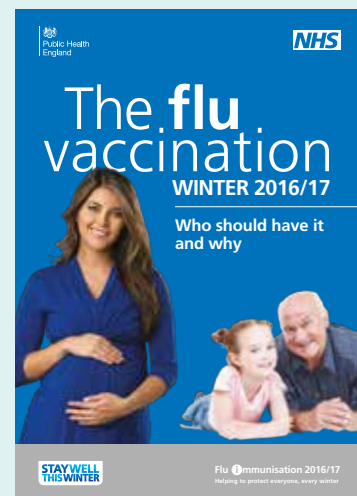
code: **2902552**



### 5 reasons to vaccinate poster

weblink 9

code: **2901251**



### General flu leaflet

weblink 10

code: **3079111**



### Easy read flu leaflet for adults with learning disabilities

weblink 11

code: **2904202**



### Easy read childhood nasal flu leaflet

weblink 12

code: **3248960**



### Protect you and your baby leaflet

weblink 13

code: **2903655**



## Campaign resource site

The Campaign resource centre can be found at [weblink 14](#) where you can also order the following leaflets.



**Is your child aged 2, 3 and 4?  
Help protect them from flu**

[weblink 15](#)

code: **3250720-A**



**If you are pregnant, you need  
a flu jab now**

[weblink 16](#)

code: **3250720-C**

## Web links

web link 1	<a href="https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter-/resources">https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter-/resources</a>
web link 2	<a href="http://www.nhsemployers.org/campaigns/flu-fighter">www.nhsemployers.org/campaigns/flu-fighter</a>
web link 3	<a href="http://www.gov.uk/government/publications/flu-plan-winter-2016-to-2017">www.gov.uk/government/publications/flu-plan-winter-2016-to-2017</a>
web link 4	<a href="http://www.gov.uk/government/statistics/weekly-national-flu-reports">www.gov.uk/government/statistics/weekly-national-flu-reports</a>
web link 5	<a href="http://www.gov.uk/government/collections/vaccine-uptake">www.gov.uk/government/collections/vaccine-uptake</a>
web link 7	<a href="https://www.gov.uk/government/collections/annual-flu-programme#2016-to-2017-flu-season">https://www.gov.uk/government/collections/annual-flu-programme#2016-to-2017-flu-season</a>
web link 8	<a href="https://www.gov.uk/government/publications/protecting-your-child-against-flu">https://www.gov.uk/government/publications/protecting-your-child-against-flu</a>
web link 9	<a href="https://www.gov.uk/government/publications/five-reasons-to-vaccinate-your-child-against-flu">https://www.gov.uk/government/publications/five-reasons-to-vaccinate-your-child-against-flu</a>
web link 10	<a href="https://www.gov.uk/government/publications/flu-vaccination-who-should-have-it-this-winter-and-why">https://www.gov.uk/government/publications/flu-vaccination-who-should-have-it-this-winter-and-why</a>
web link 11	<a href="https://www.gov.uk/government/publications/flu-leaflet-for-people-with-learning-disability">https://www.gov.uk/government/publications/flu-leaflet-for-people-with-learning-disability</a>
web link 12	<a href="https://www.gov.uk/government/publications/easy-read-childhood-nasal-flu-leaflet">https://www.gov.uk/government/publications/easy-read-childhood-nasal-flu-leaflet</a>
web link 13	<a href="https://www.gov.uk/government/publications/pregnancy-how-to-help-protect-you-and-your-baby">https://www.gov.uk/government/publications/pregnancy-how-to-help-protect-you-and-your-baby</a>
web link 14	<a href="https://campaignresources.phe.gov.uk/resources/campaigns/34/resources/1850">https://campaignresources.phe.gov.uk/resources/campaigns/34/resources/1850</a>
web link 15	<a href="https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter-/resources/1850">https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter-/resources/1850</a>
web link 16	<a href="https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter-/resources/1857">https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter-/resources/1857</a>