



# Public Health England

Protecting and improving the nation's health

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[www.gov.uk/phe](http://www.gov.uk/phe)

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**To:**

**Local Authority Directors of Public Health  
PHE Screening and Immunisation Leads  
NHS England Heads of Public Health Commissioning  
Community Practitioners and Health Visitors Association**

**For information via NHS England Bulletins:  
GPs and practice teams  
NHS England regional primary care leads**

Dear Colleague,

## **Public Health England Young People and Parents Attitudes to Immunisation Survey**

I am writing to let you know that Public Health England (PHE) has commissioned BMG Research to undertake a survey of young people's and parents views and experiences of immunisation. The survey focuses on immunisations offered during adolescence to inform the planning of the immunisation programme. This survey will build on those previously looking at the parental attitudes to vaccines offered to young children, which have been undertaken over a 25 year period.

BMG Research's experienced researchers will interview around 1,000 parents of young people aged 13-16 years of age and also young people from the same household, on an England-wide basis, using face to face computer-assisted interviewing. No young person will be approached without the parent's consent and interviews will only be conducted if the parent is present in the home. BMG Research will be interviewing in selected locations from the week commencing 3 July 2017 until the end of August and will be recruiting door-to-door.

For the parents the survey takes approximately 20 minutes to complete, for young people it is slightly less time, and covers experiences, views and knowledge around immunisation and the service offered. The BMG Research interviewer conducts the interview with respondents. The young person will be given £5 as a 'thank you' for taking part. Further

information about the research can be found at:

<https://www.gov.uk/government/publications/immunisation-survey-attitudes-of-young-people-and-parents>

BMG Research will contact the police in areas where the research is being planned ahead of its start and respondents will be able to contact the local police to verify that the research is bona fide if they wish to do so. Interviewers will also have ID badges and a letter of introduction from PHE. All interviewers have Disclosure and Barring Service (DBS) checks. Please forward a copy of this letter to anyone in your area who should know that this research is taking place.

If you have any concerns or queries please do not hesitate to contact Sharon Gowland at BMG Research on (0121) 333 6006 or by email to [sharon.gowland@bmgresearch.co.uk](mailto:sharon.gowland@bmgresearch.co.uk) Alternatively at Public Health England you may contact Angela Edwards on 020 7654 8123 or Helen Campbell on 07824 551803 or by email to [immunisation@phe.gov.uk](mailto:immunisation@phe.gov.uk).

Yours sincerely,

A handwritten signature in black ink that reads "Joanne Yarwood". The signature is written in a cursive style and is underlined with a single horizontal line.

Jo Yarwood  
National Immunisation Programme Manager and Head of Implementation and Planning  
[Joanne.Yarwood@phe.gov.uk](mailto:Joanne.Yarwood@phe.gov.uk)