

Covid-19 Vaccination Update

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Brief overview

- The vaccination programme has now been running since 8 December and Derbyshire has reached over 700,000 vaccinations.
- The second dose programme is going well.
- Our system has worked very collaboratively and this has made a significant contribution to system performance.
- We have received fantastic support under the Call To Arms from returners to the NHS and volunteers.
- Our model 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.

Overview continued...

- We continually review local access to the vaccination programme, for example, we have recently opened new community pharmacy sites and we are piloting pop up vaccination centres.
- We have seen a lot of interest in the Derbyshire model and in recent weeks we have been visited by the Prime Minister and other senior figures.
- We communicate progress via a twice weekly vaccination bulletin and other channels.

Delivering the programme

- The original locations for vaccination sites were prescribed at national level to ensure consistency
- More recently, we have been able to make local decisions, particularly where patients have told us that access is a potential issue.
- We understand that most people want to be vaccinated as soon as possible but the clear national directive is that we must work down the age cohorts.
- The most direct way to invite patients for their vaccination is by text or email but we know that some people do not engage with IT so we continue to do our best to ensure that we offer other channels.

Programme Delivery continued...

- Equity in all respects is vitally important and we work very hard to ensure that the vaccination moves at the same pace across the county.
- We work hard to ensure that our sites are accessible so we continually review our provision, for example, wheelchairs, interpreting and translation at sites etc.
- One of our main objectives is to ensure that no one gets left behind so we spend a lot of time following up people who don't respond or who are unsure.
- We know that some people are hesitant about getting vaccinated and we have a programme of work underway – slides to follow.

Maximising local access

| Name of site | Name of site |
|-----------------------------------|---------------------------------------|
| Chesterfield Royal Hospital (Hub) | Shirebrook Leisure Centre |
| Derby Hospital (Hub) | Sharley Park Leisure Centre |
| East Midlands Ambulance (Hub) | Stubley Medical Centre |
| Kingsway (Hub) | Springs Health Centre |
| Queens Hospital Burton (Hub)) | Derby Arena Local Vaccination Service |
| Oaklands | Casa Hotel |
| Long Eaton HC | Hatton Community Centre |
| Littlewick | Horsley Woodhouse Church Hall |
| Newholme | Ikhlas Education Centre |
| St Oswald's Hospital | Pinxton Parish Council & Village Hall |
| Church Farm | Pop up vaccination centres |
| Babington Hosptial | Hathersage Pharmacy |
| The Winding Wheel | Peak Pharmacy - Clay Cross |
| Derby Arena | BJ Wilson Pharmacy - Sinfyn |
| Buxton Medical Practice | Boots - Buxton |
| Thornbrook Surgery | Boots - Intu Derby |
| St John's Methodist Church | Boots - Alfreton |

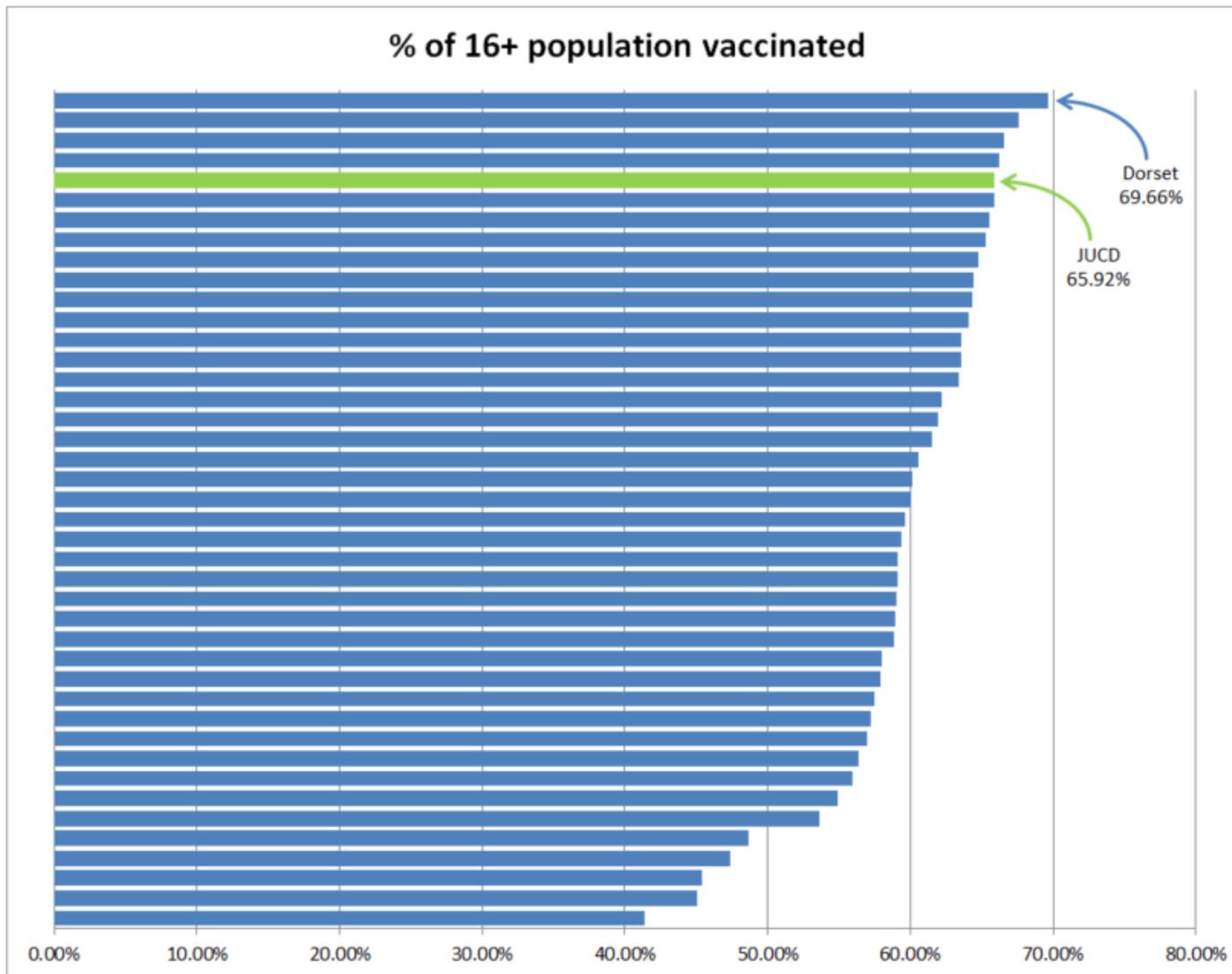
Our performance by cohort

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





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 these are going well.
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- ✓ 26 March – four hours
 - ✓ 2 April – full day
 - ✓ 9 April – full day

Examples of work in progress

- Train the Trainer information sessions underway with community leaders and representatives
- Vaccination information 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

Joined Up Care
Derbyshire

thank
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