

Warwickshire Version

Carry on Vaccinating during Covid-19 Campaign Pack

#Carryonvaccinating

1. Overview

Childhood vaccinations are a vital health priority to protect against a number of diseases. Vaccines provide immunity towards diseases, not only protecting those who have been vaccinated but also those around them. Getting vaccinated at the time that they are due means that the individual will have protection against those diseases, reducing their risk of harm and the potential spread of disease.

This pack is designed to address the imminent need to encourage parents to ensure that immunisations are being undertaken in a timely manner during the Pandemic. The GP practices have changed the way they work to make practices safe for patients to visit.

There are some wider issues around immunisation beyond the current COVID19 challenges. We will undertake a larger piece of work to understand these issues, target those at greater risk, and harness opportunities for improvement.

2. Background

There are national and local reports of a drop in the number of families accessing their GP practices for routine infant and pre-school immunisations during the Covid-19 crisis. This may be due to concerns over visiting GP practices during Covid-19 and the misguided belief about the potential risk of infection while at the GP surgery.

Good vaccination uptake in Warwickshire is important in order to avoid a resurgence of vaccine-preventable diseases which could have a major impact on children as well as vulnerable groups and would put significant pressure on the overstretched NHS.

In 2018/19 2nd dose MMR coverage was 88.1% in Warwickshire, 81.5% Coventry, 86.7% regional, 86.4% England. However, the third quarter of 2019/20 indicates a decline, with only 75% of Coventry and Rugby children at 5 years old receiving a second dose of the MMR. In North Warwickshire this figure is approx. 84% and in South Warwickshire it is 89%. The World Health Organisation states that 95% immunisation is needed to reach herd immunity for measles.

The West Midlands Measles Needs Assessment (2019) demonstrated that Coventry had the highest proportion of children susceptible to measles in the region across three age ranges, 17% (1-4-year olds), 11.6% (5-9-year olds) and 20.6% (10-18-year olds). In Warwickshire, susceptibility to measles was 12.3%, 7.8% and 12.7% respectively.

3. Key messages

- Maintaining your baby's vaccination schedule is vital to help ensure they are protected against dangerous preventable diseases
- Children must receive their pre-school booster before entering school; it's never been more important to protect our school communities from preventable diseases
- The vaccination programme has not stopped; it has continued to be offered by GP practices throughout the COVID19 crisis
- It is safe to visit your GP surgery for routine vaccinations; they are taking extra precautions to ensure you remain safe. You can always ring and speak to them if you have any concerns
- It is important to get routine vaccines on time and every time. Don't wait until a disease outbreak
- Protect your NHS and get vaccinated
- Protect your school community and get vaccinated

4. Audiences

The primary audience for this campaign is:

- All pregnant women
- All parents of infants
- All parents of pre-school children
- At risk groups from 2 years of age

Below audiences are to be picked up by a wider campaign later in the year:

- *Vulnerable adults**
- *Those aged 65 years and over**

** Note: communications and resources relating to flu vaccination will be planned over the coming months.*




5. Resources and materials

All the tiles, posters and materials listed below can be found on the campaign webpage:

<https://www.warwickshire.gov.uk/carryonvaccinating>

6. Social media messages – Twitter & Facebook

Week 1 – General posts

Twitter	
<p>GP practices are still offering vaccination appointments for babies, children, pregnant women and adults</p> <p>Attend your appointment to protect against serious preventable diseases</p> <p>https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/</p> <p>#CarryOnVaccinating</p>	 <p>The poster features a woman holding a baby, with a man standing behind them. The text 'Immunisation helps to protect you from disease' is prominently displayed. Below, a circular icon with a right-pointing arrow is next to the text 'Vaccination appointments count as an important medical reason to leave your home.' The Public Health England logo is in the top left corner.</p>
<p>Your GP practice is never too busy to vaccinate!</p> <p>We're keen to give infants, children and pregnant women all their scheduled vaccinations during #Covid19.</p> <p>Attend your vaccination appointments to avoid serious preventable illness</p> <p>#CarryOnVaccinating</p>	 <p>This poster shows a man kissing a baby on the cheek, with a woman smiling in the foreground. The text 'Immunisation helps to protect you from disease.' is clearly visible. At the bottom, a circular icon with a right-pointing arrow is followed by the text 'Vaccination appointments count as an important medical reason to leave your home.' The Public Health England logo is in the top left corner.</p>
<p>Protect Warwickshire's NHS by vaccinating</p> <p>Increasing vaccination take-up during the COVID-19 crisis will help defend and shield the NHS by avoiding an increase in serious preventable diseases.</p>	 <p>The poster depicts a smiling family: a man, a woman, and a young child. The text 'Immunisation helps to protect your family from disease.' is centered. Below, a circular icon with a right-pointing arrow is next to the text 'Vaccination appointments count as an important medical reason to leave your home.' The Public Health England logo is in the top left corner.</p>

Facebook

During a pandemic it's more important than ever to keep up with infant, child and adult immunisations to prevent outbreaks of other diseases. Make an appointment with your GP practice and make sure you and your children are protected. For more information call your GP or text Warwickshire health visitors on CHAT **Health: 07520 615293** anytime (responses Monday to Friday 9am to 5pm).

For vaccination schedule:

<https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/>



Anyone who has missed their routine vaccinations should make an appointment at their GP practice to catch up. Planned vaccinations keep families safe and help to shield the NHS by avoiding an increase in serious preventable diseases during COVID19.

For more information call your GP or text Warwickshire health visitors on CHAT **Health: 07520 615293** anytime (responses Monday to Friday 9am to 5pm).

For vaccination schedule:

<https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/>



There is no vaccine for COVID19, but there are many vaccines to protect infants and children from serious diseases still circulating in our communities. To check you're up-to-date, look at your child's Red Book or visit:

<https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/>.

For more information call your GP or text Warwickshire health visitors on CHAT **Health: 07520 615293** anytime (responses Monday to Friday 9am to 5pm).



Keep up with your child's immunisations during COVID-19:

Keep them Safe, keep them well It's important all babies and children continue with their immunisation timetable during COVID-19, to prevent serious preventable diseases from returning to our communities.




You may be worried about visiting your local surgery when you've been advised to stay at home. However, all Warwickshire surgeries will have all the necessary precautions in place to keep you and your child safe from COVID-19. Please do not cancel or delay your child's immunisation appointments unless you or a member of your household is self-isolating with COVID-19 symptoms.

See vaccine schedule:

<https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/> If you have any concerns call your local surgery or health visitor. Alternatively, text CHAT Health: 07520 615293 and a health visitor will aim to get back to you within 2 hours (Monday to Friday 9am to 5pm).



Week 2 – Pre-school booster

Twitter	
<p>Keep up with your child's vaccinations schedule to help protect them and Warwickshire's children from serious preventable illnesses. Find out more https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/</p> <p>#CarryOnVaccinating #Covid19</p>	 <p>The poster features a young girl with brown hair and a green backpack. The text 'Immunisation helps to protect your child from disease.' is in large white letters on a green background. Below it, a grey box contains a green arrow icon and the text 'Planned appointments count as an important medical reason to leave your home.' The Public Health England logo is in the top left corner.</p>
<p>Don't cancel or delay your child's vaccination appointment during #Covid19. Protect them from serious preventable illnesses. Check the schedule in your child's Red Book.</p> <p>If you have coronavirus symptoms in your household, please contact your GP practice for advice.</p> <p>#CarryOnVaccinating</p>	 <p>A close-up photograph of two young children, a boy and a girl, lying down together. The boy is on the left, looking down at the girl, who is on the right, looking up at him. They are both smiling and appear to be in a comfortable, intimate setting.</p>
<p>Is your child starting school in September? They need their pre-school booster.</p> <p>It's never been more important to protect them and their school community from preventable diseases. https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/</p> <p>#CarryOnVaccinating #Covid19</p>	 <p>This poster is identical to the one in the first row, featuring the same young girl, text, and Public Health England logo.</p>

Facebook

Children need their pre-school booster to help protect them before they start primary school and begin to mix with lots of other children. Planned vaccinations keep families safe and help shield the NHS by avoiding an increase in serious preventable diseases during COVID19. For more information call your GP or text Warwickshire's health visitors on CHAT **Health: 07520 615293** anytime (responses Monday to Friday 9am to 5pm).

For vaccination schedule:

<https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/>



Week 3 – MMR

Twitter

If you're worried about visiting your GP for vaccinations during #Covid19, don't be! All Warwickshire surgeries will have taken all the necessary precautions to protect you. Please attend your vaccination appointment to avoid serious preventable illness.

#CarryOnVaccinating



Make sure you're getting your baby off to a healthy start during #Covid19.

Keep them safe and well by taking them to all their scheduled vaccination appointments.

#CarryOnVaccinating



Facebook

Don't cancel or delay your child's vaccination appointments. Warwickshire's GP practices are not too busy to vaccinate during this COVID crisis. They want to see you! For more information call your GP or text your health visitor on **CHAT Health: 07520 615293** anytime (responses Monday to Friday 9am to 5pm).

For vaccination schedule:

<https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/>



Infants who are 1 year of age need their 1-year booster immunisations and their MMR to protect them from measles, mumps and rubella. Planned vaccinations keep families safe and help shield the NHS by avoiding an increase in serious preventable diseases during COVID19.




For more information call your GP or text Warwickshire's health visitors on CHAT **Health: 07520 615293** anytime (responses Monday to Friday 9am to 5pm).

For vaccination schedule:

<https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/>



Week 4 – Pregnant women

Twitter	
<p>Immunisations are continuing in Warwickshire for pregnant women during #Covid19. Vaccinations are an important part of helping protect you against serious preventable diseases</p> <p>https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/</p> <p>#CarryOnVaccinating</p>	
<p>If you're pregnant don't cancel or delay your vaccination appointment.</p> <p>If you have #Covid19 symptoms or are self-isolating because someone in the household has symptoms, please contact your GP practice for advice.</p> <p>#CarryOnVaccinating</p>	
Facebook	
<p>Please don't cancel or delay your vaccination appointment in pregnancy. Pregnant women need to have their whooping cough vaccination. Warwickshire's NHS services are <u>not</u> too busy to vaccinate during this COVID crisis. We want to see you!</p> <p>For more advice call your GP or text Warwickshire's health visitors on CHAT Health: 07520 615293 anytime (responses Monday to Friday 9am to 5pm).</p> <p>For vaccination schedule:</p> <p>https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/</p>	

The above social media tile images are available here:

<https://www.warwickshire.gov.uk/carryonvaccinating>

Please also find here selection of PHE social media tiles that include embedded narrative:

<https://www.healthpublications.gov.uk/ViewArticle.html?sp=Scovid19promotingimmunisationsocialmediacards>

7. Posters

There are two #CarryOnVaccinating available for the campaign: one generic and one focused specifically on pregnancy. These posters, which also come in several other languages can be downloaded from: <https://www.warwickshire.gov.uk/carryonvaccinating>



8. Resources in other languages

There are a number of tweets and Facebook messages in the following languages: Polish, Arabic, Punjabi, Kurdish, French, Romanian and Tigrayit

The two campaign posters (see para 7. above) are in Polish, Urdu, Portuguese, Nepali, Gujarati and Punjabi.

These can all be downloaded from <https://www.warwickshire.gov.uk/carryonvaccinating>

[NHS Scotland](#) provides a generic (non-COVID specific) information video on childhood immunisation using BSL.

9. Press release / Newsletter



Keeping pregnant women and children safe and well: Continue with routine vaccinations during COVID-19

Health and care partners across Warwickshire are encouraging residents to help defend and shield the NHS by avoiding an increase in serious preventable diseases that could tip the balance and overwhelm our nurses and doctors.

This follows a national fall in vaccination numbers since the coronavirus pandemic. Health professionals across the region are eager to continue immunisations during this pandemic to protect residents, and they want to re-assure people that they have the necessary precautions in place to minimise risk and keep women and families safe from COVID-19.

Preventing the spread of COVID-19 and caring for those infected is a national priority but maintaining the national immunisation programme helps successfully protect pregnant women, children, and older vulnerable adults against serious preventable diseases such as pneumococcal infections and measles.

Councillor Les Caborn, portfolio holder for Adult Social Care and Health at Warwickshire County Council said:

"We want all our residents to remain as safe and healthy as possible. Vaccination programmes are vital to help protect against the spread of serious preventable illnesses. Following your vaccination schedule, as advised by your doctor, midwife or health visitor, will mean that pregnant women and infants will have the correct level of protection when they need it. Precautions are in place across our health care setting to ensure the continued safety of our residents, so please don't delay or cancel your vaccinations throughout Covid19 - attend any appointments you have been invited to."

For parents who are worried that their children may be displaying symptoms of coronavirus, it is important that they seek medical advice if they have any concerns. Health officials are keen to reassure families that services are still open, safe and available to help.

Imogen Staveley, GP and Deputy Chair of Warwickshire North CCG said:

“If you are concerned that your child, of any age, has the symptoms of coronavirus – a new continuous cough or a high temperature – the loss of smell and taste, the advice is the same and you still should not delay in seeking medical advice if worried. We want to remind parents that the out of hours services, children’s A&E department at University Hospital Coventry Warwickshire NHS Trust, and A&E departments at Warwick Hospital and George Elliott Hospital are all working and parents must not delay seeking help when worried, as this could put their child’s health at a risk. Serious illness, such as a severe asthma attack, pneumonia, appendicitis, meningitis or sepsis need to be picked up and dealt with early - to prevent complications.”

Warwickshire and Coventry Health and care partners are working closely together, as part of an agreement between council’s and CCGs, to plan for improving rates of immunisation uptake to ensure those at risk are protected against infectious diseases. As part of those measures a consultation period with parents, carers and older people, as well as professionals including GP practices and health visitors will be undertaken to find out more about the barriers to getting vaccinated.

If a pregnant woman, child or family member has COVID-19 symptoms or is self-isolating because someone in the household is displaying symptoms, they should contact their GP practice for advice and can view the [vaccine schedule](#) to check they are up to date.




Please advise pregnant women and young families to contact their GP, midwife or health visitor if they have any concern. Alternatively, they can text a health visitor anytime on CHAT Health: 07520 615293 (responses within 2 hours, Monday to Friday 9am to 5pm).

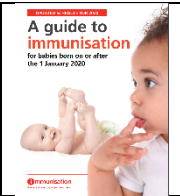
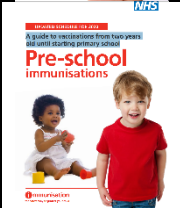
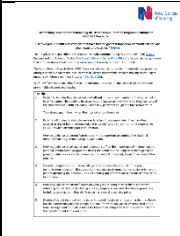
Keep Calm and Carry on Vaccinating image available here: <https://publichealthengland-immunisati.app.box.com/s/5tcnpebuoeqp6dd8jzt58ep9o3a002cf>

ENDS

10. Links to hardcopy resources for download

Below are several links to resources where you can download leaflets, posters and booklets to share with clients, parents and families.

Resource	Link	Information	COVID19 messaging
	https://ihv.org.uk/for-health-visitors/resources-for-members/resource/ihv-tips-for-parents/transition-to-parenthood-and-the-early-weeks/new-immunisations-1/	Flyer: Institute of Health Visiting Part 1 Parent Tip during resource with information on the childhood immunisation programme, explaining how vaccines work, how they are regulated and why it is important to ensure your baby receives all the recommended immunisations	COVID statement: Just to reassure you that despite the current COVID-19 pandemic, it is still recommended that your child receives their vaccines as this protects them against other serious diseases that can still cause them harm.
	https://ihv.org.uk/for-health-visitors/resources-for-members/resource/ihv-tips-for-parents/transition-to-parenthood-and-the-early-weeks/parent-tips-immunisations-2/	Flyer: Institute of Health Visiting Part 2: Frequently Asked Questions about childhood immunisation, what to expect on the day and being aware of common side effects can help to put your mind at rest.	COVID statement: Just to reassure you that despite the current COVID-19 pandemic, it is still recommended that your child receives their vaccines as this protects them against other serious diseases that can still cause them harm.
	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/674438/PHE_Pregnancy_2018_DL_16pp_Leaflet.pdf	Leaflet: Describes the vaccinations that help protect you and your baby during and after pregnancy	Not COVID19 specific but imagery matches COVID pregnancy and vaccination social media cards

	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/851521/PHE_11490_IMM_up_to_one_year_A5_booklet_Dec2019.pdf	<p>Leaflet:</p> <p>Summary of immunisations up to one year of age, with FAQ and schedule.</p>	<p>Generic, not COVID19 specific</p>
	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/849577/PHE_11490_IMM_preschool_A5_booklet_Dec2019.pdf	<p>Leaflet:</p> <p>Summary of vaccinations from two years old until starting primary school, with FAQ and schedule</p>	<p>Generic, not COVID19 specific</p>
<p>RCN Webpage</p>	https://www.rcn.org.uk/clinical-topics/public-health/immunisation/practical-and-clinical-guidance-for-vaccine-administration	<p>Webpage:</p> <p>RCN's practical and clinical guidance for vaccine administration</p>	<p>Generic, not COVID19 specific</p>
	file:///C:/Users/SFor4/Downloads/Maintaining-the-National-Immunisation-schedule-during-COVID-19%20(3).pdf	<p>Document:</p> <p>RCN Guidance for practice nurses on maintaining the National Immunisation schedule during COVID</p>	<p>COVID19 specific</p>

11. Background information

National immunisation programme

- The national immunisation programme includes a schedule of routine vaccinations: <https://www.nhs.uk/conditions/vaccinations/nhs-vaccinations-and-when-to-have-them/>
- Where GP practices are experiencing high demand, NHS-E advised that they prioritise time sensitive vaccines for babies, children and pregnant women including:
 - Routine childhood immunisations offered by GP to babies and infants including vaccines due at one year of age including the first MMR dose.
 - Targeted hepatitis B vaccines for at-risk infants
 - Pertussis vaccination in pregnancy (16-32 wks. gestation).
 - Pneumococcal vaccination for those in risk groups from 2 to 64 years of age and those aged 65 years and over
- Due to the public health advice on social distancing and shielding, practices are not expected to be offer the opportunistic shingles vaccine to those aged 70 years
- The Royal College of Nursing has published guidance for practice nurses on management of immunisations during COVID19: [file:///C:/Users/SFor4/Downloads/Maintaining-the-National-Immunisation-schedule-during-COVID-19%20\(1\).pdf](file:///C:/Users/SFor4/Downloads/Maintaining-the-National-Immunisation-schedule-during-COVID-19%20(1).pdf)

WHO facts about vaccines

- Vaccines defend us against deadly diseases by working with our body's natural defences to stop us from getting sick. It is a safe and clever way to produce a protective response, helping to keep us healthy, safe and strong.
- Two key reasons to get vaccinated are to protect ourselves and to protect those around us. Not everyone can be vaccinated – including infants too young to be vaccinated and older or seriously ill people. They depend on others getting vaccinated to protect them (also known as herd immunity).
- The ingredients in vaccines are safe and effective for women, babies, children and families. They occur naturally in the human body, the natural environment and the foods we eat.
- It is important to get routine vaccines on time and every time. People must not wait till they are exposed to a serious illness – like during an outbreak. There may not be enough time to receive all the vaccine doses needed to keep safe from the disease.