



## Partner briefing - Flu - October 2020

Flu vaccinations started in September and will continue over the winter months, with appointments available throughout the season (so there is still plenty of time for people to book).

GP practices are open and safe, and staff have put plans in place to be able to safely administer the flu vaccine for patients. This may mean that some patients see some differences in how flu clinics are run this year.

### Eligibility for the NHS funded (free) flu vaccination in 2020

- people aged 65 years or over
- those aged from six months to less than 65 years of age, in a clinical risk group
- all pregnant women (including those women who become pregnant during the flu season)
- close contacts of individuals with a weakened immunity system
- all children aged 2-3 years, and all primary school aged children
- people living in long-stay residential care homes or other long-stay care facilities
- carers, those who are in receipt of a carer's allowance, or who are the main carer of an older or disabled person (note: for unpaid carers (family/friends), Action for Carers provide more information on the Surrey Carers flu voucher scheme)

New groups in 2020:

- children in school year 7 (in secondary school)
- household contacts of those on the NHS Shielded Patient List
- health and social care workers
- people aged between 50 and 64

### Staggering flu vaccine clinics and phased delivery

GP practices and pharmacies receive phased deliveries of the vaccine and flu clinics are scheduled to coincide with these deliveries. By staggering appointments over the winter months, we can help protect as many people as possible from flu.

Please note the NHS have briefed GPs and pharmacies to remind them that flu vaccination for people who are aged 50 to 64 and are not in an at risk group will not be available until November at the earliest. This is to ensure that those who are most at risk are vaccinated first. We have informed providers (GPs and pharmacies) that they should neither invite nor vaccinate to anyone in this age group until advised to do so. We are explaining this to patients in our provider communications and asking them for their cooperation and patience. GPs and pharmacies can continue to invite and vaccinate those in at risk groups aged 50 to 64 as normal.

Household members or carers of shielded patients are eligible for the flu vaccination and have been vaccinated. They are advised to contact the GP practice they are

registered with to book an appointment or visit their local community pharmacy (if over 18).

Parents and carers of two and three year olds should receive an invitation for their child to have the vaccination at their GP surgery before the winter. If they have not heard from their GP by early November, we are advising them to contact the practice directly to make an appointment.

For primary school-aged children and those in Year 7 at secondary school, a vaccination session will be held at school during the autumn term. Parents and carers will be contacted by their local healthcare team via the school.

## Sussex flu vaccination campaign 2020/21

The Sussex system's approach to promoting the flu vaccine is to undertake a coordinated county wide campaign, in line with the national campaign timings and using all the campaign messaging and assets provided for the NHS and Public Health England national leads.

This year's campaign narrative is: "Just" the flu? Each year the flu kills on average 11,000 people and hospitalises thousands more. There's no "just" about it.



The [Sussex flu campaign 2020 toolkit](#) has been created to bring a county wide coordinated campaign to life, and enable NHS and Local Authority partners to be active participants and collaborate on the flu campaign, which launches nationally the week beginning 5 October.

It sets out the timeline for joined up communications activities to encourage the take up of the flu vaccine, and provides materials for partners to use in their communication channels to support a Sussex wide campaign to staff and the public.

This local campaign is designed as collaborative piece of work, which partners are asked to contribute to with their expertise, and use their networks and relationships within the community to help disseminate the core messages to target each of the eligible cohorts. If you have any questions about the campaign or would like to support, please contact [sxccg.comms@nhs.net](mailto:sxccg.comms@nhs.net)