

3 MARCH 2021



SURREY HEARTLANDS COVID-19 VACCINATION PROGRAMME

Introduction:

1. This paper provides an update on the delivery of the COVID Vaccination Programme in Surrey Heartlands to date and future plans for the continued roll out of the programme.

Headlines

2. Between 8 December and 15 February Surrey Heartlands Integrated Care System (ICS) delivered over 255,000 Covid vaccinations to the citizens of Surrey and frontline health and care staff.
3. Of these, approximately 250,000 were first doses.
4. All Older Adult care homes have been visited at least once.
5. To date, over 90% of all eligible citizens over the age of 70 have been given at least one vaccination.
6. A dedicated cell was established to manage the identification and booking in of eligible Health and Social Care workers (HSCW).

Delivery models

7. To enable Surrey Heartlands to deliver its COVID vaccinations programme the following delivery models are being used:
 - Local Vaccination Sites (LVS) – set up at a GP practice or in a location which is close to large groups of residents based on Primary Care Network footprints (Primary Care Networks or PCNs are groups of local GP practices and partners working together across local geographies). 16 of these have been set up and residents are invited to attend by their local practice

- Vaccination Centre (VC) – a single large site (Epsom Racecourse) set up and run by Central Surrey Health on behalf of the ICS. Established to allow for a high volume of residents to access vaccinations from both the ICS and anywhere within 45 miles. Invitations to attend are via a letter from the National Booking Service (NBS) or, for Health and Social Care Workers, invitations are issued via the HSCW Cell
- Hospital Hubs (HH) – vaccine is allocated to each Hospital for them to use to vaccinate their own staff and other HSCWs who are invited via the HSCW Cell. Royal Surrey Hospital did also vaccinate some residents from the over 80s cohort at the beginning of the programme
- Community Pharmacies (CP) – currently there are 2 of these, both in Guildford. It is expected that more will come online in the next 4 to 6 weeks. Appointments at Community Pharmacies can be booked via the NBS upon receipt of a letter of invitation to do so
- Roving Model – small groups of healthcare professionals who take the vaccine to those residents who cannot get to one of the other options listed above. Primarily these are visits to care homes of all types and the housebound

8. A map showing the distribution of all the above sites within each of our Integrated Care Partnership areas, with the exception of the roving model, can be found at Annex A.

Plans for those residents and HSCWs in cohorts 1 to 4 not yet vaccinated

9. Residents and HSCWs in these groups who have not yet taken up the offer of a vaccination will continue to be offered a vaccination and there will be capacity at LVS, VC and CP for these vaccinations to take place where necessary,

Plans for those residents in cohorts 5 to 9

10. The administering of vaccinations to residents in cohorts 5 to 6 has already commenced and cohorts 7 to 9 will be invited for vaccinations in turn, in accordance with Joint Committee of Vaccinations and Immunisations (JCVI) guidance and as vaccine becomes available. Based on current plans, Surrey Heartlands expects to be able to offer a first vaccination to every resident in cohorts 1 to 9 by 3 May 2021.

Second doses

11. In accordance with JCVI guidance, a limited number of second doses were given early in the programme at the 3-week point. Following updating of the guidance by the JCVI, second doses will now be given before 12 weeks have

elapsed since the first dose, usually around the 11-week point. The planning for the delivery of second doses is underway and these second vaccinations will commence in late February. With one exception, the process for calling in residents for the second dose will be the same as the first, which is that they will be contacted by their GP practices. For those who attended either a VC or CP, their second dose will have been automatically booked at the same time as their first.

Equality and Inclusion

12. In December 2020, the CCG coordinated an Assessment Team of special interest stakeholders to conduct a detailed Equality Impact Assessment. Over several meetings, challenges that would hinder maximal uptake of vaccinations were articulated and mitigations were proposed covering the nine protected characteristics/equality groups that are legislated for in the Equality Act 2010 as well as a number of different vulnerable groups including unpaid carers, the homeless and those who are more socioeconomically deprived.
13. An Equalities, Engagement and Inclusion Working Group has been established to take operational charge of the actions arising from the EIA, alongside other emerging issues that require adjustments to be made in the delivery of vaccinations to minimise inequalities and protect the most people in our population. This group is chaired by the Director of Public Health and meets weekly with the operational leads for the vaccination sites and communications and engagement colleagues. Feeding into this sub-group is a Stakeholder Reference Group comprising representatives of different equality and vulnerable groups, drawn from the voluntary, community and faith sector as well as internal specialists from partners in the ICS. They are able to provide local intelligence that makes our communications and actions resonate with the different communities we wish to reach.
14. Of utmost importance to reducing inequalities in vaccination uptake is our engagement and communications with different communities across Surrey Heartlands. A Vaccinations Communications Sub-Group has also been established (see below), bringing together communication leads from across Local Resilience Forum partners.

Communications and Engagement

15. A comprehensive communications and engagement plan has been developed to ensure timely, robust and consistent messaging across the Surrey Heartlands footprint, at the same time recognising the importance of consistent messaging to Surrey residents as a whole. Surrey Heartlands and Frimley

communications colleagues are working together – as part of the South East regional communications network – and through the Surrey Local Resilience Forum communications sub-group, which meets weekly.

16. Our plan is based on five key objectives:

- To ensure health and care providers are actively engaged in both the delivery and uptake of the vaccination programme (including equipping staff to also act as vaccine champions)
- To increase public confidence in the safety and importance of the vaccine including a particular focus on those groups/communities where we know vaccine uptake is likely to be lower (for example our Black, Asian and Minority Ethnic communities, Gypsy, Roma, Traveller communities and the homeless)
- Manage expectations about vaccine prioritisation and availability and educate/inform the public about when, where and how they will be able to receive the vaccine
- Ensure key stakeholders are kept up to date and assured about the progress of the programme and are also equipped to champion update and share key messaging
- Addressing inaccuracies, hoaxes, scams and other public concerns by working to quickly counter disinformation and mitigate emerging risks

17. A central repository of messages and wider resources has been published on the Surrey Heartlands CCG website ([link](#)) which has also been shared with Frimley colleagues. These messages are regularly updated as appropriate. Communications colleagues work closely with NHS England to ensure key messages are consistent with national messaging where relevant.

18. Our key communication channels to reach residents, patients, staff and stakeholders across Surrey Heartlands include:

- Central repository on NHS Surrey Heartlands CCG website ([link](#)) as above
- Dedicated Vaccination Enquiry service (Tel: 0300 561 2500; Email: syheartlandsccg.vaccination@nhs.net) run by NHS Surrey Heartlands CCG – details of the service have been shared widely with partners across Surrey
- Regular messaging across a range of social media channels (Twitter, Facebook, Instagram, YouTube, shortly to include NextDoor)
- Newsletter articles created by the central team and shared across public sector partners to reach those who may not have access to digital communications
- Regularly updated information on GP websites (using our Footfall platform), giving the latest advice re priority groups, how patients will be contacted and other key messaging

- Partner/stakeholder update which is produced and shared three times/week, including MPs, councillors, Healthwatch and other partners – providing an opportunity to update key messaging and give timely information about vaccination sites, priority groups etc
 - Weekly newsletter shared across a wide range of partners
 - Proactive media strategy – including regular Q and A slots on BBC Radio Surrey/Sussex morning show, proactive media releases to celebrate significant milestones in the programme, hosting journalist visits to local vaccination sites and so on
 - Use of video – an ongoing series of short videos to promote vaccine confidence, mitigate rumours, provide practical information such as how the programme works, walk-throughs at vaccination sites (and the sharing of other nationally/regionally produced videos)
 - Sharing of key communication assets across local public sector partners across Surrey, working closely with the MIG (multi-agency information group)
19. We are working with key partners and local ‘COVID champions’ to promote messaging through outreach engagement, with local groups and communities, including faith communities and trusted leaders. As detailed above, communications representatives sit on our Equalities sub-group to ensure we understand the gaps and can work creatively with partners to create the right messaging/engagement channels to reach communities who may have less confidence in the vaccination programme. This work is ongoing and includes sharing of videos and messages in different languages via trusted leaders, as well as supporting the work of local GP networks to reach out to different communities such as the Vaccination Bus run by the ABC GP Federation in the Crawley, Horsham and East Surrey (CRESH) area.
20. We also work closely with all the local MP offices, sharing key messages and answering queries from constituents.
21. Our communications approach is flexible and responsive, with messaging reviewed and updated regularly as well as responding to specific events such as the recent fire at Emberbrook Health Centre. Common enquiries which come via our enquiry line also help to inform our FAQs and other key messaging ensuring we are as responsive as possible to the latest concerns/questions.
22. Some current key messages Committee Members might be able to help us with include:
- The vaccine is safe and effective and gives you the best protection against coronavirus. The NHS would not offer any Covid-19 vaccinations to the public until experts have signed off that it is safe to do so. The vaccines

were tested on tens of thousands of people of different ages, ethnic backgrounds and with different health conditions before being approved.

- If you are currently in one of the eligible groups but haven't been contacted yet, don't worry. The NHS will contact you when it's your turn – either by letter, phone call or text. Please help the local NHS by continuing to be patient.
- In terms of prioritisation, we are following guidance issued by the Joint Committee on Vaccination and Immunisation. This means we are vaccinating people in a priority order based on their determination of risk of serious illness or death from Covid-19.
- We are not able to give people a choice of which vaccine to have (currently Pfizer or Oxford Astra-Zeneca) – but any specific concerns can be discussed at your vaccination appointment.
- A reminder that we aren't able to offer the Covid-19 vaccination to anyone without an appointment, even at the end of the day. Please help us prioritise those who need the vaccine most by waiting for the NHS to contact you when it's your turn.
- When you've had your vaccine you may be asked to wait for 15 minutes, just to be on the safe side in case of any adverse reaction (which is very rare). If you have the Pfizer jab you will always have to wait for 15 minutes; if you have the Oxford Astra Zeneca jab you will only have to wait if you are driving.
- The first dose of the COVID-19 vaccine should give you good protection from coronavirus, but you do need to have the two doses to give you longer lasting protection. Everyone should continue to follow the government's guidance even after you have had a first dose of the vaccine. This means still adhering to social distancing measures - hands, face, space – and taking all your normal precautions.

Conclusions:

23. The Surrey Heartlands ICS has made a strong start to the delivery of its vaccination programme and there are solid foundations in place for the delivery of vaccinations to remaining residents. As the programme moves forward there will continued and sustained engagement with all residents and relentless focus on ensuring that all residents are afforded the opportunity to have their COVID vaccinations.

Recommendations:

24. The Select Committee is asked to note the report.

Next steps:

25. The Programme will continue to focus on delivering vaccines to everyone in Surrey Heartlands who is eligible in accordance with JCVI priorities.

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Annex A: Map of vaccine sites



Current Locations of VC and LVS

