

Leeds Local Medical Committee Limited

Registered Office: 2 Farrar Lane, Leeds, West Yorkshire. LS16 7AA

Registered in England and Wales – Registered number 7287736

Tel: (0113) 295 1460 email: mail@leedslmc.org website: www.leedslmc.org Twitter: @Leedslmc



Brooklands Court
Tunstall Road
Leeds LS11 5HL
Tel: 0113 272 7560
www.cpwyl.org

Date: 28th August 2020

The Pharmacy Manager
The Practice Manager

Dear Colleague,

The flu vaccination season will soon be upon us and Leeds LMC and Community Pharmacy West Yorkshire would like to encourage West Yorkshire healthcare professionals to work together to support a successful 2020/21 flu campaign that delivers the best possible outcomes for our patients across these areas. Like last year, this will be a national service with both GPs and community pharmacies providing NHS flu vaccinations.

In light of COVID -19, and the challenges that we all face in delivering this year's flu programme, it is more important than ever that we are working together to ensure patients are vaccinated during 2020/21. Pharmacy and General Practice have a role to play in identifying and engaging these patients and vaccinating to keep people out of hospital this winter.

We would encourage General Practices and pharmacies to talk to each other at all levels; ICS, CCG, PCN and practice level about the vaccination service they are planning to offer to understand each other's plans, agree the principle that patients are free to choose where they have their flu vaccination and work together locally in the interest of patients. It should be acknowledged that we each understand our own populations and have a discussion about reducing inequalities and how to target harder to reach or under vaccinated populations which can help achieve an effective campaign.

- Messaging, both verbal and written, to patients must not deter a patient from using a specific sector.
- Messaging must be accurate about the flu offer from specific sectors including that the flu vaccine used and infection control requirements are the same and GP records are updated (even when vaccination is undertaken in the pharmacy).

Flu immunisation uptake in Leeds for 2019/20 was 76 % for 65s and over, and 44.1% for under 65s (at risk) which is below the national target for last year.

The Government wants to achieve a minimum 75% uptake across ALL eligible groups and has asked for a concerted effort to significantly increase flu vaccination coverage to achieve this. These figures show that all providers will therefore be expected to increase the number of flu vaccinations delivered. We can only achieve these targets to increase immunisation locally by working together. This year the new PCN Investment and Impact Fund will encourage greater uptake of flu immunisations for these 65 years and over and will access these across each PCN. Immunisations given by pharmacy will count towards this.

Finally, we would like to take the opportunity to share with you an example of joint working that led to an increase vaccination up-take, including those with respiratory conditions where the rate rose from 39% to 52%. Instead of competing for patients, surgeries and pharmacies worked together taking advantage of all opportunities to promote the vaccine and recommend the easiest, most appropriate setting for each individual patient. They decided that the best approach to increase vaccination rates was to build reciprocal links between GPs and pharmacists so that patients could receive a flu jab in the setting that was most appropriate for them. The providers would promote each other's vaccination offer, depending on the needs of the patient.

Patients who had previously declined a vaccination were given a prompt on their prescription inviting them again. Electronic prescriptions sent directly to the pharmacy also included a message to the pharmacist to offer the flu jab. Patients were offered the vaccination either at the pharmacy or back at the practice.

They also ran a joint poster campaign across the community with the key message that the more people in the community who have the flu vaccination, the less likely it was that flu would take hold. The aim was to develop a community movement around flu prevention which was supported by a thermometer graphic across general practice and pharmacy showing progress made towards the joint target set.

Details can be found on p38 of the National Association of Primary Care (NAPC) Primary care home: community pharmacy integration and innovation guide for further information.

<http://napc.co.uk/wp-content/uploads/2018/05/Community-pharmacy.pdf>

Yours faithfully,



Ruth Buchan FFRPS
Chief Executive Officer
Community Pharmacy West Yorkshire



Dr Raj Sathiyaseelan
Medical Secretary
Leeds Local Medical Committee