

Executive Summary of Joint Working Outputs, Project 196.

Status – Incomplete project – The Children’s National Influenza Immunisation programme is seasonal and has a defined timeframe for implementation. Due to a late start and delays in recruiting the necessary additional staff, the project was not completed within this designated timeframe.

Joint Working project between AstraZeneca UK Ltd and Wirral Community Health & Care NHS Foundation Trust.

NHS Project Partners	Wirral Community Health & Care NHS Foundation Trust. Wirral & East Cheshire School Aged Immunisation Service (SAIS)
Project Title	Increasing uptake in the Children’s National Influenza Vaccination programme by reducing inequalities in access.
Background	Delivery of the immunisation programme in schools, requires parents to consent to their child receiving the vaccination prior to administration by the SAIS. A key barrier to uptake is parents not responding to their child’s immunisation e-consent/invitation. Reasons for this are complex but are thought to include busy parents overlooking the invitation, lack of perceived need to flu vaccination, parent queries and/or concerns that require a discussion with a relevant HCP, low literacy levels, English not first language, data/IT poverty, and cultural/religious beliefs. It was hypothesised that by addressing some of the inequalities to access, more parents would respond to the consent/invitation, more parents would have the information they required to make an informed choice thereby increasing consents (were clinically appropriate), resulting in an overall improvement in vaccination uptake.
Aims & Objectives	To mitigate barriers to parent/guardian consent that are not addressed through a digital-only invitation and consent process. <ul style="list-style-type: none"> • Increase the proportion of parents responding to the consent invitation (In target schools v previous season) • Increase parent/guardian consents (In target schools v previous season) • Increase vaccination uptake (In target schools v previous season) • Capture insights into the reasons for parents not responding to the initial e-consent invitation and/or reasons for decline.
Project	Pilot an enhanced service initiative aimed at engaging non-responding parents across 32 targeted, low uptake schools. A team of experienced administrators were deployed to contact parents directly via telephone, SMS and in-person events, addressing inequalities associated with digital-only access. Parents identified as requiring a clinical discussion were contacted directly by an immunisation nurse.
Term	The project commenced on the 23/10/2024 and concluded on the 31st of January 2025.
Interim Summary of Outputs	<ul style="list-style-type: none"> • A total of 255 hours of Administrator time were utilised to contact non-responding parents (19% of project allocation)

	<ul style="list-style-type: none">• 2.63% Average increase in uptake across thirty-two target schools v 2023/24 season• 830 additional children vaccinated across thirty-two target schools v 2023/24 season.• Reasons for parents declining vaccinated were captured by SAIS (anonymised and amalgamated data) informing public health messaging.• Reasons for parents not responding to initial e-consent invitation were captured by SAIS, (Anonymised and amalgamated data) informing recommendations for how to adapt the consent process.• The provision of Paper consents was re-instated in 5 target schools based on demographic preference (Dual system)• Automated bulk SMS messaging has been established and deployed to send routine parent reminders and enable self-booking into community vaccination catch-up clinics.
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