



Increasing uptake of the children's flu vaccine in Bradford

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Introduction

- Flu vaccine uptake in Bradford and understanding the issue
- Qualitative research with Mothers' in Bradford
- Using the findings to address barriers to uptake



Flu vaccine uptake in Bradford

- Low vaccine uptake in Bradford compared to Y&H & England
- Local health professionals felt this was due to the porcine content of the vaccine being unacceptable to Muslim families
- Issues with the consenting process became clear, with many consent forms not being returned
- Conducted qualitative research to understand more about the barriers to vaccination:
 - White British, South Asian and Eastern European Mothers
 - Mothers' recruited from schools in depr vaccine uptake is low





What happened in the workshops?

- Tailored to the size of the group
- Parents discussed questions about the flu vaccine and how they might be answered
- They gave feedback on a draft information letter and consent form and suggested improvements
- They identified barriers and how they could be overcome





Results

1. Barriers to the flu vaccine:

- Children don't need to be vaccinated
- It might be haram
- It might damage my child's health

2. Response to the letter and consent form

3. Questions that parents have about vaccine



Children don't need to be vaccinated against flu

- Flu is not serious: why does my child need to be vaccinated?
- My older children never had it so my younger ones don't need it
- It's better for children to "get it out of their system"
- Flu vaccines are for old people

"I think flu is never seen as a serious illness, so you lay down for a couple of days and you get ok, it's not like measles and mumps which they see as quite serious."

"Children don't need the flu jabs because they never get the flu."

"I think if it had the information that it was to protect the elderly rather than your child that might put people off, if they have not got elderly relatives themselves."



It might be haram

- Muslim parents were aware of the porcine content and many did not consent. They were puzzled about why a vaccine with pork was developed
- They vaccinated children with special health needs regardless
- Parents varied in how much they were influenced by community approval
- A credible local advocate could over-ride parents' concerns

“The reason we have not consented to it is because it has the pork which is going to be an issue with a lot of families and that was the reason we said no.”

“I am very happy with it whether it has got gelatine or not, but it is good for the children, so I am in favour of it.”

“I know it's got pork in it but because you are having it for medicinal purposes does that mean you have had something that is haram?”



It might damage my child's health

- Concerns that the vaccine causes flu symptoms
- Concerns that the vaccine might damage children's immune systems or cause autism or allergies
- Concerns that if a child is vaccinated once, they will lose the ability to fight the virus in the future

"I have noticed the next day [after the vaccine] she is full of flu, her nose never stops running for 6 months."

"As a parent I have got another concern like your child being autistic or other side effects. I don't want my child to have these and in a few years' time I am told there was not enough research done and my child is left with so and so side effect."



Response to the letter and consent form

- Many parents didn't read both sides of the letter
- They struggled to read/understand the content
- They were surprised and concerned that the letter does not say that the vaccine is safe
- They were confused about the health information questions and what would happen if they ticked "yes"

NHS
Bradford District Care
NHS Foundation Trust

Seasonal Influenza (Nasal Fluenz) Consent Form 2018

<small>FOR OFFICE USE ONLY. NHS Number:</small>		<small>Year:</small>
<small>Full name of child:</small>	<small>Date of birth:</small>	<small>Sex: M / F</small>
<small>School:</small>	<small>Address:</small>	
<small>Child's class & teacher:</small>	<small>Daytime contact telephone for parent/guardian:</small>	

<small>PLEASE COMPLETE THIS IMPORTANT HEALTH INFORMATION</small>	<small>YES</small>	<small>NO</small>
<small>Has your child had a severe (anaphylactic) allergic reaction to any previous vaccines?</small>		
<small>Does your child have asthma? If yes, please record the daily medication they take below.</small>		
<small>Is your child taking any other regular medication?</small>		
<small>Does your child have a disease or treatment that severely affects their immune system eg treatment for Leukaemia?</small>		
<small>Is anyone in your family currently having treatment that severely affects their immune system eg, needs to be kept in isolation?</small>		
<small>Does your child have a severe egg allergy (needing hospital care)?</small>		
<small>Is your child receiving salicylate therapy? (ie Aspirin)</small>		
<small>If you answered YES to any of the above questions, please provide details here:</small>		

If there are any changes to the above health questions after completing this form, or your child is wheezy, then please let the Immunisation team know on 01274 221203 as soon as possible.

Consent for Nasal Flu Immunisation: I have read and understand the information about flu nasal spray.
NOTE: PLEASE RETURN THIS FORM EVEN IF YOU DO NOT CONSENT

<input type="checkbox"/> YES – I DO CONSENT <small>Print name of Parent/Guardian.....</small> <small>Signature of Parent/Guardian.....</small> <small>Date.....</small>	<input type="checkbox"/> NO – I DO NOT CONSENT – tick reason: <input type="checkbox"/> Don't agree with vaccination <input type="checkbox"/> Already had/going to have at the GP practice <input type="checkbox"/> Porcine content <small>Name of Parent/Guardian.....</small> <small>Signature of Parent/Guardian.....</small> <small>Date.....</small>
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OFFICE USE ONLY				
Date	Vaccine Details Nasal Fluenz <input type="checkbox"/> Both Nostrils <input type="checkbox"/> Left / Right only (cross out)	Batch Num / Expiry Date	Immuniser (Please Print)	Location

Recommendations for the letter

1. Keep it brief (one side) and use simple language.
2. Use subheadings
3. Shorten the URLs, e.g. using tinyurl
4. Make it very clear what parents are being asked to do
5. State that the vaccine is safe
6. Tell parents whether they can access an alternative vaccine not containing pork, although this involves a needle and it's not as effective





What questions do parents have about the flu vaccine?

1. Why does my child need to be vaccinated against flu?
2. Is the vaccine halal or haram? Does the vaccine count as a medicine and does this make a difference? Is it vegetarian?
3. How will my child feel after the vaccination and how long for?
4. Is the vaccine safe?
5. Are there any long-term side effects? (e.g. autism, allergies, health complications, damage to the immune system)
6. How effective is the vaccine?
7. If my child has the vaccine once, will they lose any natural immunity and then need it every year?
8. Is there an alternative form of the vaccine that might be more suitable for my child? If so, how do I go about accessing it?





Original letter

Dear Parent/Carer

Your child's annual flu vaccination is now due

This vaccination programme is in place to help protect your child against flu. Flu can be an unpleasant illness and sometimes causes serious complications needing hospital treatment. Vaccinating your child will not only protect them but also help protect more vulnerable friends and family by **preventing spread** of flu.

The flu vaccine is being offered to school years: Reception, years 1, 2, 3, 4 and 5.

Please complete the enclosed consent form and return to school within 7 days to ensure your child receives their vaccination.

The vaccination is free and recommended for young children, and will be given by a quick and simple spray up the nose. Even if your child had it last year, it is recommended to have the flu vaccine again this year.

A leaflet explaining the vaccination programme is enclosed and includes details about the small number of children for whom the nasal vaccine is not appropriate.

You may be aware that the nasal flu vaccine contains gelatin derived from pigs (porcine). Gelatine is commonly used in a range of pharmaceutical products. Further information is available for you on the following websites:

<https://www.gov.uk/government/news/vaccines-and-gelatine-phe-response>

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/460069/8584-Vaccines-porcine-gelatine-2015-2P-A4-Q4-web.pdf

Last year most children offered the flu vaccine in schools nationally had it.

If you have any queries, please contact the Immunisation Team on 01274 221203.

Yours sincerely

BDCFT Immunisation Team

If your child becomes wheezy or has their asthma medication increased after you return this form, please contact the Immunisation Team on 01274 221203.

If you decide you do not want to vaccinate your child against flu, please return the consent form, stating the reason. This will help us plan and improve the service.

For further information see: www.nhs.uk/child-flu

If you change your mind after submitting the form to school, please contact the Immunisation Team, NOT school on 01274 221203.

How We Use Your Information

We will need to access your current healthcare records to help us to provide you with safe and effective care. We will also record information about any care or support we provide within this shared digital care record which is kept on a secure electronic system. This information will be stored until the child has reached their 25th birthday in case the information proves to be important when making future care decisions. It is our public task to provide healthcare and we have a legal duty to keep a record of the care we have provided.

Only healthcare professionals directly involved in your care will have access to your records.



City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL



Redesigned letter

Dear Parent/Carer

Your child's annual flu vaccination is now due – please sign and return the attached form so that your child can be protected against flu this winter

Flu

Flu can be an unpleasant illness and sometimes causes serious complications needing hospital treatment. Children can also spread the flu around older and more vulnerable family members.

The flu vaccine:

- Is given by a quick and simple spray up the nose.
- Will help to protect your child and your family.
- Is safe.
- Is offered to all primary school children.
- Is free and recommended for young children.
- Is needed every year to provide protection against flu.

What you need to do

Please complete the enclosed consent form and return to school within 7 days. Your child can not receive this important vaccine if you do not return this form. Even if you do not wish your child to have this vaccine, please return the form stating the reason why.

After you have returned the form

If you change your mind after submitting the form and no longer want your child to have the vaccine, please contact the immunisation team on 01274 221203 – NOT SCHOOL. If your child becomes wheezy, has their asthma medication increased or begins taking any oral steroids, after you return this form please contact the Immunisation Team on 01274 221203. This will allow us to do a full assessment of your child's medical history before giving them their vaccine.

PLEASE TURN THE PAGE

Chair: Michael Smith
Chief Executive: Brent Kilmurray

More information

A leaflet explaining the flu vaccine is enclosed and includes details about the small number of children who should not have the vaccine.

The nasal flu vaccine contains gelatine derived from pigs (porcine). Gelatine is commonly used in a range of pharmaceutical products. Further information is available on the following websites:

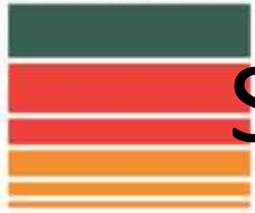
Vaccines and gelatine: PHE response - GOV.UK

<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine-questions-and-answers/>

If you have any more questions, you can contact the Immunisation Team on 01274 221203.



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Social Media video campaign

- We used the research findings to create a video that addressed barriers and answered parents questions
- Enabled us to give more detail than we could in the letter
- The research was used to inform the script for the video
- The research told us that parents wanted to find out information from local credible people
- Credible sources & local people: Abraham the Pharmacist, Dr Amir Khan, Dr Katherine Hickman

<https://www.youtube.com/watch?v=fc5Y>

