

South East London Covid-19 vaccination programme update

Councillor briefing

Wednesday 13th January 2021

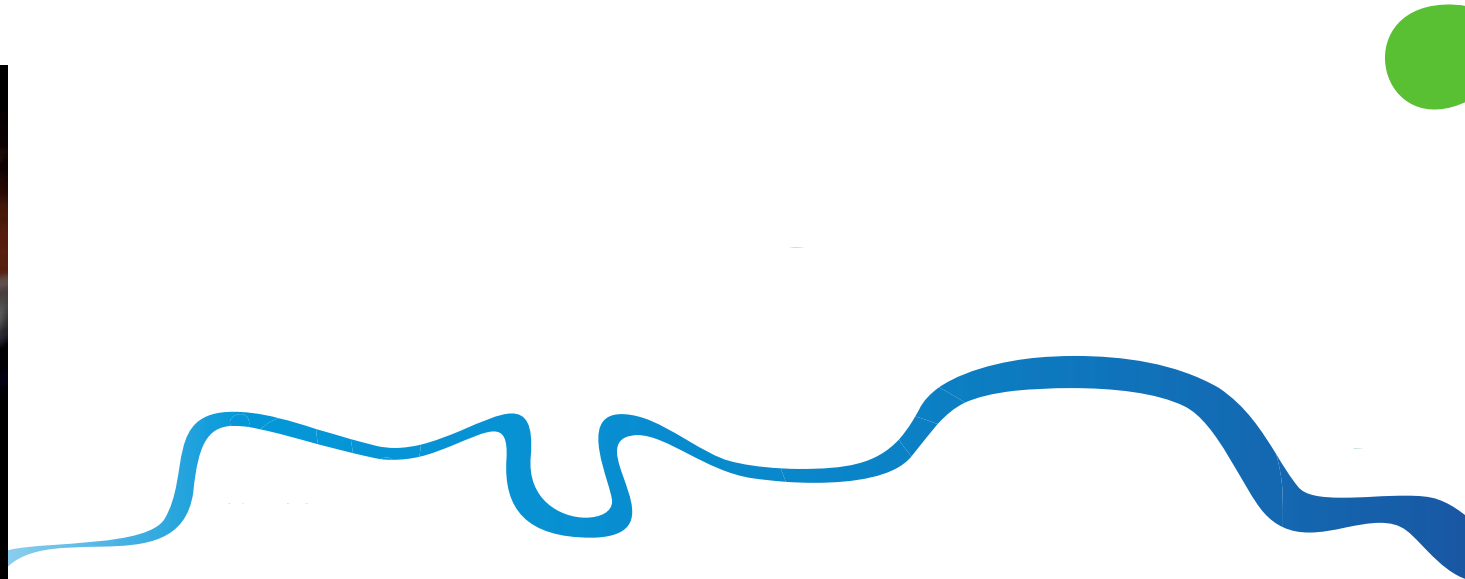


Welcome and introductions

Time	Agenda item
12.30pm	Covid-19 vaccination programme update
12.50pm	Question time
1.15pm	Helping you to support your constituents and disseminate important messages to the public
1.30pm	Session close

Covid-19 vaccination programme update

Day 37



Who is eligible? JCVI priority cohorts:

By
mid
Feb

1. Older people's care homes residents and staff
2. People 80 years of age and over, and healthcare and social care workers
3. People 75 years of age and over
4. People 70 years of age and over
5. People 65 years of age and over

By
spring

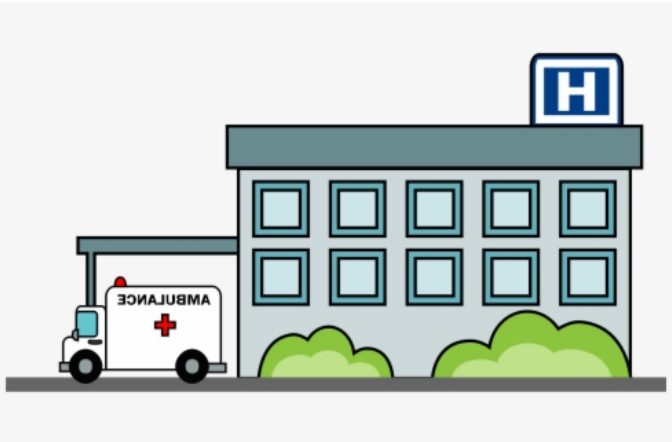
6. Adults under 65 years of age at high risk due to medical conditions
7. Adults under 65 years of age at moderate risk due to medical conditions
8. People 60 years of age and over
9. People 55 years of age and over
10. People 50 years of age and over

By
autumn

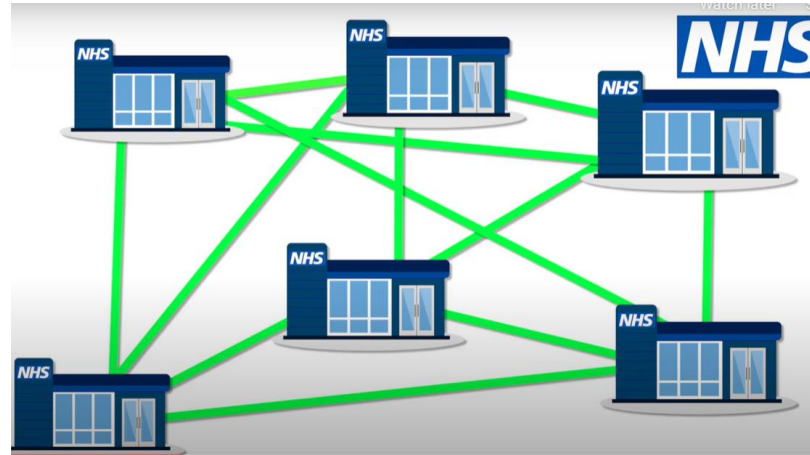
11. Key workers, and the rest of the population

How our population are receiving the vaccine

1. At hospital sites, delivered by NHS Trusts



2. In general practice, delivered by Primary Care Networks (PCNs)



3. At mass vaccination centres

Six mass vaccination sites – one per borough.

Open 8am to 8pm, seven days a week.

Offering up to 40,000 per week between them.

4. At community pharmacies



5. Through 'roving' services to vaccinate housebound people and those who cannot travel to one of the other delivery sites



Sites overview: Split by delivery model

8 x Hospital Hubs

Hospital Hubs	Tranche/wave	Go Live	Total doses p/w
Guys Hospital	Wave 1	07-Dec	9,750
St Thomas Hospital	Wave 3	wc 04/01	6,500
Kings College Hospital - Denmark Hill	Wave 1	07-Dec	1,950
Kings College Hospital - Princess Royal	Wave 1	07-Dec	1,950
Lewisham Hospital	Wave 3	wc 28/12	2,350
Queen Elizabeth Hospital	Wave 3	wc 11/01	1,740
Queen Mary Hospital	Wave 3	wc 11/01	975
South London and Maudsley Hospital	Wave 3	wc 11/01	975
Total hospital hubs:			26,190

6 x Mass Vaccination centres

Mass Vaccination centres (Borough level)	Tranche / wave	Go Live	PODs (1 POD = 520 per day)	Batches p/d (975 p/b)	Batches p/w (975 p/b)	Total doses p/w
Bexley – mass vaccs 1	Mass Vacc	TBC	1	0.5	3.7	3,640
Bromley – mass vaccs 2	Mass Vacc	TBC	2	1.1	7.5	7,280
Bromley/Lewisham – mass vaccs 3	Mass Vacc	TBC	3	1.6	11.2	10,920
Greenwich – mass vaccs 4	Mass Vacc	TBC	3	1.6	11.2	10,920
Lambeth – mass vaccs 5	Mass Vacc	TBC	1	0.5	3.7	3,640
Southwark – mass vaccs 6	Mass Vacc	TBC	1	0.5	3.7	3,640
Total mass vaccination sites:						40,040

23 PCN sites

PCN sites	Wave	Borough	PCN name	Go live	Doses PW
Bursted Wood Surgery	1	Bexley	APL PCN	15/12/2020	1,275
Tessa Jowell Health Centre	1	Southwark	South Southwark PCN	15/12/2020	1,275
Orpington Health & Wellbeing Centre	1	Bromley	Orpington & the Crays	15/12/2020	1,275
Plumstead Health Centre	1	Greenwich	Unity Heritage	15/12/2020	1,275
Hurley Clinic	1	Lambeth	North Lambeth, Fiveways, HBD, Streatham	15/12/2020	1,275
St Johns Medical Centre	1	Lewisham	Lewisham Care Partnership PCN	15/12/2020	1,275
Beckenham Beacon	2	Bromley	Beckenham, Hayes Wick & Penge	17/12/2020	1,275
Artesian Building	2	Southwark	North Southwark PCN	18/12/2020	1,275
Queen Marys Hospital	2	Bexley	Frognaal PCN	18/12/2020	1,275
Westwood Mason Hall	5	Bexley	Clocktower PCN	04/01/2021	1,275
Erith Health Centre	5	Bexley	North Bexley PCN	04/01/2021	1,275
Streatham Place Surgery	5	Lambeth	Streatham and AT Medics Streatham	04/01/2021	1,275
Upper Floor, The Jenner Health Centre	5	Lewisham	Modality Lewisham PCN	04/01/2021	1,275
Chartlon House	5	Greenwich	Blackheath and Charlton PCN	04/01/2021	1,275
Oxleas NHS Foundation Trust, Wensley Close	5	Greenwich	Eltham PCN	04/01/2021	1,275
Hetherington Group Practice	6	Lambeth	Brixton & Clapham Park and StockWellBeing	11/01/2021	1,275
Paxton Green Group Practice	6	Lambeth	Croxted PCN	11/01/2021	1,275
Oaks Park Medical Centre	6	Bromley	Penge PCN	11/01/2021	1,275
Community House	6	Bromley	Bromley Connect, Five Elms and MDC PCNs	11/01/2021	1,275
Millennium Health Centre	6	Greenwich	Greenwich West PCN and Riverview Health PCN	11/01/2021	1,275
Sydenham Green Health Centre	6	Lewisham	Aplos Health PCN	11/01/2021	1,275
Downham Health and Leisure Centre	6	Lewisham	Sevenfields PCN	11/01/2021	1,275
Total PCN:					29,325

Pharmacy sites	Wave	Go Live	Total doses p/w
Pharmacy 1	8	TBC	975
Pharmacy 2	8	TBC	975
Pharmacy 3	8	TBC	975
Pharmacy 4	8	TBC	975
Pharmacy 5	8	TBC	975
Pharmacy 6	8	TBC	975
Pharmacy 7	8	TBC	975
Total Pharmacy:			6,825

Total potential available doses in SEL:

Delivery Model	Potential doses p/w
Hospital Hubs	26,190
Mass vaccination centres	40,040
PCN sites	29,325
Pharmacy sites	TBC
Roving	TBC
Total	95,555

Headline progress to date

**39,000+
vaccinations
administered so
far**

76% in hospitals and 24%
in primary care

**Five hospitals
offering
vaccinations in
south-east
London**

Queen Elizabeth, Queen
Mary's and Denmark Hill
to follow

**Vaccination of
health and social
care staff is
ongoing**

Frontline and clinically
vulnerable staff
prioritised

**16 Primary Care
Network sites
open**

Six more to go live by the
end of the week

**Vaccination of
care home
residents has
commenced**

Approval of AstraZeneca
vaccine will make the
operational process
easier

**The national
booking system
went live**

For a small sample of
people to book
appointments at the Excel
Centre (London's first
mass vaccs site)

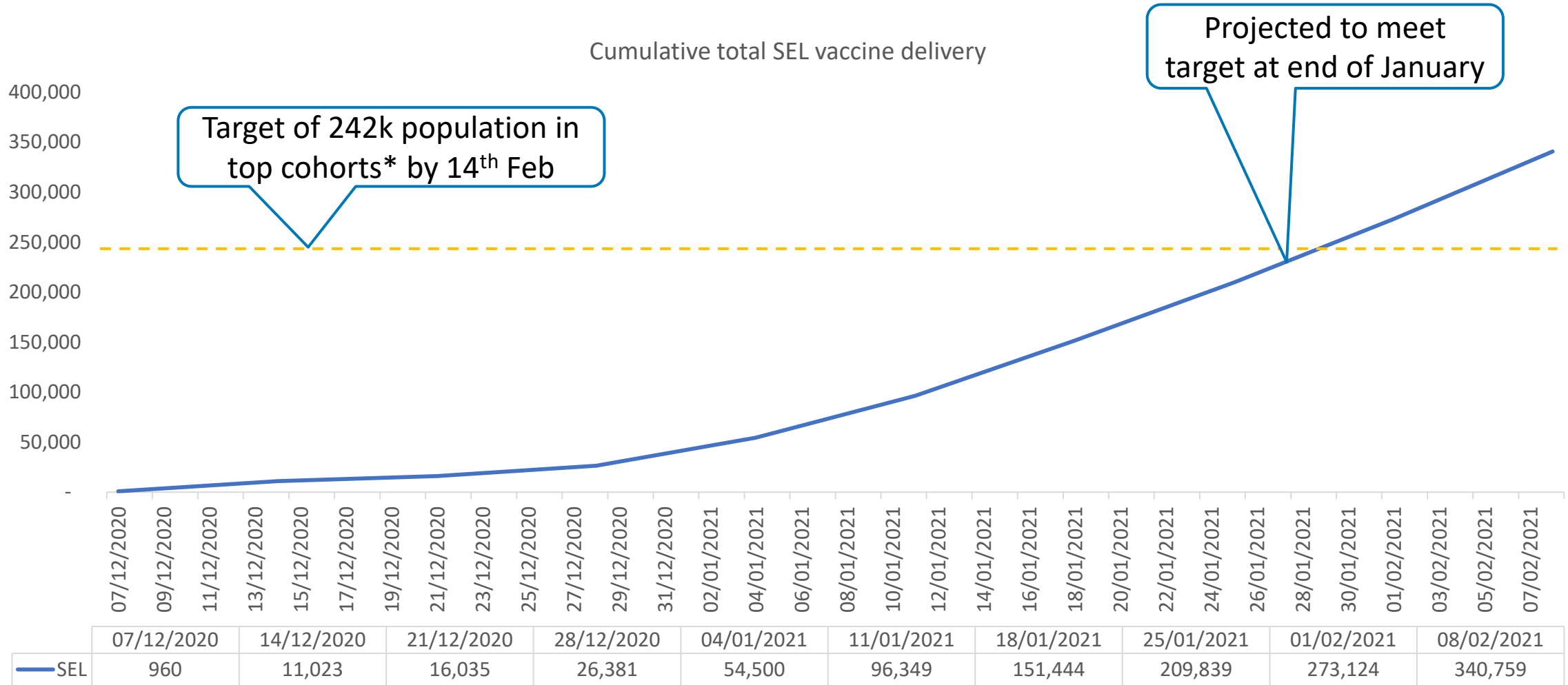
Headline targets

Who is eligible? JCVI priority cohorts:

1. Older people's care homes residents and staff
2. People 80 years of age and over, and healthcare and social care workers
3. People 75 years of age and over
4. People 70 years of age and over
5. People 65 years of age and over
6. Adults under 65 years of age at high risk due to medical conditions
7. Adults under 65 years of age at moderate risk due to medical conditions
8. People 60 years of age and over
9. People 55 years of age and over
10. People 50 years of age and over
11. Key workers, and the rest of the population

- Aiming to deliver the **first dose of vaccine** to JCVI cohorts 1-4 by mid-February:
 - ✓ All care home residents and staff
 - ✓ All health and social care
 - ✓ All over 70s
 - ✓ All extremely clinical vulnerable (shielding) people
- We will need to reach 240,000 vaccinations in south-east London to achieve this
- Early modelling confirms that **we will have the vaccine supplies** and the delivery models/sites in place to do this
- A further target to **vaccinate all care home residents** by 24th January has been set and we are working through a weekly 'run rate' to achieve this

Mid February target: SEL cumulative vaccine doses vs. target of top four cohorts across all delivery models



- *Priority cohort groups: People age 70-74, 75-79 and 80+; NHS and social care staff; care home residents and staff

Communications and development plan

Campaign resources

Resources in multiple languages and easy read formats for multi-channel campaigns

Advertising

Social media advertising amplified through SEL COVID network and adverts in the local press. Planned activity: supermarket poster advertising, advertising shared with food banks, in local pharmacies and more. Ethnic press in line with national planning.

Digital/social media

Proactive schedule of activity to ensure national messages are cascaded locally. Reaching out to seldom heard communities, network of networks and community influencers. Supporting PCN text messaging campaigns.

Events

Targeted events and briefings to give stakeholders the tools, capability and confidence to communicate messages with impact. On-going series of events.

Public relations

Publicising of official visits to vaccination sites and sending regular vaccine programme media releases to local press. PM attended south-east London's first COVID vaccination. National and international media coverage.

Organisational development

Training and development opportunities for non-clinical community representatives to support in becoming ambassadors of the programme message.

Stakeholder engagement

Series of briefing events taking place with voluntary and community groups, faith leaders and community champions/leads. Sessions with MPs, councillors, local health and social care services.

Insight

Using insight and applying it to our local communities e.g. evidence about BAME groups less likely to want COVID vaccine and targeting communications and using 'trusted voices' within communities to endorse and speak the messages.

Staff engagement

Internal communication with staff across the ICS is underway. Staff networks also being engaged.

Frequently asked questions

Why hasn't my family member who is over 80 been invited for vaccination yet?

Why can't we offer vaccinations in community and high street pharmacies, like we do for flu?

Why hasn't my neighbour who is 99 years old been prioritised to the top of the list?

Why has my second dose been delayed? Does this mean I won't be as protected?

Have you thought of this site or that for mass vaccinations? Should we be opening them 24/7?

Why are people having to wait outside in the wind and rain for a vaccination?

How can I help?

How are you calling people for vaccination? Letters in the post are taking a long time to get there.

Questions, comments, ideas



Helping you to disseminate important messages to the public



Key messages for the public

The NHS is working hard to deliver the vaccine as quickly as possible to adults, in priority order.

The overarching messages are:

- please don't contact the NHS to seek a vaccine, the NHS will contact you
- when NHS does contact you, please attend your booked appointments
- please continue to follow all of the guidance to control the spread of the virus and save lives

Link in with us and amplify the messages being shared with your networks:

- [COVID-19 vaccine - South East London CCG \(selondonccg.nhs.uk\)](https://selondonccg.nhs.uk)
- Twitter: @ourhealthiersel and @NHSSELondonCCG
- Facebook: @NHSSELondonCCG



How you can help us:

1. Help us to **identify any other communities or groups** who are not easily accessing information
2. Support us to ensure communication is **targeting BAME groups and low income families** (evidence suggests these groups are less likely to want COVID vaccination)
3. Share any **insight** with us to help us understand how COVID vaccination messaging is being received
4. Use your **social media platforms** to amplify and promote positive messages about the vaccination campaign and trusted sources of information
5. Share **positive video content** about the importance of having a COVID vaccination



**Thank you for your time – please look
out for our bitesize briefing newsletters
and borough-based engagement
opportunities**

