

Respiratory

Delegates were asked to reflect on the question and write their thoughts on the post-it notes provided and place them on the flip-chart paper on the table.

Question

“What influences people to not take up the flu vaccine, and what further information would people want, to increase uptake within the county?”

Barriers to uptakes

Theme - Access

Voluntary sector front line staff do not get a free flu jab

Initial diagnosis – equity of access

Private patients (independently funded) not offered flu injection by utilising GPs. This can happen in sheltered housing

Reduction in supported housing budgets. Could all schemes host flu injection clinics?

Reality is LD and MH patients all get invite for flu injection but rely upon other to get it

Theme – awareness

Confidence in the effectiveness of the vaccine. Still have vaccine post 65

Real or imagined bad physical reaction to the flu vaccine x 2

Lack of awareness of the vaccine and the common cold

Seriousness of film downplayed and consequences of it

Clarity who gets what vaccine? Are there different vaccines for different age groups?

Theme – effectiveness

Are the reminders to have flu eligibility effective?

Be clear GPs want patients to get the jab. Some patients think they should not waste their GPs' time

Suggested message – if you retire and used to get work placed vaccine, now important to take responsibility

Public health should not be about fear it is important to get the facts out

Brain injury patients may not react to flu reminders. Could flu injections be administered at the Brain Injury Centre?

Lack of early diagnosis

How can we improve the flu campaign?

Use social media

Consider community shed/bowls clubs etc. for elderly male/female groups, USE, WI etc.

Charity coffee morning for elderly jab days. Role for PPG to facilitate?

Tell a friend campaign

ABI sufferers – easing access to services; flu up uptakes – visit centre. Deal with smoking

Library and supermarket promotions. And churches x2

Hairdressers – give them information to share with patients

Drive through clinics

Engage with voluntary organisations working with vulnerable groups. Send update reminders and information to be circulated. Eg. Daylight centre Wellingborough teen challenge (Rough sleepers)

Home it on the street! Rough sleepers could this be acknowledged and considered – please liaise with voluntary organisations.

Flu jab need to be offered to community based services with staff working with older people such as day services and home visiting.

Age UK Northants happy to attend with information stands during flu clinics. Contact caroline.gooch@ageuknorthants.org.uk