

Morag Edmondson  
Healthwatch Worcestershire  
Civic Centre  
Queen Elizabeth Drive  
Persore  
WR10 1PT  
27<sup>th</sup> January 2020

Dear Morag,

**RE: Healthwatch – Screening and immunisation survey report – December 2019**

Thank you for the letter and survey report focusing on screening and immunisation in Worcestershire and for the opportunity to provide a response on behalf of NHS partners and the Local Authority to the considered recommendations.

As you note the responsibility for contracting, delivering and assuring screening and immunisation programmes for the Worcestershire population is shared across a number of partners working with NHS England and NHS Improvement.

We are pleased to see that respondents recognise the value of screening and immunisation. Increasing the uptake of screening and immunisations is a priority through a number of work programmes in the local Long Term Plan including Cancer, Integrated Primary and Community Care, Children and Young people and Prevention. The report will be included at a future Herefordshire and Worcestershire Prevention Board.

In addition, the Herefordshire and Worcestershire clinical leadership forum is overseeing a project to work closely with specialised commissioning on directly commissioned services including screening and immunisations. The Healthwatch survey will be included in the evidence review for this area.

We have attached an enclosure with specific responses to each of the recommendations from partners.

We are happy to update you on progress around these areas at appropriate intervals. Please do not hesitate to contact me if I can be of assistance.

Yours sincerely



Dr Kathryn Cobain  
Interim Director of Public Health

On behalf of:

Karen Wright – Director of Public Health, Prevention SRO, Herefordshire Council

Sarah Dugan – Chief Executive, Worcestershire Health and Care NHS Trust

Simon Trickett – Simon Trickett, Accountable Officer, NHS Herefordshire and Worcestershire CCGs

Dr Ashis Banerjee -Screening & Immunisation Lead, Public Health England

## Encl. 1: Responses to recommendations from NHS and Local Authority Partners

Recommendation		Comments
1	How to increase awareness and understanding of screening programmes prior to appointments or reminders being sent.	<ul style="list-style-type: none"> <li>Local promotion of national campaigns to raise awareness eg: Jo's Trust cervical screening campaign (January 2020)</li> <li>NHS England is running a funded 1-year GP scheme starting January 2020 across all Worcestershire GPs for practices to promote 4 cancer screening campaigns during the year</li> <li>NHS England is considering the trial of 'breast screening postcards' to women in advance of their screening date so that the invite does not come out of the blue.</li> </ul>
2	Including information about: <ul style="list-style-type: none"> <li>o what screening is for</li> <li>o age range and gender of those who should be having it</li> <li>o when they should have it</li> <li>o the importance of taking up screening and reassurance for those who may be worried about screening</li> </ul>	<ul style="list-style-type: none"> <li>Up to date information is available on the NHS website <a href="https://www.nhs.uk/conditions/nhs-screening/">https://www.nhs.uk/conditions/nhs-screening/</a></li> <li>Invitation letters for screening include an information leaflet covering these areas</li> <li>Local promotion of National campaigns</li> </ul>
3	There is a need to specifically increase awareness and take up of screening amongst men.	<ul style="list-style-type: none"> <li>This would be relevant for Bowel Cancer, AAA and Diabetic Eye Screening.</li> <li>Providers examine their data to see which groups are not attending routine screening and promote the programme and develop interventions for these groups.</li> <li>We would like to further explore the barriers for men and to increase awareness for men around health screening</li> </ul>
4	Providing more flexible opportunities for screening appointments that can fit in with work and caring commitments.	<ul style="list-style-type: none"> <li>To be discussed at Prevention Board</li> <li>Ambition to offer cervical screening as part of extended hours hubs</li> </ul>
5	Collecting and collating data on take up of screening broken down by equalities dimensions of age, gender, disability and ethnicity in order to target promotion and take up initiatives.	<ul style="list-style-type: none"> <li>National screening data collection systems are being improved to include better collection of data</li> <li>West Midlands wide project to map data flows from GP records to screening programmes and agreement of a shared regional dataset for health inequalities.</li> </ul>

Recommendation		Comments
6	Providing more information for parents about screening that takes place within schools, for example on school websites and as part of induction or welcome meetings.	<ul style="list-style-type: none"> <li>Hearing screening is offered at reception, individual schools provide information for parents through school communication systems. This could be enhanced through the new 0-19 Early Intervention and Prevention Service</li> </ul>
7	Ensuring that systems are in place to follow up if a child is absent when screening takes place and provide information for parents about the results of screening and any further action required.	<ul style="list-style-type: none"> <li>Referrals for a school age hearing assessment are accepted from a range of professionals including GP's, Speech and Language Therapists and School Health Nurses.</li> <li>Parents receive screening results and any further follow up appointments by post</li> </ul>
8	How to increase awareness and understanding of immunisation programmes, who is entitled to them, when they should have them and where they will take place.	<ul style="list-style-type: none"> <li>Up to date information is available on the NHS website <a href="https://www.nhs.uk/Conditions/vaccinations/">https://www.nhs.uk/Conditions/vaccinations/</a> and for childhood vaccinations in the Red book.</li> <li>The annual flu vaccination programme is promoted to eligible people through national and local campaigns.</li> <li>Local promotion of the PHE 'Value of Vaccines' campaign</li> <li>The NICE Immunisations for under 19s overview details pathways and guidance on how to increase immunisation uptake in the under 19s .</li> <li>Systems are in place for calling, recording, maintaining and transferring accurate information on the vaccination status of all children and young people are in place. Vaccination information is recorded in patient records, the Primary Care Health Record and the child health information system. The same data is used to report vaccinations to the child health department and when submitting returns to the local healthcare commissioning organisation for GP and practice payments.</li> </ul>
9	Ensuring that everyone receives a direct invitation or notification for immunisations they are entitled to. For example, GP Practices notifying	<ul style="list-style-type: none"> <li>There is a contractual requirement for 100% of people eligible for the free annual flu vaccination are called.</li> <li>As per NICE guidelines NG103, providers are encouraged to raise awareness in eligible groups.</li> </ul>
10	Use of digital and non-digital methods of notifying patients about their entitlement. Including: text message and email reminders, information displays within the practice and information attached when dispensing prescriptions.	<ul style="list-style-type: none"> <li>National program in development to roll-out text message reminders in screening programmes</li> </ul>

Recommendation		Comment
11	How to get specific messages to people about immunisations to address misinformation and misconceptions	<ul style="list-style-type: none"> <li>• Advice available through health care practitioners and through trusted NHS websites.</li> </ul>
12	Providing information to parents and carers via schools in advance about immunisations that will be offered, for example at the start of the school year and available on school website.	<ul style="list-style-type: none"> <li>• School immunisation providers deliver events for parents and provide information for schools to use in their communications with parents.</li> </ul>
13	Promoting online resources to parents and carers giving information about immunisations	<ul style="list-style-type: none"> <li>• NHS websites are promoted through libraries and other advice and information services as a trusted sources</li> </ul>
14	Checking there is a system to follow up if children are not in school on the day immunisations take place.	<ul style="list-style-type: none"> <li>• A system is in place and all children are offered alternative appointments</li> </ul>
15	Ensuring there is a system for parents to have a record / monitor that their children have received immunisations.	<ul style="list-style-type: none"> <li>• Immunisations are recorded in the parent held Red Book</li> <li>• Records are also kept with GP practices and on the Child Health Information System (CHIS)</li> </ul>
16	Collecting and collating data on take up of immunisations broken down by equalities dimensions of age, gender, disability and ethnicity in order to target promotion and take up initiatives.	<ul style="list-style-type: none"> <li>• An understanding of the demographics of those groups up take up immunisation will support targeted interventions around those groups who don't engage in immunisation programmes.</li> <li>• Some data is not routinely collected on existing systems</li> </ul>
17	Ensuring that medical records have the correct data to identify those who require immunisation e.g. those with caring responsibilities.	<ul style="list-style-type: none"> <li>• GPs record Carer status of their registered patients and use this in their flu vaccination campaign.</li> </ul>