



Flu Vaccination 2020/21

Local information for contractors in Surrey and Sussex

Local guidance for ALL contractors who provide NHS flu vaccinations and want to claim for PCN domain of PQS

Surrey, East Sussex, West Sussex

16 October 2020

This message should be brought to the attention of the pharmacy manager for action.

Where a pharmacy is owned by AIMp or CCA members the pharmacy manager may wish to refer to any guidance from their head office via their area manager.

Following the publication of the second annual [flu letter](#) last month, the LPC staff team is working hard to address a number of issues relating to the safe delivery of the flu vaccination for Sussex and Surrey in line with national and regional planning requirements.

We are aware that many contractors across Surrey and Sussex have questions and are seeking clarification on some areas this year's flu vaccination programme, especially the links to the pharmacy quality scheme (PQS) and primary care networks (PCNs).

This briefing aims to bring together information from the various sources that we are aware of to aid consistency and understanding of the latest position locally.

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Regional flu campaign

This year, our regional flu communications campaign is being run by the south east regional flu comms team.

The campaign will make use of national campaign assets, with flexible messaging to allow it to be more targeted to the specific needs and populations of the SE region. Key messages will be sensitive to the phased delivery of flu vaccination, the need to manage expectations of those eligible for free flu vaccinations, reduce pressure on Pharmacists and GPs, and more. It is likely that different eligible cohorts will be targeted when it is known there is sufficient vaccine supply, to support management of the public expectation of when they can expect to be invited to get their vaccine, yet continue to drive those groups with lowest uptake in to get their vaccine where it is available.

Flu vaccinations advised for all pharmacy staff

Sussex and Surrey LPCs are supporting the Health and Social Care Workers Flu Immunisation Campaign, which aims to boost uptake of the jab among staff who work in key frontline roles. [Read more and find out how to get FREE 'I've had my Flu-jab' stickers](#)

Communications to the public – a mandatory pharmacy campaign which all contractors must participate in

This year more than ever it is important that all staff on your team are aware of the campaign, and of public messaging around stock availability. It is important not to deviate from them as this is how misinformation and conjecture can flourish, with possible negative effects on the reputation of the business and sector.

NHSE&I South East issued a [regional launch press release](#) on 17 September, highlighting the aim to vaccinate millions more people in against the flu virus in the South East this winter. The national marketing campaign launched on 5 October, raising awareness amongst pregnant women and asking them to speak to their pharmacist or GP.

- **Campaign evaluation:** there will be a formal evaluation of this campaign, via PharmOutcomes, which you are required to take part-in as part of your contract. We have received several queries about the contents of an email from ENGLAND.southeastcommunitypharmacy@nhs.net sent on 22 October 2020 at 09:32 **Subject:** Flu Vaccine - Mandatory Health Promotion Campaign, and the additional tasks for evaluating this campaign. This local evaluation guidance has since been updated in an additional message sent on Friday 23 October 2020 15:37
- **Media attention** is likely to be high, and we have already seen national activity around stocks of the vaccine. If you are contacted by the media you, of course, have full authority to comment, but be sure to consult your organisational policy first! However, you might prefer to refer them on to the LPC or contact us to help you decide on a course of action and agree a statement with NHSE&I's South East flu media team, and others as required. Contact Sandra or James at lpc@communitypharmacyss.co.uk, marking your message as urgent.
- **Media attention** is likely to be high, and we have already seen national activity around stocks of the vaccine. If you are contacted by the media you, of course, have full authority to comment, but be sure to consult your organisational policy first! However, you might prefer to refer them on to the LPC or contact us to help you decide on a course of action and agree a statement with NHSE&I's South East flu media team, and others as required. Contact Sandra or James at lpc@communitypharmacyss.co.uk, marking your message as urgent.
- We are hearing that **tensions are, understandably, getting high** again with some people venting their frustrations to pharmacy staff. We will continue to monitor the situation and where necessary work with the media and partners to promote that such behaviour is abhorrent and unacceptable and that pharmacy teams across Surrey and Sussex are doing their absolute best in difficult circumstances beyond their control.
It may be helpful to teams to keep these three items to-hand on your counter to assist with any difficult conversations:
 - [Why am I being asked to wait to have my flu vaccine?](#)
 - [Please remember we are here to help \(A4\) Sept 2020](#). Contact sandralamont@communitypharmacyss.co.uk if you would like a 'clean' version of this simple poster to drop your own logo onto.
 - [Who is eligible for a flu jab – a quick guide for GPs and community pharmacists](#)

Local communications activities

There is expected to be consistent messaging across Surrey and Sussex, although in some areas such as Surrey there are very targeted activities such as distributing **simple vouchers to carers** for them to show in pharmacy to help them 'prove' their eligibility as a NHS priority

flu vaccination. The yellow vouchers are available from Surrey Carers and Crossroads Surrey and if presented in pharmacy should be processed via Pharmoutcomes

Stock

PSNC are continuing to work with DHSC on the details of how pharmacies will be able to access flu vaccines allocated to the sector from the Government's backup stock. The stock will start to be delivered in November and it will continue to arrive across December.

Further information will be released as soon as possible. If not already, please sign up to PSNCs mailing list [here](#) to ensure you get all PSNC news as it is distributed.

Funding

Nationally

It has been widely reported by PSNC about the national funding for the Community Pharmacy Seasonal Influenza Vaccination Advanced Service in 2020/2021. Read more [here](#)

Locally in Surrey and Sussex

East Sussex LPC and Surrey LPC have negotiated around £100K worth of flu services for council staff in Surrey and Brighton and Hove. These locally commissioned service (LCS) started in Brighton and Hove on 5 October and in Surrey on 9 October with 18 and 25 community pharmacies respectively. West Sussex council are mid-way (CHECK) through a contract with another provider, so are currently unable to agree an LCS with West Sussex LPC.

Off-site flu vaccinations

An additional fund of money has been made available to pharmacies to use alternative premises in order to offer flu vaccinations more flexibly off site during the COVID-19 pandemic. The eligibility to claim against these monies for pharmacy is set out in the Drug Tariff, with NHS regional teams now ready to start pre-approving these requests for monies to be claimed via the NHS BSA MYS online portal.

NHS South East regional team wrote to pharmacy across Surrey and Sussex today (20 October) with details of the local application process, and to inform that these funds are limited and available on a first-come-first-served basis.

- If you want to know more please refer to your NHS mail box (**ENGLAND.southeastcommunitypharmacy@nhs.net Sent: 20 October 2020 14:15. Subject: Flu - additional costs communication**)

Care homes

We are hearing about probable gaps in provision to care homes in Surrey and are working with system partners to understand if this is hearsay, conjecture or fact, and to see if community pharmacy can help in any way.

Pharmacy quality scheme (PQS): primary care network (PCN) prevention domain

The staff team at CPSS are working on a plan to help you with this. Look out for more information in the *Support section* of a future LPC news bulletin – *the blue one which we send fortnightly!*

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Community Pharmacy Surrey and Sussex, The White House, Leatherhead, Surrey KT22 8BB