

Programme	Target Population	Current Uptake Levels (RAG)	Delivery mechanism	Who can promote and how? (Note: more detailed actions will be developed; timelines TBC but will be aligned with the 2025/26 Midlands Flu Vaccination Plan.)
Flu ~85k hospitalisations per year England	Parents of 2 & 3yo	TBC	GPs Possibly Health Visitors?	<u>Primary care</u> • Send invitations out to parents/carers of eligible children • Provide vaccination clinics/appointments • Utilise text message reminders where available • Utilise the NHS E GP toolkit to support delivery. • https://ukhsa.blog.gov.uk/2019/05/16/increasing-vaccine-uptake-strategies-for-addressing-barriers-in-primary-care/ <u>Nursery staff</u> • Written comms to parents • Posters • Website information • Discussions with parents <u>LA outreach</u> • MECC-style discussion with parents • Distributing written comms • Posters in key areas • Raising awareness in vulnerable populations • Signpost to additional support and information • Advise on where to get vaccination and how to access <u>LA Health Protection</u> • Social media, linking-in with own comms teams • Providing comms for parents to EYS and LA outreach including information about pharmacies that are providing 2 and 3 year vaccination. • Providing information to other professionals to use in discussions – key bullet-point facts on importance, safety and how to access • Organising additional clinics • Raising awareness in more vulnerable groups

				• <u>Secondary care</u> • Posters in key areas • Discussions with parents where/when appropriate <u>Health visitors</u> • Discussion with parents at 2-2.5-year development check and all other contacts. <u>Pharmacists</u> • Posters in pharmacies • Discussions with parents • Provision of vaccination clinics <u>Community leaders</u> • Dissemination of messaging, especially to low-uptake groups <u>Midwives of second-time parents</u> • Discussions with parents • Utilise NHSE maternity flu toolkit. <u>ICB Communications Team</u> • Develop communications strategy • Develop and disseminate to key stakeholders and venues, dedicated communication resources for parents/carers of 2-3 year olds.
	Pregnant women		Maternity & Obstetrics GP	<u>Primary care</u> • Discussion with patients • Providing written/digital information about vaccinations • Delivery of vaccines • Explore potential for information to be displayed on screens in GP Practices. • Utilise NHSE GP toolkit <u>Midwives and obstetricians</u> • Discussion with patients • Utilise NHSE maternity flu toolkit. • Providing written/digital information regarding vaccinations • Delivery of vaccines

				• Discussion by Health Visitor at antenatal contacts • Raising awareness in antenatal classes • Further targeting of eligible patients during antenatal clinic days. • Continue to send push notifications to patients through electronic maternity records (Badgernet) • Target and support certain communities where vaccination uptake is low. <u>LA outreach</u> • Raising awareness of vaccinations at each contact • Signpost to additional support and information • Advise on where to get vaccination and how to access • Posters in venues and key areas <u>LA Health Protection</u> • Raising awareness of vaccination with vulnerable groups • Social media communications targeted at pregnant women and wider population. <u>Midwives and Health Visitors of second-time parents</u> • Discussion at contacts regarding vaccinations • Utilise NHSE maternity flu toolit • Providing written/digital information about vaccinations. • Further targeting of eligible patients during antenatal clinic days. • Continue to send push notifications to patients through electronic maternity records (Badgernet) • Target and support certain communities where vaccination uptake is low. <u>ICB Communications Team</u> • Develop communications strategy • Develop and disseminate to key stakeholders and venues, dedicated communication resources for pregnant women.
	Parent of primary school aged children		SAIS	<u>School leaders</u> • Written comms to parents • Posters • Website information

				• Discussions with parents • Liaison and cooperation with SAIS <u>SAIS</u> • Delivery of vaccinations • Promotion of vaccinations • Streamlining of consent process • Liaison and cooperation with schools • Scope potential for weekend community catch up clinic <u>School nurses</u> • Providing information to parents and pupils to raise awareness. <u>LA outreach</u> • Raise awareness of vaccinations at each contact. • Signpost to additional support and information • Advise on where to get vaccination and how to access • Posters in venues and key areas <u>LA Health Protection</u> • Communication to schools to be disseminated to parents and pupils • Social media comms for wider population • Raising awareness in more vulnerable groups • Ensuring information is cascaded to electively home educated children and their parents/carers <u>Primary care</u> • Discussion with patients • Providing written/digital information about vaccinations • Delivery of vaccines • Explore potential for information to be displayed on screens in GP Practices. • Utilise NHSE GP toolkit <u>Secondary care</u> • Vaccine promotion through posters and discussions with relevant patients/relatives <u>Pharmacists</u>
--	--	--	--	---

				• Posters in pharmacies • Discussions with parents <u>Community leaders</u> • Dissemination of messaging, especially to low-uptake groups <u>ICB Communications Team</u> • Develop communications strategy • Develop and disseminate to key stakeholders and venues, dedicated communication resources for children and young people and their parents/carers
	Parents of secondary aged children		SAIS	<u>School leaders</u> • Written comms to parents • Posters • Website information • Discussions with parents • Liaison and cooperation with SAIS <u>SAIS</u> • Delivery of vaccinations • Promotion of vaccinations • Streamlining of consent process • Liaison and cooperation with schools • Utilising Gillick competence where possible <u>School nurses</u> • Providing information to parents and pupils to raise awareness. <u>LA outreach</u> • Raise awareness of vaccinations at each contact. • Signpost to additional information and support • Advise on vaccination centres and how to access • Posters in venues and key areas <u>LA Health Protection</u> • Communication to schools to be disseminated to parents and pupils

				• Social media comms for wider population • Raising awareness in more vulnerable groups • Ensuring information is cascaded to electively home educated children and their parents/carers <u>Primary care</u> • Discussion with patients • Providing written/digital information about vaccinations • Delivery of vaccines • Explore potential for information to be displayed on screens in GP Practices. • Utilise NHSE GP toolkit <u>Secondary care</u> • Vaccine promotion through posters and discussions with relevant patients/relatives <u>Pharmacists</u> • Posters in pharmacies • Discussions with patients/parents • Provision of clinics? <u>Community leaders</u> • Dissemination of messaging <u>ICB Communications Team</u> • Develop communications strategy • Develop and disseminate to key stakeholders and venues, dedicated communication resources for children and young people and their parents/carers.
	Parents of children in clinical risk groups aged 6 months to 18yo		GP SAIS	• As for parents of those age groups, but to include the work that relevant charities and patient groups can add, such as vaccine promotion to key groups through conversation, messaging and social media
	Those aged 65 years and over		GP Pharmacies	<u>Primary care</u> • Invite eligible individuals to book for vaccination including reminders. • Discussion with patients • Providing written/digital information about vaccinations

				• Delivery of vaccines • Explore potential for information to be displayed on screens in GP Practices. • Utilise NHSE GP toolkit <u>Pharmacists</u> • Posters in pharmacies • Discussions with patients • Delivery of vaccinations <u>LA Health Protection</u> • Social media comms for wider population highlighting eligible groups for vaccination. • Raising awareness in more vulnerable groups • Publicise vaccination centres <u>LA outreach</u> • Raise awareness at each contact • Signpost to additional support and information • Advise re vaccination centres and how to access. • Posters in key areas and venues <u>Secondary care</u> • Vaccine promotion through posters and discussions with relevant patients/relatives <u>Community leaders</u> • Dissemination of messaging <u>ICB Communications Team</u> • Develop communications strategy • Develop and disseminate to key stakeholders and venues, dedicated communication resources for adults 5 and over.
	18-65yo in clinical risk groups		GP Pharmacies	<u>Primary Care</u> • Invite eligible individuals to book for vaccination including reminders. • Discussion with patients • Providing written/digital information about vaccinations

				• Delivery of vaccines • Explore potential for information to be displayed on screens in GP Practices. • Utilise NHSE GP toolkit <u>Secondary Care</u> • Promotion of vaccine to patients under the care if relevant specialisms <u>LA Health Protection</u> • Communication to settings who have contact with potentially eligible individuals e.g. SPICC, day centres, LD groups, disability groups, domiciliary care etc. to be disseminated to individuals and carers. • Social media comms targeted, and for wider population • Raising awareness in more vulnerable groups <u>LA Outreach</u> • Raising awareness at every contact. • Signpost to additional support and information • Advise re vaccination centres and how to access. • Posters in key areas and venues <u>Charities and patient groups</u> • Vaccine promotion to key groups through conversation, messaging and social media <u>Pharmacists</u> • Posters in pharmacies • Discussions with patients • Delivery of vaccinations <u>ICB Communications Team</u> • Develop communications strategy • Develop and disseminate to key stakeholders and venues, dedicated communication resources for 18-65yo in clinical risk groups
	Residential care home residents		ShropCom GP	<u>Primary Care</u> • Where they are the provider, as for ShropCom below • Utilise NHSE GP toolkit

				<u>ShropCom</u> • Identify eligible individuals • Proactively contact care homes to book vaccination times • Vaccinate care home residents <u>LA Health Protection</u> • Disseminate communication to care homes regarding vaccination and eligibility. • Provide information to be disseminated to staff and visitors as appropriate • Social media communications to wider population. <u>LA Outreach</u> • Raising awareness at every contact. • Signpost to additional support and information • Posters in key areas and venues <u>LA ASC Quality</u> • Raise during quality visits • Assist in dissemination of promotional materials <u>Care Home Managers</u> • Promote vaccination among residents • Co-operate with the vaccination process, sorting consents, timing and venues/resources with and for the vaccination teams
	Carers		GP Pharmacies	<u>Primary care</u> • Invite eligible individuals to book for vaccination including reminders. • Discussion with patients • Providing written/digital information about vaccinations • Delivery of vaccines • Explore potential for information to be displayed on screens in GP Practices. • Utilise NHSE GP toolkit <u>Pharmacies</u> • Posters in pharmacies • Discussions with patients • Delivery of vaccinations

				<u>LA Health Protection</u> • Disseminate information via SPICC for carers • Provide information to ASC to be disseminated to domiciliary care agencies and care home staff • Social media comms to wider population to raise awareness amongst hidden carers. <u>LA Outreach</u> • Raising awareness at every contact. • Signpost to additional support and information • Advise re vaccination centres and how to access. • Posters in key areas and venues <u>ICB Communications Team</u> • Develop communications strategy • Develop and disseminate to key stakeholders and venues, dedicated communication resources for carers.
	Close contacts of immunocompromised		GP Pharmacies	<u>Primary Care</u> • Identify individuals who may be immunocompromised and their carers/close contacts and provide information • Delivery of vaccines • Utilise NHSE GP toolkit <u>Secondary Care</u> • Promotion of vaccine to patients under the care of relevant specialisms <u>LA Health Protection</u> • Communication to settings who have contact with potentially eligible individuals e.g. SPICC, day centres, LD groups, disability groups, domiciliary care, support groups etc. to be disseminated to individuals and carers/close contacts. • Social media comms targeted and for wider population • Raising awareness in more vulnerable groups <u>LA Outreach</u> • Raise awareness at all contacts

				• Signpost to additional support and information • Advise re vaccination centres and how to access. • Posters in key areas and venues <u>Charities and patient groups</u> • Vaccine promotion to key groups through conversation, messaging and social media <u>Pharmacies</u> • Posters in pharmacies • Discussions with patients • Delivery of vaccinations <u>ICB Communications Team</u> • Develop communications strategy • Develop and disseminate to key stakeholders and venues, dedicated communication resources for close contacts of people who are immunocompromised.
	Frontline HSC workers		Employers GP Pharmacies	<u>SaTH</u> • Promotion and delivery of vaccines to staff <u>Primary care</u> • Delivery of vaccines to staff whose employer does not provide them • Utilise GP toolkit <u>Care home managers</u> • Promotion of vaccines to staff • Provision of vaccines via suitable providers <u>LA Health Protection</u> • Communication to settings who employ HSC staff in the community e.g. care homes, ALD settings, domiciliary care • Social media comms targeted and for wider population • Information provision and promotion of vaccine to in-house ASC staff <u>LA Outreach</u> • Signpost to additional support and information • Advise re vaccination centres and how to access.

				- Posters in key areas and venues <u>LA ASC Quality</u> - Communication to settings who employ HSC staff in the community e.g. care homes, ALD settings, domiciliary care - Social media comms targeted and for wider population - Information provision and promotion of vaccine to in-house ASC staff <u>Pharmacies</u> - Posters in pharmacies - Discussions with patients - Delivery of vaccinations to staff whose employer does not provide it <u>ICB Communications Team</u> - Develop communications strategy - Develop and disseminate to key stakeholders and venues, dedicated communication resources for frontline health and social care staff
COVID-19 <i>~80k hospitalisations per year England</i>	Those aged over 75		Primary care Pharmacies	<u>Primary care</u> - Discussion with patients - Providing written/digital information about vaccinations - Delivery of vaccines - Explore potential for information to be displayed on screens in GP Practices. <u>Pharmacists</u> - Posters in pharmacies - Discussions with patients - Delivery of vaccinations <u>LA Health Protection</u> - Social media communications to wider population to raise awareness. - Raise awareness amongst vulnerable groups. - Disseminate information through settings that 75 plus may access e.g. day centres, ASC, domiciliary care, care homes, retirement homes and groups <u>LA outreach</u> - Raise awareness at each contact

				• Signpost to additional support and information • Advise re vaccination centres and how to access • Posters in key areas and venues <u>Secondary care</u> • Vaccine promotion through posters and discussions with relevant patients/relatives <u>Community leaders</u> • Dissemination of messaging
	Those aged 6 months to 74 years with a weakened immune system		Primary care Pharmacies	<u>Primary Care</u> • Invite eligible individuals to book for vaccination including reminders. • Discussion with patients • Providing written/digital information about vaccinations • Delivery of vaccines • Explore potential for information to be displayed on screens in GP Practices. <u>Secondary Care</u> • Promotion of vaccine to patients under the care if relevant specialisms <u>LA Health Protection</u> • Social media communications to wider population to raise awareness. • Raise awareness amongst vulnerable groups. • Disseminate information through settings/agencies that may have contact with individuals with weakened immune systems e.g. support groups/forums, cancer groups, asthma groups <u>LA Outreach</u> • Raising awareness at every contact. • Signpost to additional support and information • Advise re vaccination centres and how to access. • Posters in key areas and venues <u>Charities and patient groups</u> • Vaccine promotion to key groups through conversation, messaging and social media <u>Pharmacists</u>

				• Posters in pharmacies • Discussions with patients • Delivery of vaccinations
	Residents of old people's care home		Primary care ShropCom	<u>Primary Care</u> • Where they are the provider, as for ShropCom below <u>ShropCom</u> • Identify eligible individuals • Proactively contact care homes to book vaccination times • Vaccinate care home residents <u>LA Health Protection</u> • Disseminate communication to care homes regarding vaccination and eligibility. • Provide information to be disseminated to staff and visitors as appropriate • Social media communications to wider population. <u>LA Outreach</u> • Raising awareness at every contact. • Signpost to additional support and information • Advise re vaccination centres and how to access. • Posters in key areas and venues <u>LA ASC Quality</u> • Raise during quality visits • Assist in dissemination of promotional materials <u>Care Home Managers</u> • Promote vaccination among residents • Co-operate with the vaccination process, sorting consents, timing and venues/resources with and for the vaccination teams
RSV ~?33k hospitalisations per year England	Pregnant women		Primary care Obstetrics	<u>Primary care</u> • Discussion with patients • Providing written/digital information about vaccinations • Delivery of vaccines • Explore potential for information to be displayed on screens in GP Practices.

				<u>Midwives, Health Visitors and obstetricians</u> • Discussion with patients • Providing written/digital information regarding vaccinations • Delivery of vaccines • Discussion by Health Visitor at antenatal contacts • Raising awareness in antenatal classes • Further targeting of eligible patients during antenatal clinic days. • Continue to send push notifications to patients through electronic maternity records (Badgernet) • Target and support certain communities where vaccination uptake is low. <u>LA outreach</u> • Raising awareness of vaccinations at each contact • Signpost to additional support and information • Advise on where to get vaccination and how to access • Posters in venues and key areas <u>LA Health Protection</u> • Raising awareness of vaccination with vulnerable groups • Social media communications targeted at pregnant women and wider population. <u>Midwives and Health Visitors of second-time parents</u> • Discussion at contacts regarding vaccinations • Providing written/digital information about vaccinations • Delivery of vaccines • Discussion by Health Visitor at antenatal contacts • Raising awareness in antenatal classes • Further targeting of eligible patients during antenatal clinic days. • Continue to send push notifications to patients through electronic maternity records (Badgernet) • Target and support certain communities where vaccination uptake is low.
	Those aged 75-79yo		Primary care	<u>Primary care</u> • Discussion with patients • Providing written/digital information about vaccinations

				• Delivery of vaccines • Explore potential for information to be displayed on screens in GP Practices. <u>Pharmacists</u> • Posters in pharmacies • Discussions with patients • Delivery of vaccinations <u>LA Health Protection</u> • Social media comms for wider population highlighting eligible groups for vaccination. • Raising awareness in more vulnerable groups, including residential care homes for older people • Publicise vaccination centres <u>LA outreach</u> • Raise awareness at each contact • Signpost to additional support and information • Advise re vaccination centres and how to access. • Posters in key areas and venues <u>Secondary care</u> • Vaccine promotion through posters and discussions with relevant patients/relatives <u>Community leaders</u> • Dissemination of messaging <u>LA ASC Quality</u> • Raise during quality visits • Assist in dissemination of promotional materials <u>Care Home Managers</u> • Promote vaccination among residents • Co-operate with the vaccination process, sorting consents, timing and venues/resources with and for the vaccination teams
Pneumococcal	Parents of babies at 12 weeks		Primary care	<u>Nursery staff</u> • Written comms to parents

				• Posters • Website information • Discussions with parents <u>Primary care</u> • https://ukhsa.blog.gov.uk/2019/05/16/increasing-vaccine-uptake-strategies-for-addressing-barriers-in-primary-care/ • Invite eligible individuals to book for vaccination including reminders. • Discussions at all mandated contacts by public health nursing service <u>LA outreach</u> • MECC-style discussion with parents • Distributing written comms • Posters in key areas • Raising awareness in vulnerable populations • Signpost to additional support and information • Advise on where to get vaccination and how to access <u>LA Health Protection</u> • Social media, linking-in with own comms teams • Providing comms for parents to EYS and LA outreach • Providing information to other professionals to use in discussions – key bullet-point facts on importance, safety and how to access • Raising awareness in more vulnerable groups <u>Secondary care</u> • Posters in key areas • Discussions with parents where/when appropriate <u>Health visitors</u> • Discussion with parents at development checks and all other contacts • Provide written or digital information on vaccinations <u>Pharmacists</u> • Posters in pharmacies • Discussions with parents <u>Community leaders</u> • Dissemination of messaging, especially to low-uptake groups
--	--	--	--	---

	Parents of babies at 1yo		Primary care	As for parents of babies at 12 weeks above
	Anyone at higher risk of getting seriously ill		Primary care	<u>Primary Care</u> - Invite eligible individuals to book for vaccination including reminders. - Discussion with patients - Providing written/digital information about vaccinations - Delivery of vaccines - Explore potential for information to be displayed on screens in GP Practices. <u>Secondary Care</u> - Promotion of vaccine to patients under the care if relevant specialisms <u>LA Health Protection</u> - Communication to settings who have contact with potentially eligible individuals e.g. SPICC, day centres, LD groups, disability groups, domiciliary care etc. to be disseminated to individuals and carers. - Social media comms targeted, and for wider population - Raising awareness in more vulnerable groups <u>LA Outreach</u> - Raising awareness at every contact - Signpost to additional support and information - Advise re vaccination centres and how to access. - Posters in key areas and venues <u>Charities and patient groups</u> - Vaccine promotion to key groups through conversation, messaging and social media <u>Pharmacists</u> - Posters in pharmacies - Discussions with patients
	Those aged 65 or over (single dose)		Primary care	<u>Primary care</u> - Discussion with patients - Providing written/digital information about vaccinations - Delivery of vaccines

				• Explore potential for information to be displayed on screens in GP Practices. <u>Pharmacists</u> • Posters in pharmacies • Discussions with patients <u>LA Health Protection</u> • Social media comms for wider population highlighting eligible groups for vaccination. • Raising awareness in more vulnerable groups • Publicise vaccination centres <u>LA Outreach</u> • Raise awareness at each contact • Signpost to additional support and information • Advise re vaccination centres and how to access. • Posters in key areas and venues <u>Care Home Managers</u> • Promote vaccination among residents • Co-operate with the vaccination process, sorting consents, timing and venues/resources with and for the vaccination team <u>Secondary care</u> • Vaccine promotion through posters and discussions with relevant patients/relatives <u>Community leaders</u> • Dissemination of messaging, especially to low-uptake groups
--	--	--	--	---

In addition to the work detailed above on winter-specific immunisations across all age groups, promotional work will continue for childhood immunisations such as MMR, which will also have a positive effect on healthcare demand.

Timelines to be determined but will be aligned with the 2025/26 Midlands Flu Vaccination Plan.

Pop Up Clinics

Additional community clinics will be planned based on activity data, demand and feedback from community education sessions.

Expressions of interest have been requested from pharmacies and GP Practices who are willing and have the appropriate resources to support the delivery of these. This will require commissioning processes to be undertaken as this will be in addition to the normal contracted activity.

Background information

Flu

The free flu vaccine is available if you:

- are aged 65 or over
- have certain long-term health conditions*
- are pregnant
- live in a care home
- are the main carer for an older or disabled person, or receive a carer's allowance
- live with someone who has a weakened immune system
- frontline HSC worker through employer

**The flu vaccine is recommended for people with certain long-term health conditions, including:*

- *conditions that affect your breathing, such as asthma (needing a steroid inhaler or tablets), chronic obstructive pulmonary disease (COPD) or cystic fibrosis*
- *heart conditions, such as coronary heart disease or heart failure*
- *chronic kidney disease*
- *liver disease, such as cirrhosis or hepatitis*
- *some conditions that affect your brain or nerves, such as Parkinson's disease, motor neurone disease, multiple sclerosis or cerebral palsy*
- *diabetes or Addison's disease*
- *a weakened immune system due to a condition such as HIV or AIDS, or due to a treatment such as chemotherapy or steroid medicine*
- *problems with your spleen, such as sickle cell disease, or if you've had your spleen removed*
- *a learning disability*
- *being very overweight – a body mass index (BMI) of 40 or above*

<https://www.nhs.uk/vaccinations/flu-vaccine/>

COVID-19

The free COVID-19 vaccine is available if you:

- are aged 75 or over (including those who will be 75 by 17 June 2025)
- are aged 6 months to 74 years and have a weakened immune system because of a health condition or treatment*
- live in a care home for older adults
- potentially HSC workers (decided close to the time)

**You may be eligible for a COVID-19 vaccine if you have a weakened immune system because of a health condition or treatment. This can include if you:*

- *have or had blood cancer, such as leukaemia, lymphoma or myeloma*
- *have had an organ transplant, bone marrow transplant or stem cell transplant*
- *have HIV*
- *have a genetic disorder that affects your immune system, such as severe combined immunodeficiency (SCID)*
- *are having or recently had chemotherapy, biological therapy or radiotherapy*
- *are taking steroid medicine (depending on the dose)*
- *are having long term immunosuppressive treatment for a condition such as lupus, rheumatoid arthritis, inflammatory bowel disease (IBD), scleroderma or psoriasis*

<https://www.nhs.uk/vaccinations/covid-19-vaccine/>

RSV

The RSV vaccine is available if:

- you're pregnant – the vaccine is recommended during every pregnancy (from 28 weeks onwards) to help protect your baby after they're born
- you're aged 75 to 79

<https://www.nhs.uk/vaccinations/rsv-vaccine/>

Pneumococcal

The following groups should have the pneumococcal vaccine:

- babies at 12 weeks and booster at 1 year
- aged 65 and over – 1 dose (not annual)
- children and adults at higher risk of getting seriously ill – 1 dose*

**You're at higher risk of getting seriously ill from pneumococcal infections if you have:*

- *sickle cell disease, coeliac disease, problems with your spleen or you've had your spleen removed*
- *a long-term condition that affects your breathing such as chronic obstructive pulmonary disease (COPD) or cystic fibrosis*
- *a long-term condition that affects your heart such as coronary heart disease or heart failure*
- *chronic kidney disease*
- *a long-term condition that affects your liver such as cirrhosis*
- *diabetes*
- *a weakened immune system due to a condition such as HIV, or a treatment such as steroid medicine or chemotherapy*
- *a condition where fluid that protects the brain and spinal cord leaks out (cerebrospinal fluid leaks)*
- *cochlear implants*

<https://www.nhs.uk/vaccinations/pneumococcal-vaccine/>

ENGLAND: Provisional seasonal influenza monthly vaccine uptake data for GP patients, comparing previous seasons



						Pre-pandemic seasons	
	2024/25	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19
65 years and over	74.9%	77.8%	79.9%	82.3%	80.9%	72.4%	72.0%
Patients aged 6 months to under 65 years in risk groups (excluding pregnant women without other risk factors)	40.0%	41.4%	49.1%	52.9%	53.0%	44.9%	48.0%
Pregnant women (including those in risk groups)	35.0%	32.1%	35.0%	37.9%	43.6%	43.7%	45.2%
All patients aged 2 years old (including those in risk groups)	41.7%	44.1%	42.3%	48.7%	55.3%	43.4%	43.8%
All patients aged 3 years old (including those in risk groups)	43.5%	44.6%	45.1%	51.4%	58.0%	44.2%	45.9%

- Fall in uptake for 65+, <65AR and 2/3-year-olds, since 2020/21
- Uptake in pregnant women low but increased compared to previous year

Flu uptake by ethnicity – up to end of Feb 25 (IMMFORM)

Ethnicity	Midlands <65 AR (%)
White - British	43.7
White - Irish	40.3
Bangladeshi	38.4
Indian	36.5
Ethnicity not stated	29.7
Black African	28.6
White - Other	25.3
Pakistani	22.4
Black Caribbean	22.0