



**Integrated
Care System**
Shropshire, Telford and Wrekin



**Shropshire, Telford
and Wrekin**

STW Vaccination Communications and Engagement Plan

August 2025



Partnership working across STW

- Ensuring a joined-up approach will enhance achievement of our objectives and enable a cost-effective campaign
- System website with high-level vaccination information for public to access: [Vaccinations - NHS Shropshire, Telford and Wrekin](#)
- All resources for vaccination hosted on a STW ICB website: [[Campaign toolkits - NHS Shropshire, Telford and Wrekin](#)]
- Plans and updates will be discussed through the following forums:
 - STW Communications and Engagement Group – fortnightly
 - Comms attendance at STW Vaccination Group
 - Comms attendance at UEC Delivery Group
 - Health and Wellbeing Boards and SHiPP/TWiPP



Strategic focus – Think Vaccination

Purpose of the campaign

To support local residents to make informed decisions about vaccination by providing clear, consistent and accessible information, reinforcing confidence, and signposting to services at the point of need.

How this fits under the *Think* campaign umbrella

- *Think Vaccination* is a core pillar of the wider *Think* campaign, alongside Think Which Service, Think Twice Order Right, Think Pharmacy First, Think NHS 111, Think NHS app/digital
- It aligns with system priorities to protect population health, reduce unwarranted variation, and support people to access the right service at the right time.

Strategic focus areas:

- **Maximise uptake of seasonal vaccinations** (flu, Covid booster, MMR etc)
- **Maintain and build public confidence** in the safety and importance of vaccines
- **Promote convenience and accessibility** – vaccination as simple, quick and local
- **Address barriers to uptake** through targeted communications and engagement
- **Improve reach and impact** by engaging diverse communities, including those harder to access
- **Utilise NHS England resources** to reinforce and amplify local communications
- **Align vaccination messaging** with wider system campaigns (Think Which Service, Pharmacy First, NHS App) to ensure consistency and joined-up communications
- **Use of data to target resources** to greatest areas of need and impact taking an evidence based approach

Why this matters

Clear, trusted communications and engagement will help increase vaccination uptake, reduce health inequalities, and ease system pressures ahead of winter.

Objectives

- **For Winter 2025 Boost uptake of flu and Covid-19 boosters** in priority cohorts (routine cohorts and front-line workers).
 - Target: Achieve a **minimum uptake %* see table on slide 5** compared to 2024/25 uptake levels.
 - KPI: Uptake data from system vaccination dashboard.
- **For Winter 2025 Improve uptake of Respiratory Syncytial Virus (RSV) vaccination programme (catch up cohort and routine cohort)**
 - Target: Achieve a **minimum uptake %* see table on slide 5** compared to 2024/25 uptake levels .
 - KPI: Uptake data from system vaccination dashboard.
- **Improve uptake of childhood immunisations (MMR, HPV, nasal flu). This will be an ongoing focus**
 - Target: Achieve a **2% reduction** in “decline” responses (e.g., “not required as child already immune”) compared to 2024/25.
 - KPI: School Aged Immunisation Service data; parent feedback.
- **Hold community outreach and engagement events** to build trust and address barriers.
 - Target: Deliver **10 engagement activities** (schools, community hubs, faith settings, pop-ups) across STW.
 - KPI: Number of events held; qualitative feedback captured.
- **Utilise NHS England vaccination campaign assets** to strengthen local messaging.
 - Target: Deploy **all nationally available NHS England resources** across system channels during campaign peaks.
 - KPI: Tracking of asset use across digital, print, and community comms.
- **Increase visits to local vaccination webpages**
 - Target: Achieve **5,000+ page views** on STW vaccination webpages during the campaign period.
 - KPI: Page views tracked via Google Analytics.
- **Promote vaccination as preventative healthcare** and align with wider Think campaign.
 - Target: Embed vaccination messages in **all system winter comms**, ensuring alignment with Think Which Service, Think Pharmacy First, Think NHS App etc
 - KPI: Audit of comms materials and campaign consistency across channels.



NHS E Winter 25 Minimum Ambition

Programme	Cohort	Metric Description	Minimum ICB Ambition	Estimated Vaccinations to achieve ambition
RSV	Catch up cohort	70% uptake on the RSV catch up cohort (aged 75-79) during 25/26 season (by 31st March)	73.63%	30,227
RSV	Routine Cohort	60% uptake on the routine cohort during 25/26 season (by 31st March)	66.95%	5,176
Flu	Flu uptake for 65+	Maintain Flu Uptake for 65+ cohort	76.89%	149,854
Flu	2-3 yo Flu	Increase uptake in 2–3-year-old flu cohort	50.98%	11,097
Flu	Primary School Children	Increase uptake in Primary School Children	55.04%	47,251
Flu	Secondary School Children	Increase uptake in Secondary School Children	42.77%	29,244
Flu	Those aged under 65 years in a clinical at-risk group	Increase uptake in under 65 Clinical Risk Cohort	48.31%	59,208
Flu	Frontline Healthcare Workers	Increase uptake in Frontline Healthcare Workers	42.14%	7,138
Covid	Care Home Cohort	Maintain uptake in Care Home Cohort	65.14%	3,933
Covid	75+ Cohort	Maintain uptake 75+ Cohort	59.73%	57,598
Covid	IS Cohort	Maintain uptake in IS Cohort	24.19%	5,765



Flu Vaccination

The following groups are eligible to receive a flu vaccination as per JCVI guidance:

From 1 September 2025:

- pregnant women
- children aged 2 or 3 years on 31 August 2025
- primary and secondary school aged children (from Reception to Year 11)
- all children in clinical risk groups aged from 6 months to less than 18 years

From 1 October 2025:

- those aged 65 years and over
- those aged 18 years to under 65 years in clinical risk groups (as defined by the Green Book, Influenza chapter 19 e.g. chronic respiratory disease, cardiac disease, diabetes, immunosuppressed)
- those in long-stay residential care homes
- carers
- frontline health and social care workers

Programme Delivery:

- Flu vaccination delivery runs until **31 March 2026**.
- Delivered through **GP practices, community pharmacies and hospital trusts**. All GP practices in Shropshire, Telford and Wrekin are signed up to offer flu vaccinations.
- The **School Aged Immunisation Service (SAIS)**, commissioned by ShropCom, delivers the schools vaccination programme across STW.
- Focus on equitable access, targeting rural areas, hard to reach groups and areas of low uptake



STW Flu Vaccination – Comms and engagement

STW has a total eligible cohort of **381,411**. Between **1 September 2024 and 31 March 2025**, 273,953 (71.83%) flu vaccinations were administered.

Campaign approach:

- **Communications and engagement activity** is aligned with the wider Think Vaccination campaign, ensuring consistent messaging across the system.
- Also use national messaging and materials

Activity includes:

- **Digital and print campaigns** hosted on the STW ICB website, supported by NHS England resources where appropriate, to reinforce trusted national messaging at a local level.
- **Localised community outreach** in rural areas and towns, making use of pop-up clinics and mobile provision.
- **Targeted engagement** with trusted community leaders and voluntary sector partners to reach harder-to-access groups.
- **School engagement and family support**, including translated resources, parental reminders, and myth-busting information to support informed decision-making.
- **Two-way feedback loops**, gathering insights through community conversations and engagement events, feeding back into live campaign.
- **Use national campaign materials**, FAQs, leaflets, videos, social media assets were appropriate
- **Budget** allocated for targeted paid social media, OOH advertising mapped to low uptake areas and community outreach.

Strategic aim:

- Improve flu vaccination uptake to minimum targeted uptake across all eligible cohorts.
- Support residents to make **informed vaccination decisions**
- Reduce inequalities and protect communities ahead of winter pressures

Covid-19 vaccination – Eligibility and Delivery

JCVI Recommended Eligible Groups:

- Residents in care homes for older adults
- All adults aged 75 years and over
- Persons aged 6 months to 74 years in a clinical risk group

Programme Delivery:

- Tuesday 1st October 2025 and end on 31st January 2026.
- Appointments via: NHS app, NHS website and local walk in sites
- Delivered by ShropCom with oversight from public health and NHSE
- Focus on health inequalities, low uptake, rural access, and mobile/pop-up provision



Covid-19 Vaccination - Communications and Engagement

Campaign Approach:

- System-wide promotion aligned with Think campaign and national messaging
- Hyper-local engagement targeting communities by geography and demographics

Activities:

- Community outreach events & pop-ups
- Multilingual and accessible communications
- Collaboration with trusted community leaders & voluntary sector partners
- Messaging via schools, local media, digital channels, GP communications
- Continuous monitoring of uptake with targeted interventions

Current Progress & Target:

- Vaccinations since 3 Oct 2024: 98,712 (AW24) and 44936 (SP25)
- Coverage target: 59.73% of 75+ and 65.14 of care homes eligible population

Strategic Aim:

- Support informed decisions
- Maximise uptake, reduce inequalities, and protect communities



RSV vaccination – eligibility & delivery

JCVI Eligible Groups:

- Older adults: Adults turning 75 on or after September 1, 2025 (eligible until day before 80th birthday)
- Pregnant women: 28+ weeks gestation (all year round)

Programme Delivery:

- Delivered through GP practices and maternity services, and new this year community pharmacy
- Focus on timely access ahead of winter
- Daily data monitoring to identify low-uptake practices

Programme Focus:

- Address barriers through practice insights
- Target practices below STW average uptake
- Early engagement to ensure all eligible cohorts offered vaccination



RSV Vaccination – Communication & Engagement

Campaign Approach:

- Part of wider Think Vaccination campaign
- Two-tiered: system-level and hyper-local engagement based on uptake data

Activities:

- **Community engagement:** voluntary groups, schools (for pregnant women), targeted events
- **Digital/social media campaigns:** news stories, clinician videos, hyper-local promotion
- **Targeted maternity services / practice communications** to address low uptake
- **Data-informed planning** led with insights

Current Progress & Aim:

- Vaccinations since 1 Sept 2024:
 - Older adults 75–79: 62,000 TARGET: 74%
 - Pregnant women: 5,000 TARGET: 67%
- **Aim:**
 - Maximise uptake; meet national targets

Strategic Aim:

- Support informed decisions
- Maximise coverage in older adults and pregnant women
- Reduce inequalities and ensure timely delivery



Childhood vaccinations (MMR) – Eligibility & Delivery

JCVI Recommended Eligible Groups:

- Children aged 12 months for first dose MMR
- Children aged 3 years 4 months for second dose MMR
- Children in clinical risk groups as defined in the UKHSA Green Book

Programme Delivery:

- Delivered through GP practices, with catch-up sessions coordinated in schools by the School Aged Immunisation Service (SAIS)
- Visits coordinated with schools from Reception to Year 11 for children who missed earlier doses
- Targeted delivery to hard-to-reach communities and areas with historically lower uptake

Programme Focus:

- Reduce missed vaccinations and improve coverage rates
- Ensure equitable access across urban and rural areas
- Provide timely information to parents and carers to support informed decision-making

NHS

Measles can make your child seriously unwell



Make sure your child is up to date with their MMR vaccinations.



NHS 12

Childhood vaccinations (MMR) – Communications and Engagement

Campaign Approach:

- Part of the wider Think Vaccination campaign, ensuring consistent messaging across STW
- Two-tiered approach: system-level promotion and hyper-local engagement to address low uptake areas

Engagement Activities:

- **School engagement:** letters, reminders, and info packs to parents
- **Targeted communications** to communities with lower uptake, including translated resources
- **Collaboration** with local leaders, voluntary sector, and community champions
- **Digital and social media campaigns** highlighting the importance of MMR
- Myth-busting and FAQ materials for parents and carers
- Two-way feedback loops from schools, families, and community events to inform ongoing communications

Current Progress & Aim:

- Coverage data from SAIS and GP practices monitored in real-time
- Aim: Maximise MMR uptake and reduce the number of children with incomplete immunisations

Strategic Aim:

- Protect children against measles, mumps, and rubella
- Reduce health inequalities and improve community-level protection
- Support families to make informed vaccination decisions



Vaccination Messaging Summary by Cohort

Cohort	Vaccines & Key Messages	Additional Notes / Social Messaging
Over 75s	- COVID-19 + Flu: Book winter vaccinations now. - Free vaccines reduce risk of serious illness. - Vaccines cannot give you the virus — millions have had them safely.	- Book now to stay well. - Family message: Encourage loved ones to get both vaccines.
Over 65s	- Flu: Book when your GP contacts you. - Flu can be serious — increases in hospitalisations and deaths. - Annual vaccine gives protection. - Pneumococcal: Single-dose vaccine to prevent pneumonia and related illnesses.	- Look out for GP messages. - Pneumococcal usually offered once — check if already received.
Immunosuppressed	- COVID-19 + Flu: Vital protection if you have a weakened immune system. - Relevant conditions: blood cancers, transplants, immune disorders, chemotherapy, HIV, autoimmune diseases. - Pneumococcal: Strongly recommended — helps prevent life-threatening pneumonia.	- Emphasise higher risk and need for seasonal protection.

Protect yourself
Protect them
Get vaccinated

NHS

Why get vaccinated?

“ Vaccines are the safest way to get protected. They undergo rigorous safety testing before being introduced and they're also constantly monitored for side effects. ”

Visit nhs.uk and search 'Why vaccination is important' for more information

Protect yourself
Protect them
Get vaccinated

NHS

Why get vaccinated?

“ Vaccines prevent millions of deaths worldwide every year. ”

Name, title

Visit nhs.uk and search 'Why vaccination is important' for more information

Vaccination Messaging Summary by Cohort cont/...

Cohort	Vaccination and Key Messages	Additional note
Pregnant People	- Flu, Whooping Cough, RSV: Protect yourself and your baby this winter. - Vaccines are safe at any stage of pregnancy. - MMR: Ensure immunity pre-pregnancy — not given during pregnancy.	- Book via midwife or GP. - Missed vaccines can often be given postpartum.
Children (Parents of)	- Flu (age 2+): Free nasal spray — protects against serious illness. - MMR: 2 doses — at 1 year and 3y 4m — protects against measles, mumps, rubella. - HPV (12–13 years): Prevents HPV-related cancers. - Pneumococcal (infants): Given as part of routine schedule.	- Look for invites via nursery, school or GP. - MMR uptake is falling — reassure parents about safety. - HPV and flu offered at school or catch-up clinics.
Teens / Young Adults	- HPV: Given at school from age 12 — prevents several cancers. - MMR: Catch-up for those who missed childhood doses. - MenACWY: Given in late teens — protects against meningitis and septicaemia.	- Promote via schools and colleges. - HPV now offered to all genders.
Healthcare Staff, Carers & Social Care Workers	- COVID-19 + Flu: Priority vaccination each winter. - Employers may run staff campaigns. - MMR: Ensure full coverage for patient-facing roles. - Hepatitis B may be required for clinical staff. - Pneumococcal: Based on age or risk group.	- Promote protection of self and patients. - Use national and employer resources to reinforce uptake.



**Integrated
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Shropshire, Telford and Wrekin



**Shropshire, Telford
and Wrekin**

Thank you



Ambition



Compassion



Optimism



Focus

Shropshire, Telford & Wrekin Vaccination Improvement Plan: Governance & Reporting

