



Largest flu vaccination programme ever!

This autumn will see the largest flu vaccination programme ever, with an offer of flu vaccination to 30 million people. We know that those most at risk from flu are also vulnerable to COVID-19.

The expanded programme reflects the importance of protecting these people this winter as both flu and COVID-19 will be in circulation. Nationally a concerted effort is called for to significantly increase flu vaccine uptake. This will be supported by a new public facing marketing campaign, 'Just the flu?' (see page 10).

Public awareness about viruses is much higher due to COVID-19 with people more aware about how viruses spread, even if you don't have symptoms, and that certain groups are more at risk. This means that we have already seen an increase in demand for flu vaccination.

Due to the high level of demand some people have been asked to wait to have their vaccine until further stocks become available.

However, enough flu vaccine is available for everyone who is eligible to get vaccinated before the flu season starts.

A leaflet to support communications to the public on why they are being asked to wait can be found on page 8.



CONTENTS

Low levels of flu right now but we need to be ready

Who is eligible for the flu vaccine 2020 to 2021?

Second annual flu letter – update has been published

Frontline health and social care workers

Guidance on immunisation training for the 2020 to 2021 flu season

Health Matters – blog, webinar, flu videos infographics and videos

Flu publications ready to order now

Protect your patients, people you care for, your family and friends and yourself from flu – it's time to have your flu jab

Public facing marketing campaign

Flu immunisation – advice for running vaccination clinics this Autumn

Patient group direction (PGD)

Vaccines for the 2020 to 2021 children's flu programme supplied by PHE

PPE for immunisers

Flu
vaccine

help us
help you

To support the increase in demand and the expanded programme, the Department of Health and Social Care has procured additional national supply of the vaccine and have issued guidance for general practice on how this can be accessed (see [weblink 29](#)). Guidance for trusts and community pharmacy will be issued shortly.

The immediate focus of the programme is to prioritise those in at risk groups first. On top of this, all those who are household contacts of anyone on the NHS shielded patient list should also be offered flu vaccine. Later in the flu vaccination period from November/December the aim is to further extend the vaccine programme to those aged less than 65, subject to vaccine supply. Note that those less than 65 years old who are in a risk group will be prioritized from the start of the season. The extension to 64 and under is for healthy individuals who are not in at-risk groups.

To help reduce transmission flu vaccination of children remains important. For the first time nationally, all year 7 pupils in secondary school will be offered the flu vaccine, as well as two and three year olds and primary school aged children. The new year 7 cohort are children who have received the vaccine during their primary school years so both the children and their parents will be familiar with it.

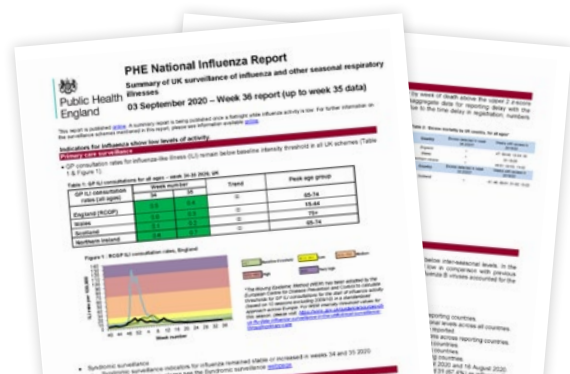
All frontline health and social care workers should receive a vaccination this season to help protect them and those they care for. To improve access to health and social care workers employed through Direct Payment (personal budgets) and/or Personal Health Budgets, such as Personal Assistants, they can now access flu vaccine through the NHS funded scheme via their GP or pharmacy.

This year, more than ever, we need to protect those most at risk from flu. Thank you for all your hard work in these very challenging times.



Low levels of flu right now but we need to be ready

Follow the weekly surveillance reports that are published at [weblink 1](#).



Who is eligible for the flu vaccine 2020 to 2021?

All those who are at a particular risk of severe illness from catching flu:

- aged 65 and over
- pregnant women
- in a clinical risk group

You are also recommended to have the flu vaccine if you are:

- the main carer of an older or disabled person
- a household contact of someone on the NHS Shielded Patients List for COVID-19
- a child aged 2 to **11** years old on 31 August 2020

Later in the year, the flu vaccine will be offered to healthy people aged 50 to 64. Providers will be given notice in order to have services in place for any additional cohorts later in the season. **You should not delay offering a vaccine to anyone aged 50 to 64 who is in a clinical risk group.**

Second annual flu letter – update has been published

The second flu letter gives additional detail on the implementation of the flu programme. In light of the risk of flu and COVID-19 co-circulating this winter, the national flu immunisation programme will be essential to protecting vulnerable people and supporting the resilience of the health and care system. You can view the both of the letters at [weblink 2](#). This season an inactivated vaccine may be offered to those children whose parents refuse the live attenuated influenza vaccine (LAIV) due to the porcine gelatine content, in order to prevent localised outbreaks this year. The alternative vaccines will be made available to school aged vaccination providers and GPs for their 2 and 3-year-old cohorts from November.

Frontline health and social care workers

All frontline health and social care workers should receive a vaccination this season. This should be provided by their employer, in order to meet their responsibility to protect their staff and patients and ensure the overall safe running of services. Employers should commission a service which makes access easy to the vaccine for all frontline staff, encourage staff to get vaccinated, and monitor the delivery of their programmes.

NHS England and Improvement (NHSEI) will continue to support vaccination of social care and hospice workers employed by registered residential or domiciliary care providers. The eligible groups have been expanded this year to include those health and social care workers, such as Personal Assistants, employed through Direct Payment and/or Personal Health Budgets to deliver domiciliary care to patients and service users. Vaccination will be available through community pharmacy or their registered general practice. This scheme is intended to complement, not replace, any established occupational health schemes that employers have in place to offer flu vaccination to their workforce.

For healthcare workers providers should use the current definition as set out in chapter 12 of the Green Book ([weblink 3](#)).

* <https://digital.nhs.uk/coronavirus/shielded-patient-list>

The following guidance is to be published soon on the annual flu pages ([weblink 27](#)):

- Guidance for providers: Flu immunisation for social care and hospice staff
- Guidance for social care workers: Flu vaccination
- Guidance for personal care assistants: free flu vaccination

Guidance on immunisation training for the 2020 to 2021 flu season

With the ongoing global COVID-19 pandemic, it is more important than ever that this year's annual flu vaccination programme is safely and effectively delivered to as many of those eligible as possible in order to protect those at risk. It is therefore crucial that those giving flu vaccine are confident, competent and have up to date knowledge about the vaccine(s) they are giving.

To support healthcare professionals delivering the flu vaccine programme in the 2020 to 2021 flu season, PHE have published guidance on flu immunisation training. This describes what flu immunisers need to know and various ways in which they can obtain training. There is also a flu specific competency assessment tool for those new to giving flu vaccines this year. Please see [weblink 4](#).

The Flu Immunisation e-learning programme written by PHE and produced by Health Education England e-Learning for Healthcare (HEE e-LfH) has been updated for the 2020 to 2021 flu season. The programme consists of three knowledge sessions and three assessment sessions.

All those undertaking this e-learning should complete the Core Knowledge session and accompanying assessment as this is designed to provide essential knowledge about what flu is and the rationale for, and design of, the annual flu programme. Depending on which session(s) is relevant to your role, you can then complete one or both of the subsequent knowledge and assessment sessions which provide more detailed information about the live and inactivated flu vaccines. This elearning programme is free and open access for all.

For more information about the programme, see [weblink 5](#).

Health Matters – blog, webinar, flu videos infographics and videos

Many thanks to everyone who joined the webinar on Tuesday 29 September. You can read the [latest edition of Health Matters](#), and PHE's official blog which provides expert insight on the organisation's work and all aspects of public health. This month focuses on the national flu immunisation programme and the delivery of the 2020 to 2021 programme, which will be the largest one to date offering 30 million people a flu vaccine.

Read the [full edition](#), the [supporting blog](#), and [download the graphics and videos](#).

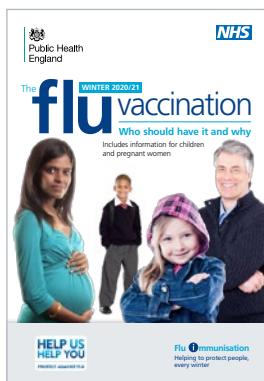
Flu publications ready to order now

Leaflets remain an effective way of communicating the need and the benefits of having a vaccine. We know that 54% of parents still rely on them. It is important that people receive a leaflet that is accessible to them.

This year it is more important than ever that everyone who is eligible for their flu vaccine takes up the offer. We have a greater range of translated resources for non-native speakers and further developed Easy Read posters and leaflets. We urge everyone to familiarise yourself with the resources available and order stock of the hard copies as soon as possible.

Translated resources are available to download and print locally. We also have print ready versions of the translated versions if large print runs are required. All of the publications to support the annual flu programme can be found at [weblink 6](#).

1. Flu Vaccination – Who should have it and why



We are pleased to launch our guide to flu vaccination this year and it is available in more languages than ever before. We hope that this will make accurate health information more accessible.

This leaflet explains to patients how they can help protect themselves and their children against flu this coming winter. It includes information about children, eligible adults and pregnant women, and explains why it's very important that people at increased risk from flu or who care for someone who is vulnerable should have their free vaccination every year.

Available in 20 languages:

- Arabic,
- Bengali,
- Cantonese
- Chinese
- German,
- Gujarati
- French
- Hindi,
- Italian,
- Kurdish
- Polish,
- Punjabi
- Romanian,
- Romani
- Somali,
- Tagalog,
- Tamil,
- Turkish,
- Urdu
- Yiddish

Order and download at [Healthpublications.gov.uk](https://healthpublications.gov.uk). Product code: 3079111D1 at [weblink 7](#). Flu vaccination, who needs it and why leaflet – British Sign Language version. You can view the complete video at [weblink 21](#).

You can download the videos here using product code: 2020251

The leaflet has been made into four short videos to make them quicker to download and reduce the file size, so you need to download all four files at [weblink 25](#).

Flu vaccination, who should have it and why – audio version (MP3 file is available now to download and share using the product code: 2020252AA.

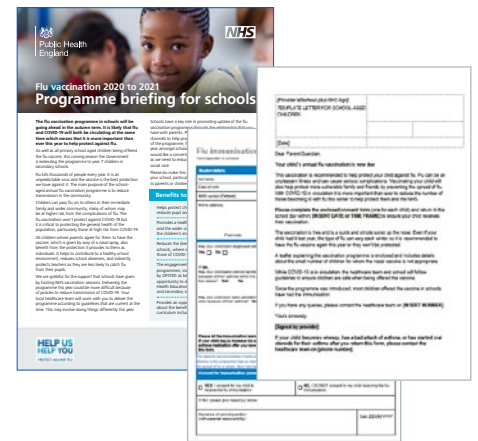
Flu vaccination, who should have it and why – large print version is available to download using product code: 3079111D1LP.

2. Flu Vaccination – Guidance for Schools

Briefing for headteachers, teachers and all school support staff can be found at [weblink 8](#) along with the templates for the informed consent form and invitation letter which can be downloaded.

Order the programme briefing for schools at [weblink 9](#) using product code 2016027C1.

The flu consent form has been updated and is available to download at [weblink 26](#).



3. Flu Vaccination – Easy Read Poster and Leaflet

Our 'easy-read' guides for individuals in all settings with a learning disability are available for the 2020 to 2021 flu season. These resources are aimed at people who have, or care for someone with a learning disability.

They provide advice on:

- the flu virus and why you need a vaccine every year
- signs of flu
- flu jabs and where to get one

Easy Read guide to having your vaccines during a pandemic flyer

We have produced a guide aimed at people with a learning disability and their carers. It explains about the need to have the vaccine and what expect at the appointment.

It is available to order now using product code: EASYREADFLU3.

View them at [weblink 10](#), order and download at [weblink 9](#) using the following product codes:

- poster product code: EASYREADFLU1,
- leaflet product code: EASYREADFLU2,
- and flyer product code: EASYREADFLU3.



4. Simple text versions – for low reading age

- All about flu and how to stop getting it – adult version.
Product code: 2904202
- All about flu and how to stop getting it – children's version
Product code: 3248960





5. Flu Vaccination – Protecting your child against flu 2020 to 2021

We are pleased that our guide for parents and carers on flu vaccination for children this year is available in a wide range of languages.

This leaflet is for parents of two and three year olds, primary school and Year 7 secondary school-aged children. It explains which children are eligible for a flu vaccination, as well as describing the disease and the nasal flu vaccine. We hope that this will make accurate health information more accessible and encourage parents to take the opportunity to protect their child against flu.

Available in 15 languages:

- Arabic
- Bengali
- Chinese
- German
- Gujrati
- Hindi
- Italian
- Polish
- Romani
- Romanian
- Somali
- Tagalog
- Tamil
- Turkish
- Urdu

Order and download the leaflet at [Healthpublications.gov.uk](https://healthpublications.gov.uk) at [weblink 9](#) and [weblink 11](#) using product code 2902552C1.



The **audio version** is available to download the audio file (MP3).

Protect your child from flu leaflet – audio version product code 2020251A.

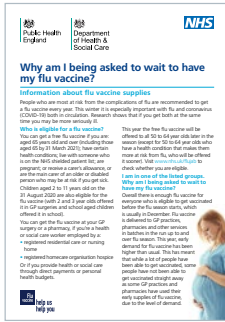
Braille version for blind or partially sighted people – you can order copies of the Protecting your child from flu using product code 2902552C1BR.

British Sign Language (BSL) video version has been produced this year. You can view the complete child version of the video at [weblink 22](#).

For the download version and anyone who wants to upload this to their website or share it with patients, it has been broken down into five smaller chapters to make it more accessible and faster to download at [weblink 23](#) using product code 2020252.



Coming soon – videos aimed at individuals with a learning disability and a version for their parents or carers



6. 'Why do I have to wait for my vaccine' flyer

This leaflet is for GP practices and pharmacies to give to patients explaining why they may be asked to wait to have their flu vaccine. There has been high demand this year so some people may have to wait until further stocks become available.

You can order copies of this leaflet using product code: 2020274F at [weblink 28](#).



7. Flu Vaccination – 5 Reasons poster

This poster has been updated for this season.

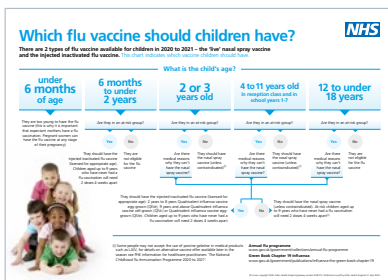
Order and download the poster at [Healthpublications.gov.uk](#) at [weblink 9](#) and [weblink 11](#) using product code 2901251D1.



8. Immunising pre-school children guidance

This information is about the annual flu vaccination programme for preschool children. It is for those working in the early years sector to inform them about the programme and how they can support it. It is for nursery and preschool managers and staff, and childminders delivering the Early Years Foundation Stage Framework and those who provide informal childcare, such as nannies.

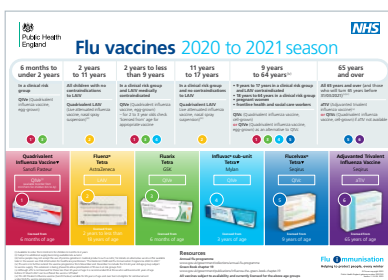
Please download your copy now at [weblink 24](#).



9. Which flu vaccine should children have poster – available to download

There are two types of flu vaccine available for children in 2020 to 2021 – the 'live' nasal spray vaccine and the injected inactivated flu vaccine. This chart indicates which vaccine children should have.

Download the poster at [weblink 17](#).



10. Flu vaccines: 2020 to 2021 flu season

Our popular poster showing the different types of flu vaccines available for the 2020 to 2021 flu season and the clinical risk groups that they apply to is ready to download at [weblink 18](#).

Protect your patients, people you care for, your family and friends and yourself from flu – it's time to have your flu jab



Health and social care workers flu campaign – materials ready to order now

This year's flu vaccination campaign for health and social care workers is delivered by Public Health England (PHE) and NHS England and NHS Improvement.

"I've had my flu jab" emphasises the protective benefit of the flu vaccination with a "Shield" motif. It includes the message "Protects you, your family and patients (or those you care for) from the flu. Get your free flu vaccination" to encourage the uptake of flu vaccinations by health and social care workers.

This year's campaign materials are really great and include adaptable artwork and social media tools, are live on PHE's Campaign Resource Centre from now for colleagues to download or print locally at [weblink 12](#).

The resources available include:

- A4 posters and empty belly posters so partners can include local details about where and when vaccination is going to held
- leaflets for staff
- sticker artwork and sheets of stickers
- social media and digital tools including digital banners and screen savers
- communications toolkit (including long and short copy)
- FAQs



Public facing marketing campaign

This year PHE will deliver a new mass media flu vaccination marketing campaign which will run from October to December raising awareness of the seriousness of flu whilst positioning the vaccine as the best protection against it. Bespoke advertising creative will call out all eligible groups for the free flu vaccine to get vaccinated.



The campaign will run on TV, video on demand, radio outdoor billboards and digital media (social and display) supported by PR, search and partnership activity.

Resources for the campaign are available to download and order from the PHE Campaign Resource Centre at [weblink 14](#).

Flu immunisation – advice for running vaccination clinics this Autumn



This year practices will have to consider the use of PPE and social distancing when planning their flu immunisation clinics.

To help support this the South West NHSEI Public Health Commissioning and Screening and Immunisation team (SIT) in collaboration with partners have put together a video about how a GP practice in Bristol is planning their 2020 to 2021 flu immunisation clinics.

The video outlines how this practice is using a mock-up flu immunisation clinic to work out how they can deliver the service this season in order to be able to effectively deliver flu vaccination to their patients.

Particular thanks to BNSSG CCG and Hanham Surgery in Bristol for making this video ([weblink 20](#)) possible.

PPE for immunisers

For the current guidance on the use of PPE for immunisation, please visit [weblink 19](#).

Patient group direction (PGD)

Patient Group Directions (PGDs) are now published for the 2020 to 2021 influenza season:

- Inactivated Influenza PGD v08.00 (Gateway number: GW-1533).
- LAIV PGD v09.00 (Gateway number: GW-1458).
- PPV PGD v03.00 (Gateway number: GW-1457).

These PGDs have now been published on the PHE webpages and are available via the main PGD collection page at [weblink 13](#).

Vaccine supply

For the routine vaccination programme

Vaccines for the 2020 to 2021 children's flu programme supplied by PHE

Vaccine availability

The 2 vaccines in the table below are available to order by providers of the children's flu programme in England via PHE's ImmForm website.

Vaccine	Manufacturer	Available to order for
Fluenz® Tetra (LAIV)	AstraZeneca	All children aged from 2 years old to those in school year 7, and children in clinical risk groups aged 2 to <18 years*
Quadrivalent Influenza Vaccine (split virion, inactivated) (QIVe)	Sanofi Pasteur	All children aged 6 months to <9 years in clinical risk groups for whom LAIV is unsuitable**

PHE does not supply any flu vaccines for patients aged 18 years and over. Please refer to guidance from your respective health departments for arrangements in Scotland, Wales and Northern Ireland.

* This vaccine can also be used to vaccinate children who are eligible as household contacts of individuals on the NHS shielded patient list

** please see 'Inactivated flu vaccine ordering section below

Vaccine ordering information for General Practice

Ordering controls will be in place for Fluenz[®] Tetra to enable PHE to balance incoming supply with demand. As in previous years ordering controls for general practices are tailored to each practice and allocate an amount of vaccine based on the number of registered eligible patients.

- each GP practice has now been allocated sufficient vaccine to vaccinate at least 80% of their eligible patients (all 2 and 3 year olds, plus children in clinical risk groups from age 4 to <18 years)
- further changes to these allocations may be made in response to demand and vaccine availability. Please check ImmForm regularly for the latest information on LAIV order controls
- requests for extra vaccine will be considered on a case by case basis throughout

Requests for additional vaccine should be sent to the ImmForm helpdesk at helpdesk@immform.org.uk or 0207 183 8580, and should be sent in good time before your order cut-off. Out of schedule deliveries will be by exception only.

Multi-branch practices and Fluenz[®] Tetra allocations

Please note that GP practices or groups that operate over multiple sites but are part of the same organisation will have a joint allocation (as in previous years), even where each site has a unique ImmForm account.

This means that it is possible for one site to potentially order all of the available vaccine for the group, unless there is local agreement on how the allocated volume is shared across multi-branch practices.

PHE recommend that this agreement is in place before ordering opens to reduce the risk of supply interruption. The information above allows practices to estimate the amount of vaccine they have been allocated and how it should be split between all sites.

Vaccine ordering information for school-age providers

A default ordering cap of 300 packs (3000 doses) per week, per ImmForm account will be in place for school providers.

Where this cap is insufficient and a provider needs a larger weekly volume of vaccine to deliver the programme (for example where a provider covers a large area using a single account), a higher weekly cap should be requested via the PHE Vaccine Operations team by emailing vaccinesupply@phe.gov.uk.

For one-off larger orders, requests should be made via helpdesk@immform.org.uk in good time before the order cut-off.

Supply of inactivated flu vaccine for children who object to LAIV due to the porcine gelatine content

The Department of Health and Social Care (DHSC) has secured a supply of inactivated influenza vaccine for children who object to the porcine gelatine content of Fluenz[®] Tetra (LAIV), which is expected to be made available to NHS providers of the children's flu programme from November. Arrangements for this supply have not yet been finalised and further details will be communicated as soon as they are available.

Inactivated flu vaccine ordering

PHE also supplies an egg-based Quadrivalent Influenza Vaccine (split virion, inactivated).

- this vaccine currently has an order cap of 3 doses per week.
- this vaccine should be ordered for all eligible children aged less than 9 years who are contraindicated for, or too young to receive Fluenz® Tetra (LAIV) AND are in a clinical risk group

Vaccine arrangements for children in clinical risk groups aged 9 years and over for whom Fluenz® Tetra is unsuitable are as follows:

- those vaccinated in general practice should be offered locally procured QIVc where available. Where QIVc is unavailable, GPs can offer QIVe, either from locally procured stock or centrally supplied stock available via ImmForm
- school aged providers can continue to offer centrally supplied QIVe
- full details of the vaccine (and reimbursement) arrangements for this group can be found in the flu letter published Thursday 14 May 2020 (see [weblink 14](#))

All influenza vaccines for the 2020 to 2021 season

Information on all influenza vaccines that have been marketed in the UK for the 2020 to 2021 season are available at [weblink 15](#).



Weblinks

- Weblink 1 www.gov.uk/government/statistics/weekly-national-flu-reports-2019-to-2020-season
- Weblink 2 www.gov.uk/government/publications/national-flu-immunisation-programme-plan
- Weblink 3 www.gov.uk/government/publications/immunisation-of-healthcare-and-laboratory-staff-the-green-book-chapter-12
- Weblink 4 www.gov.uk/government/publications/flu-immunisation-training-recommendations
- Weblink 5 www.e-lfh.org.uk/programmes/flu-immunisation
- Weblink 6 www.gov.uk/government/collections/annual-flu-programme#2020-to-2021-flu-season
- Weblink 7 www.gov.uk/government/publications/flu-vaccination-who-should-have-it-this-winter-and-why
- Weblink 8 www.gov.uk/government/publications/flu-vaccination-in-schools
- Weblink 9 www.healthpublications.gov.uk/Home.html
- Weblink 10 www.gov.uk/government/publications/flu-leaflet-for-people-with-learning-disability
- Weblink 11 www.gov.uk/government/publications/flu-vaccination-leaflets-and-posters
- Weblink 12 <https://campaignresources.phe.gov.uk/resources/campaigns/92-health-and-social-care-workers-flu-immunisation-/resources>
- Weblink 13 www.gov.uk/government/collections/immunisation-patient-group-direction-pgd
- Weblink 14 <https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter--flu/resources>
- Weblink 15 www.gov.uk/government/publications/influenza-vaccine-ovalbumin-content
- Weblink 16 <https://surveys.phe.org.uk/TakeSurvey.aspx?PageNumber=1&SurveyID=m2KM5n4MM&Preview=true>
- Weblink 17 www.gov.uk/government/publications/which-flu-vaccine-should-children-have
- Weblink 18 www.gov.uk/government/publications/flu-vaccines-for-the-current-season
- Weblink 19 www.gov.uk/government/publications/wuhan-novel-coronavirus-infection-prevention-and-control#history
- Weblink 20 <https://youtu.be/oqZaqz8oop4>
- Weblink 21 https://youtu.be/8MFGn3t_mPo
- Weblink 22 <https://youtu.be/5VdNWDBnL-Y>
- Weblink 23 www.healthpublications.gov.uk/ViewArticle.html?sp=Sprotectyourchildfromflubslvideoversion
- Weblink 24 www.gov.uk/government/publications/flu-immunisation-for-early-years-settings-including-child-minders
- Weblink 25 <https://www.healthpublications.gov.uk/ViewArticle.html?sp=Sfluvaccinationwhoshouldhaveitandwhybslversion>
- Weblink 26 <https://www.gov.uk/government/publications/flu-vaccination-in-schools>
- Weblink 27 <https://www.gov.uk/government/collections/annual-flu-programme>
- Weblink 28 <https://www.gov.uk/government/publications/flu-vaccination-why-you-are-being-asked-to-wait>
- Weblink 29 <https://www.gov.uk/government/publications/accessing-government-secured-flu-vaccines-guidance-for-gps>