

COVID-19 Data Update

Manchester Health Scrutiny Committee

Wednesday 12 January 2022

David Regan

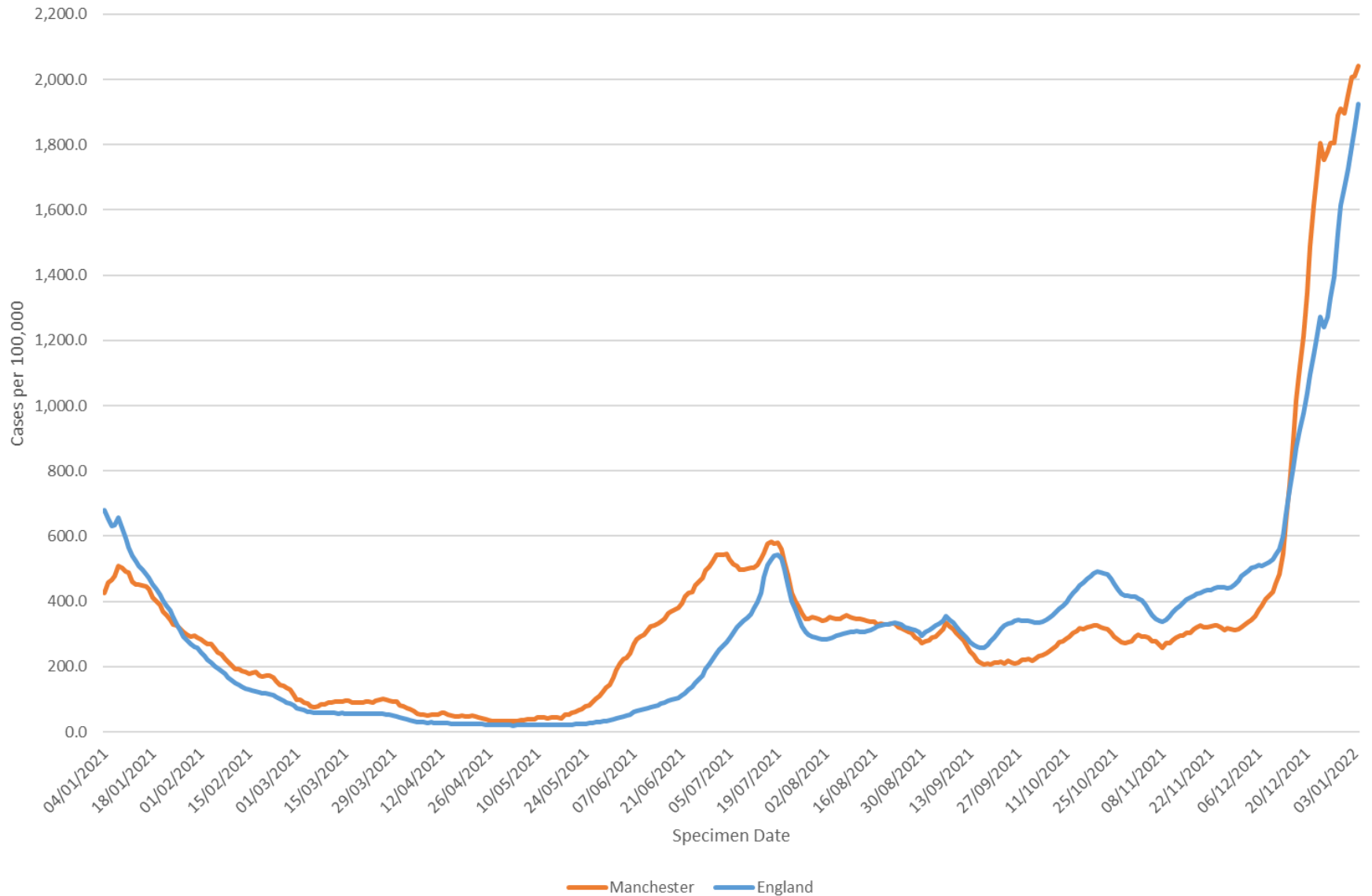
Director of Public Health

Manchester City Council

Headline Figures (Latest Published Data)
7-days ending Tuesday 4 January 2021

Measure	All Ages	60+
Total number of new cases	11,351	1,114
Average number of new cases per day	1,622	159
Case detection rate per 100,000	2,042.5	1,556.4
7-day rate of change (%)	13.2%	39.9%

Number of confirmed cases of COVID-19 per 100,000 population (7-day rolling average) in Manchester and England by specimen date (4 January 2021 to 4 January 2022)

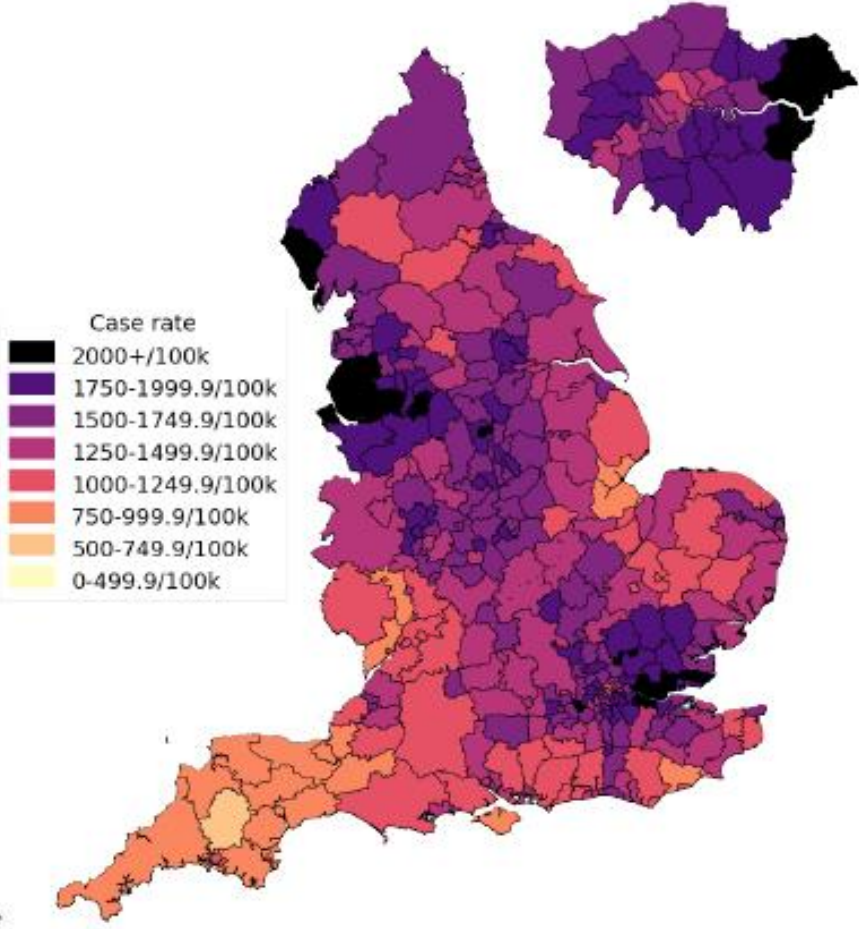


Lower Tier Local Authorities in England with highest rates of confirmed cases of COVID-19 per 100,000 population (7-days ending Tuesday 4 January 2022)

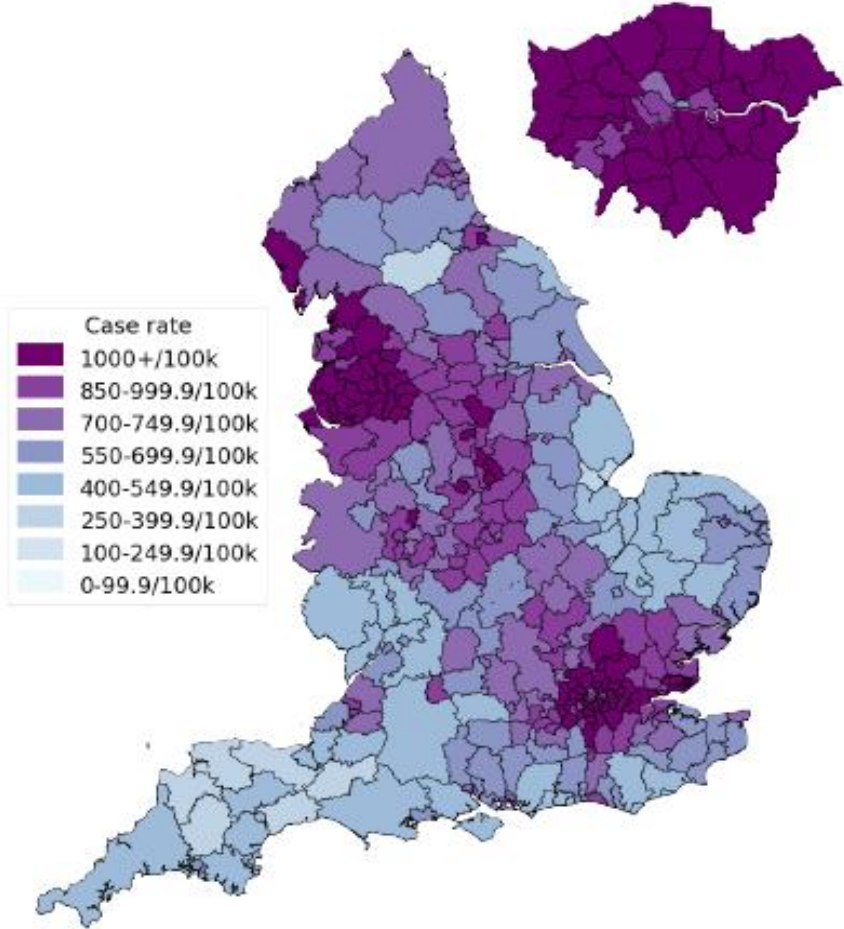
Rank	LA Name	Number of new cases	Rate per 1000,000 population	Change in number of new cases	% change in number of new cases
1	Copeland	2,501	3,675.7	1,207	93.3%
2	Barrow-in-Furness	2,339	3,505.4	860	58.1%
3	Stockton-on-Tees	6,104	3,091.9	3,496	134.0%
4	Middlesbrough	4,330	3,064.7	2,999	225.3%
5	Allerdale	2,953	3,018.5	1,592	117.0%
6	Knowsley	4,572	2,999.0	1,702	59.3%
7	Redcar and Cleveland	4,084	2,976.1	2,660	186.8%
8	Wirral	9,520	2,935.2	3,628	61.6%
9	St. Helens	5,199	2,870.9	1,607	44.7%
10	Halton	3,706	2,856.1	1,352	57.4%
:	:	:	:	:	:
99	Manchester	11,351	2,042.5	1,326	13.2%

Geographical spread of COVID -19 in England: Weekly case rate per 100,000 population by local authority (24 Dec to 30 Dec 2021)

All Ages



Aged 60+ years



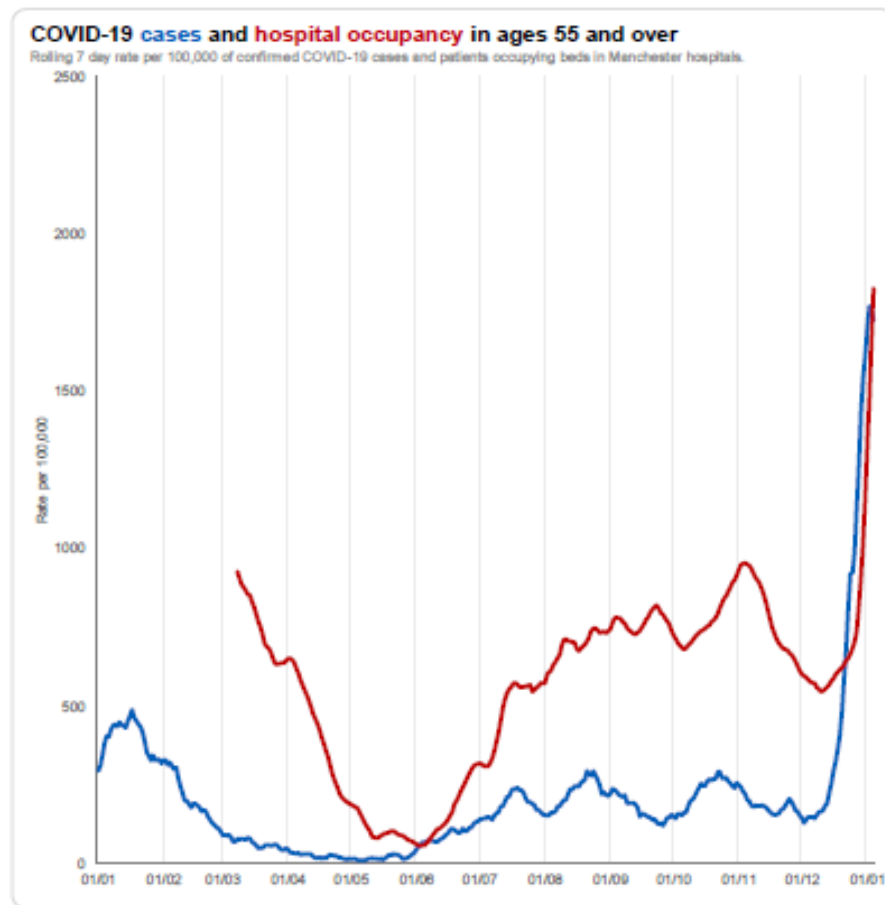
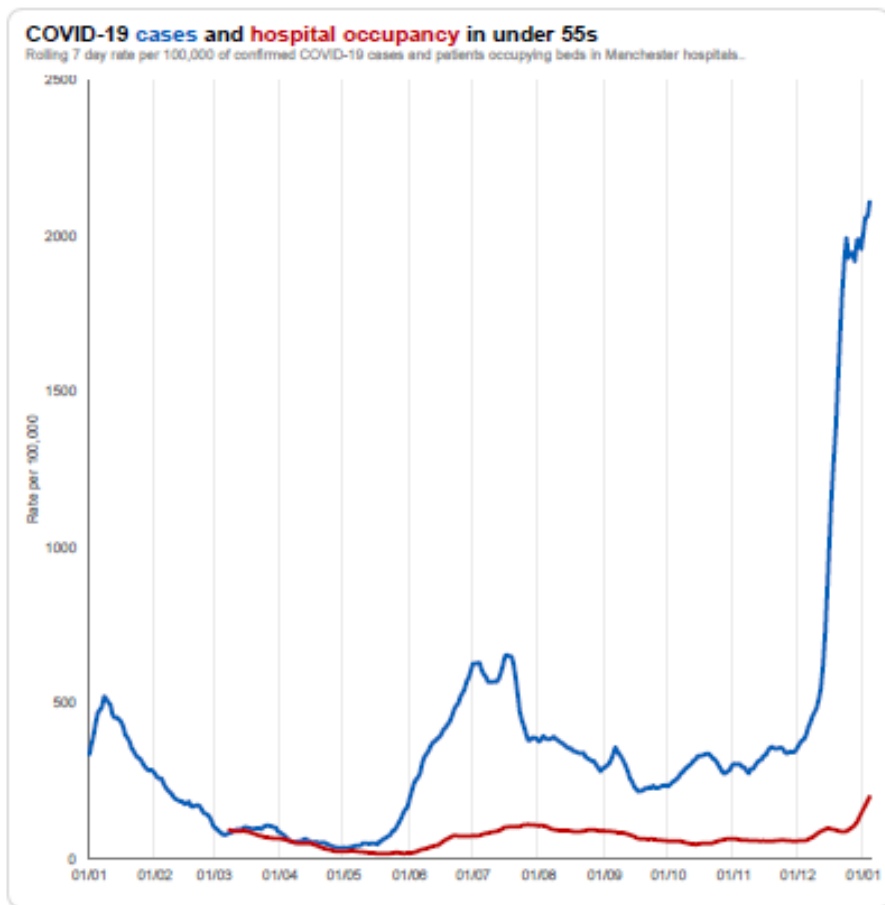
COVID-19 Cases and Hospital Occupancy Summary (Latest Data: 4 January 2022)

Summary of latest data for under 55s

Confirmed COVID-19 cases per 100,000	2109.0	+191.8
COVID-19 hospital occupancy per 100,000	200.9	+91.1

Summary of latest data for ages 55 and over

Confirmed COVID-19 cases per 100,000	1726.4	+463.6
COVID-19 hospital occupancy per 100,000	1827.6	+1007.7

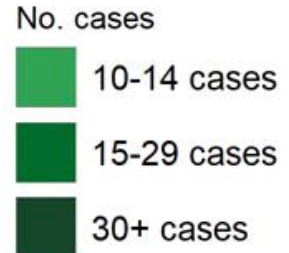
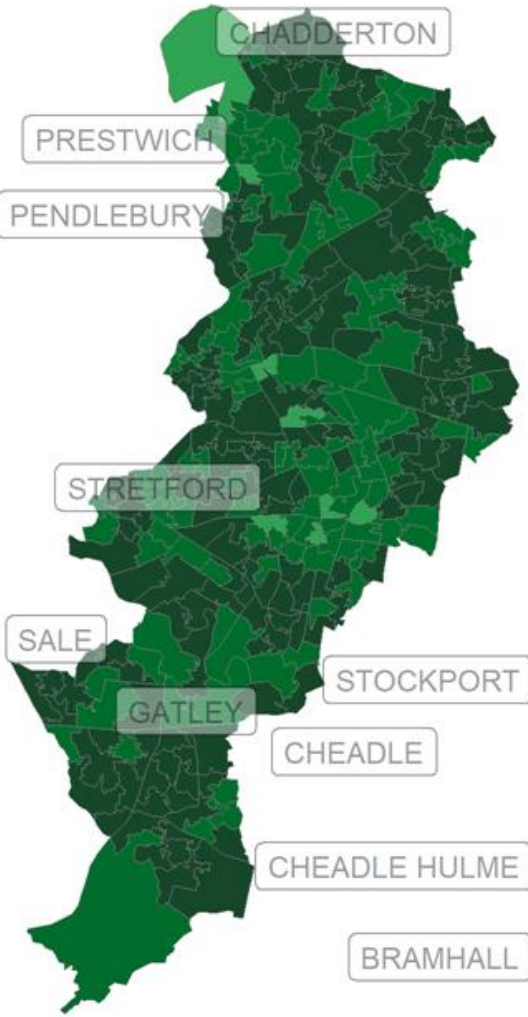
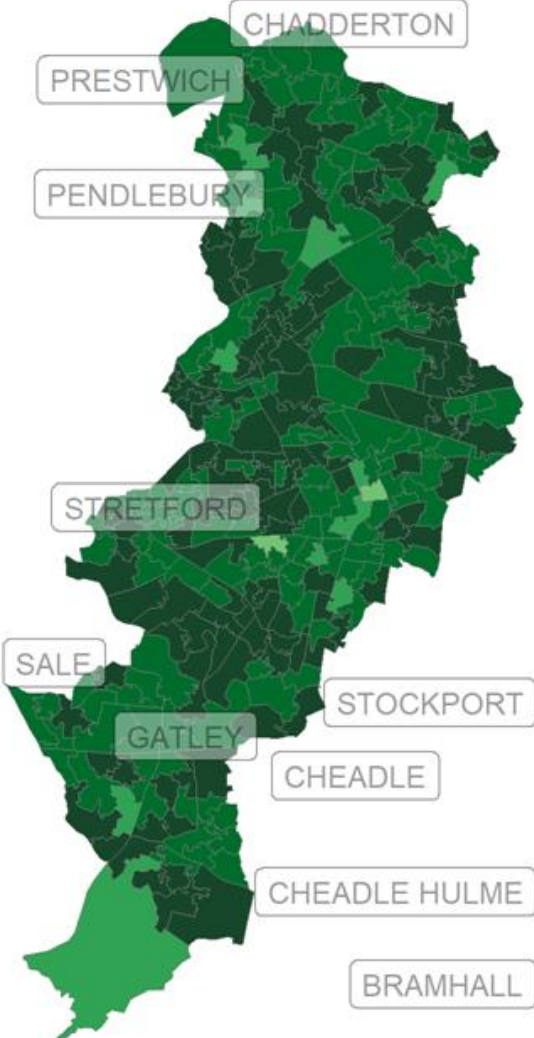


Note: A COVID-positive patient is one who has had a positive test 48 hours prior to being admitted

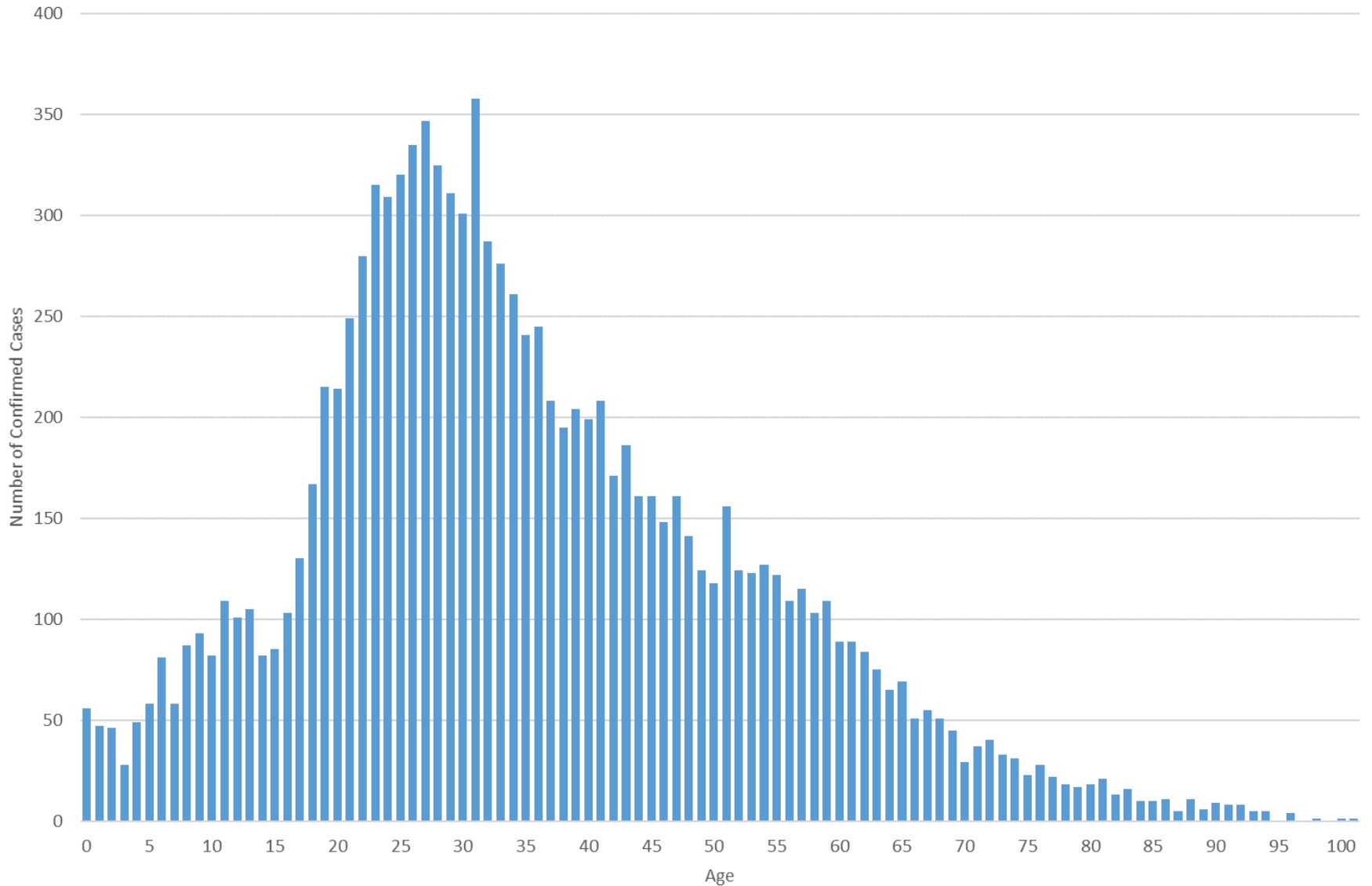
Number of confirmed COVID-19 cases in Manchester by Lower Super Output Area (LSOA) of residence (Most Recent 7 days and Prior 7 day Period)

23 December to 29 December 2021

28 December 2021 to 3 January 2022

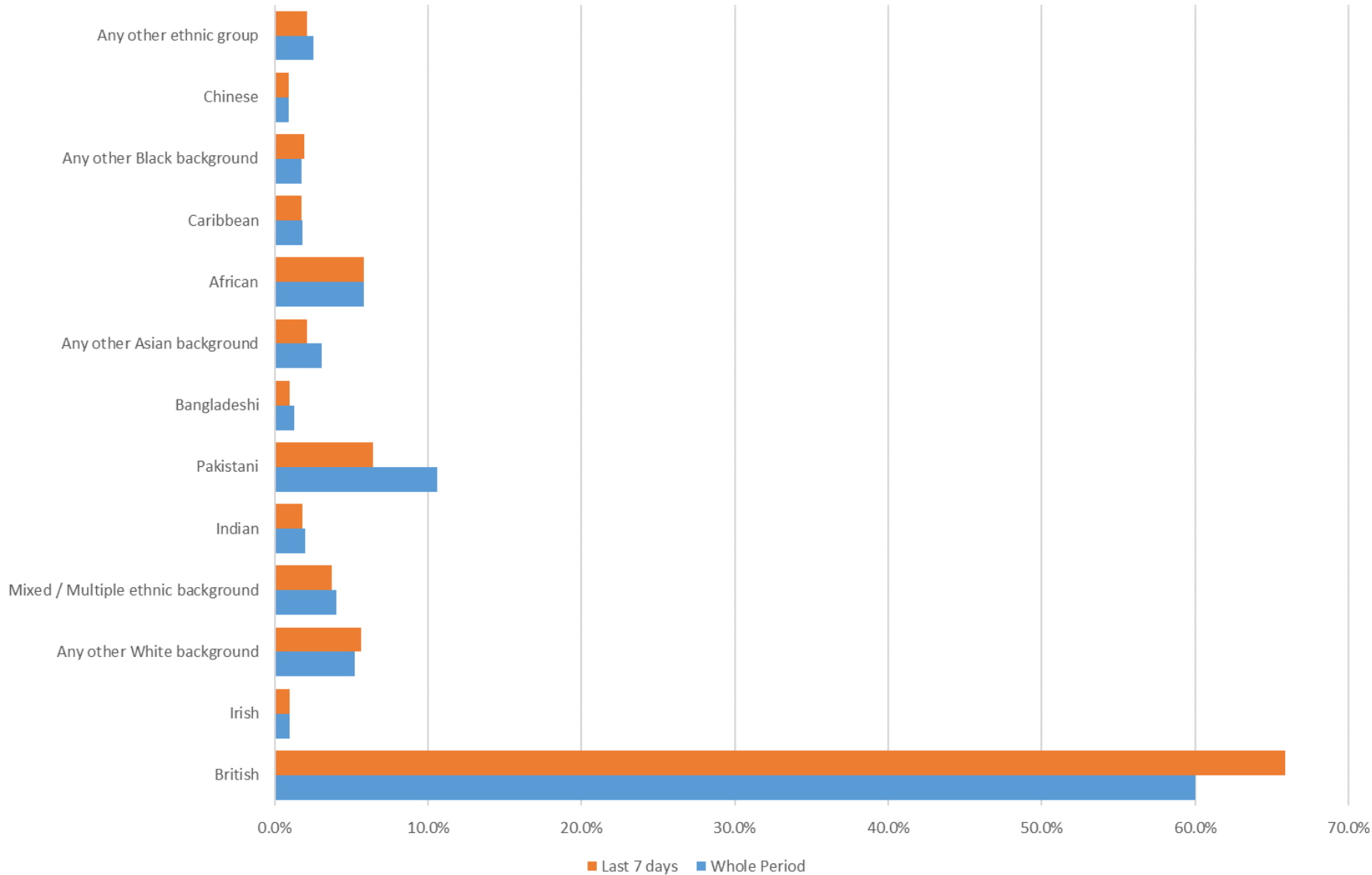


Number of confirmed COVID-19 cases in most recent 7-day reporting period by single year of age (29 December 2021 to 4 January 2022)



Proportion of confirmed case of COVID-19 in Manchester by ethnic group: 1 March 2020 to date compared with most recent complete 7 days (29 Dec 2021 - 4 Jan 2022)

Excludes cases without a stated ethnic group



Omicron-Weekly number and proportion of classifiable tests with S Gene Target Failure (SGTF) using TaqPath assay: Manchester residents

	Total tests	% tests at TaqPath	Total classifiable TaqPath cases	Number of SGTF cases	% classifiable cases with SGTF
25/11/2021	31,677	44.1%	1,507	12	0.8%
02/12/2021	35,098	33.2%	1,317	133	10.1%
09/12/2021	39,885	31.7%	2,196	1,282	58.4%
16/12/2021	54,208	33.0%	5,235	4,684	89.5%
23/12/2021	38,360	30.1%	5,407	5,158	95.4%
30/12/2021	5,268	54.9%	8,651	8,487	98.1%
06/01/2022	-	-	49	49	100.0%

* Data for most recent "week" includes 3 days only

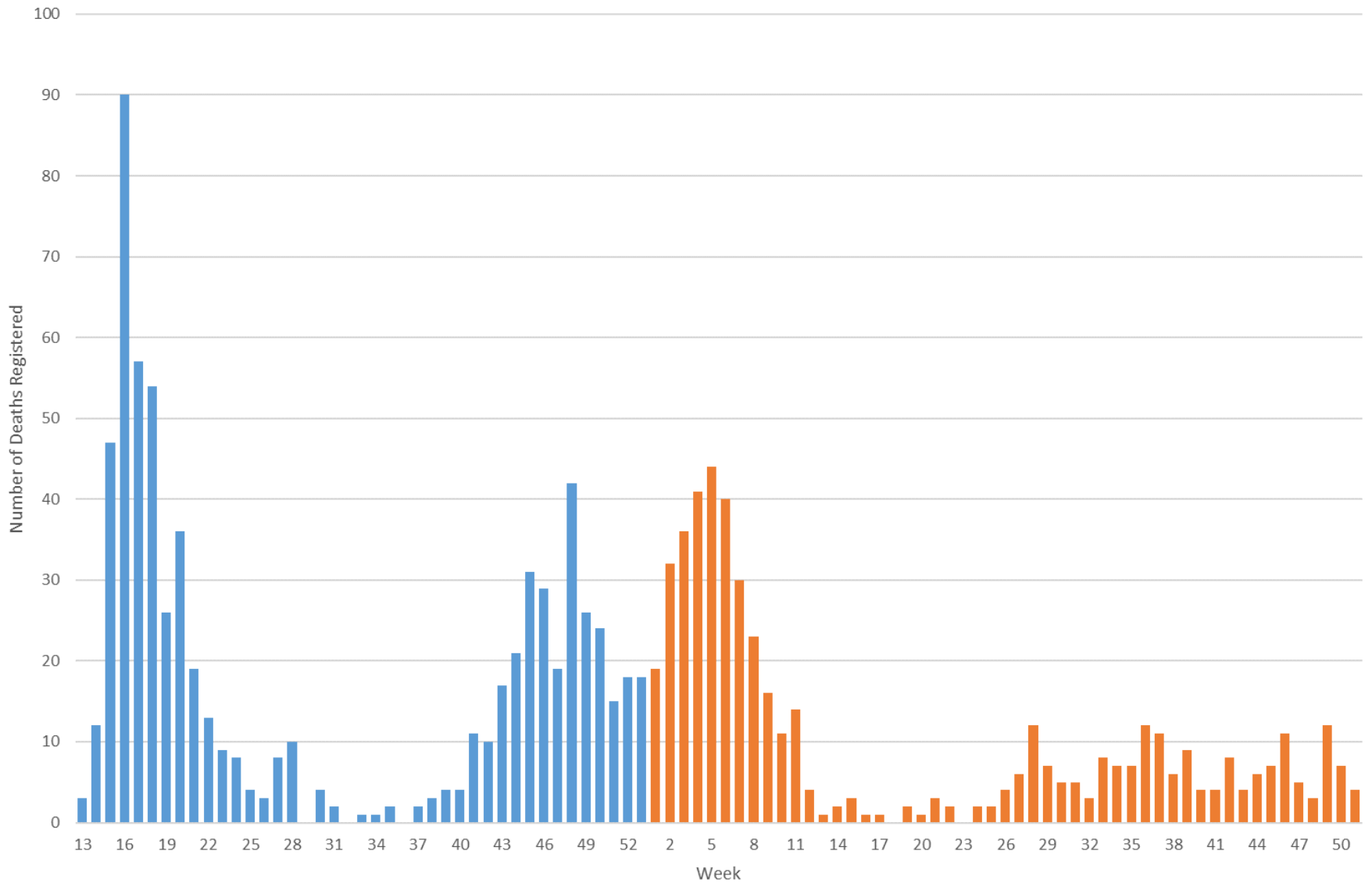
Number of COVID-19 virus tests conducted by Manchester residents per 100,000 population by test type (12 November 2020 to 7 January 2022)

This is based on a count of test results and may include more than one test per person

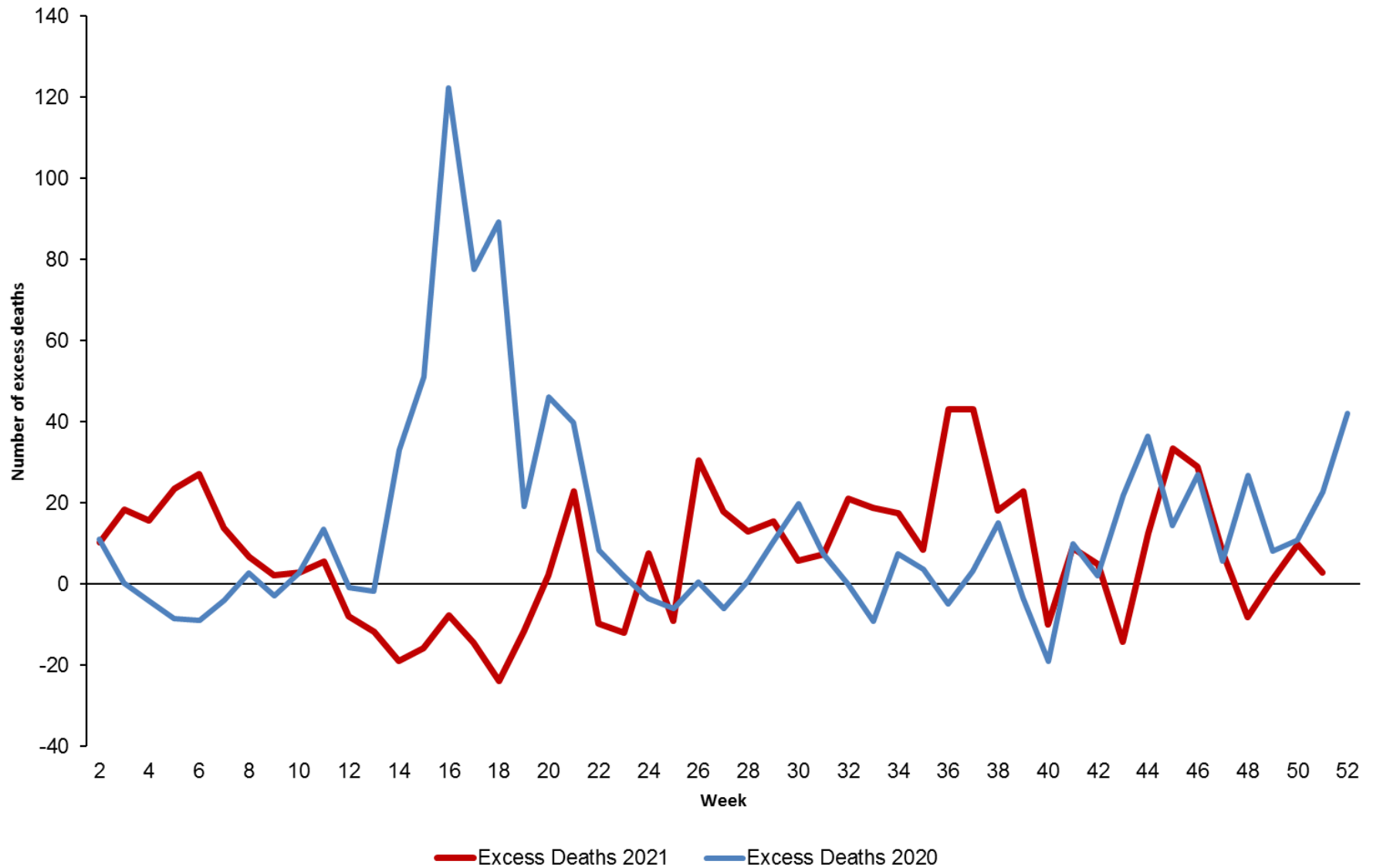


Total Number of Deaths Involving COVID-19 per Week in Manchester Residents

Deaths registered between Week 13 2020 and Week 51 (24 December) 2021



Total Number of Excess Deaths per Week in Manchester Residents Deaths Registered in 2020 and 2021 compared with Average for 2015-2019



Hospital and Care Pressures

- Admissions and beds occupied by COVID patients has increased significantly over the past week
- Staff absence across health and care remains a significant challenge
- Changes to Testing Policy and improved access to tests (PCR and LFDs) will help
- All GM Trusts and community care services (including MLCO and MCC Adult Social Care) are working collaboratively to address discharge issues

Covid Vaccination Programme

Dr Manisha Kumar, Medical Director

Manchester Health & Care Commissioning

12th January 2022

- As a result of the significant spread and highly transmissible nature of the Omicron variant the Booster programme was brought forward so that all eligible adults would be offered a Booster vaccine by the 31st of December
- Manchester mobilised a rapid response to scale up capacity across the system to meet this deadline
- Key achievements in terms of activity, vaccination coverage and onward priorities for January are detailed in this pack

Surge Period

	13 th December	3 rd January	Increase
1 st Doses	391,033	395,492	+ 4,459
2 nd Doses	353,422	359,609	+ 6,187
Boosters	133,635	218,815	+ 85,180
Total	878,090	973,916	+ 95,826

3 weeks pre-surge Period

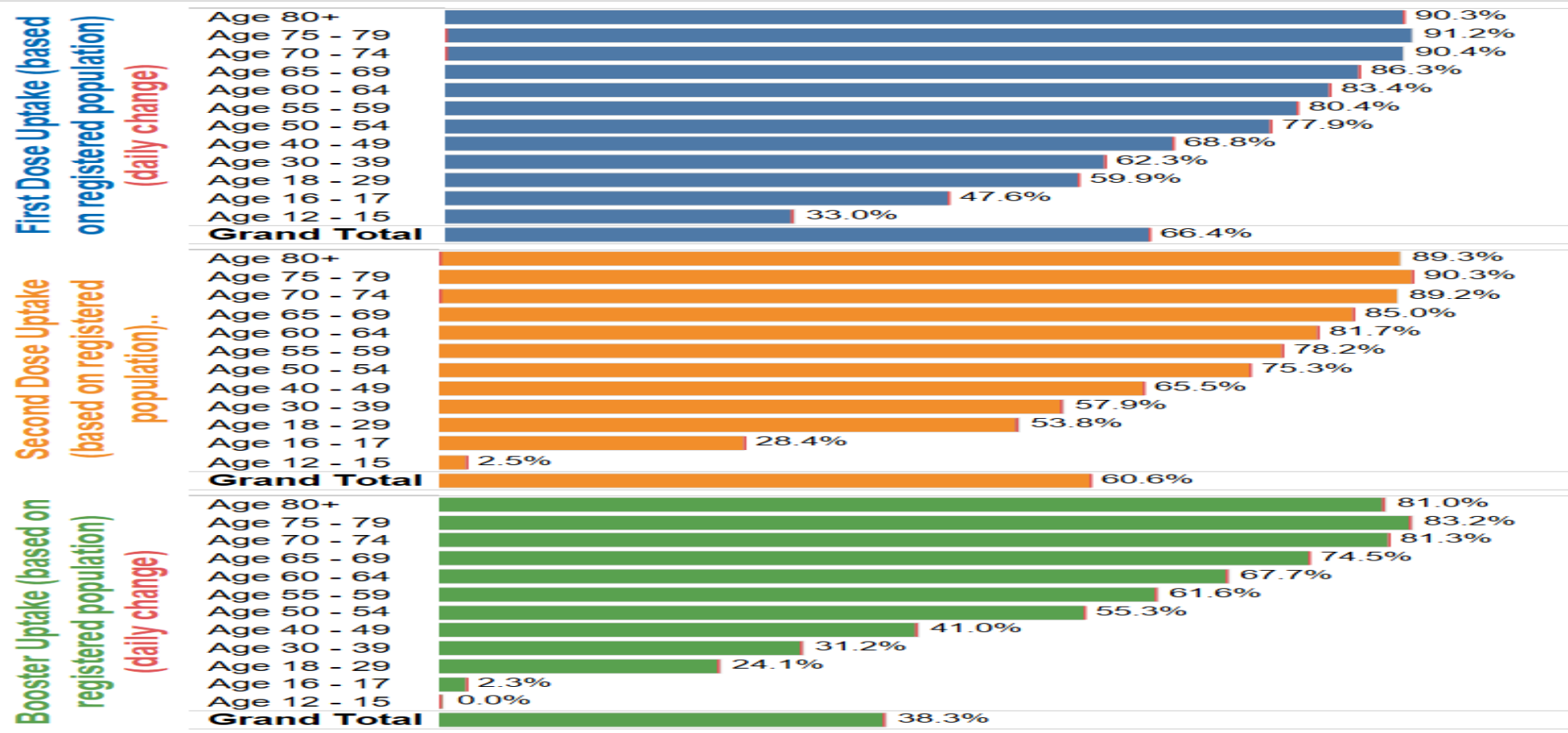
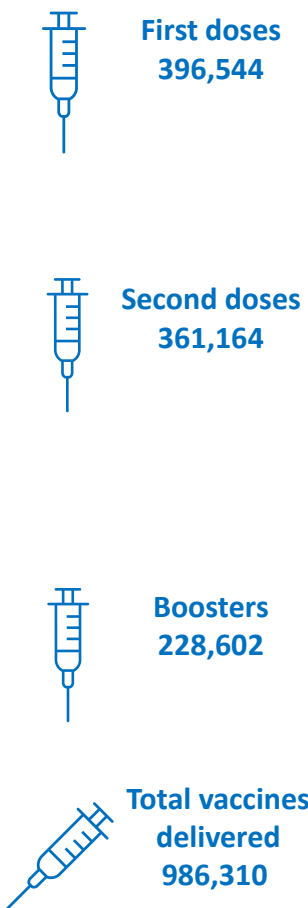
	22 nd November	13 th December	Increase
1 st Doses	386,690	391,033	+ 4,343
2 nd Doses	347,024	353,422	+ 6,398
Boosters	87,360	133,635	+ 46,275
Total	821,074	878,090	+57,016

Omicron Surge Period – Key Action and Achievements

1	Vaccine offer <ul style="list-style-type: none">The combined capacity from LVS sites, Community Pharmacy, Hospital Hubs, the Mass Vaccination site at the Etihad, Back to Practice Offers and Pop Ups meant that approx 200,000 slots were available for booking between the 13th - 31st December – meeting the 100% offer target
2	Extended City Centre Offer at Town Hall Extension <ul style="list-style-type: none">In partnership with the Military and Newton Heath/Vallance PCNs we extended our walk in offer at the Town Hall Extension.Between the 13th and the 30th December we delivered 3413 vaccines from this site
3	Workforce: <ul style="list-style-type: none">Additional MHCC/MCC staffing capacity supplied from the wider system to support operations and ensure continuity of serviceTraining opportunities were scaled up and delivered at short notice – 20 people trained as vaccinators (registered and non- registered) and 90 people recruited for vaccinator roles for sites
4	Volunteers: <ul style="list-style-type: none">Intense focus on recruiting additional volunteers to assist during the surge period.Number of active volunteers increased from 282 on the 14th December to 428 as of the 3rd of January.
5	Activity to increase uptake: <ul style="list-style-type: none">Reminder phone calls, letters and texts sent to encourage people to come forwardSites increasing walk-in access and free taxi service available to help those who struggled to access one of our venuesKey focus on vulnerable groups e.g. Housebound and ImmunosuppressedGateway/helpline in operation to support booking access - 1380 calls received which translated into 515 bookings
6	Engagement <ul style="list-style-type: none">Targeted work done in areas of low uptake, such as the City Centre and Moss SideDesign of a new community flyer, easy read and British Sign Language, with key informationCovid films with script on key messages sent to British Muslim Heritage Society and other groups for them to produce their own films/materials
7	Comms: <ul style="list-style-type: none">Creation of a Christmas Communications Toolkit for community groups and MCC and NHS neighbourhood teams which included key info on where and how to get vaccinated and general covid adviceCreative use of social media to link in with community groups and the use of Iwalkers in areas with low uptake to promote vaccinations

<p>Key Priorities</p>	<ol style="list-style-type: none"> Vaccine Equity – Increasing vaccination coverage & closing the gap across population groups Children & Young People’s Vaccination - Vulnerable 5-11’s; 2nd doses 12-17 & boosters for those eligible Health and Social Care Worker uptake 	
<p>Access</p>	<ul style="list-style-type: none"> Site and system capacity monitoring /maintenance in context of high infection rates (LVS, CP, HH & MVC) Outreach/peripatetic service mobilisation – vaccine equity focus targeted at priority neighbourhoods and community groups Back to practice citywide delivery Targeted work with primary care & system partners to ensure vulnerable patient populations are reached including: Immunosuppressed, Learning Disability, SMI, Wider Care Settings, Housebound, Homeless, Care Homes 	<ul style="list-style-type: none"> Priority access for HSCW requiring vaccination In/out of school vaccination offer prioritising health equity Planning for 5-11’s delivery with primary care Gateway/helpline capacity to support booking access & associated support offer (e.g. taxis/access needs)
<p>Information</p>	<ul style="list-style-type: none"> Citywide and local communications to support and promote vaccination offer Bespoke communications to support vaccine equity focus Targeted information for Health & Social Care Workers and Children/Young People 	
<p>Motivation</p>	<ul style="list-style-type: none"> Co-ordinated engagement leadership; daily tactical meetings to focus engagement to support vaccination coverage and targeted engagement at neighbourhoods, community groups and inclusion health groups Focused work with Health & Social Care Workforce requiring vaccination 	
<p>Enablers</p>	<ul style="list-style-type: none"> Develop plan to address data quality priorities/data cleansing within primary care Develop pilot to address overseas vaccination recording Maintain co-ordination of MHCC additional workforce support: vaccinator, non-vaccinator, volunteers & vaccine transport Evaluation of targeted letters and outbound calling 	

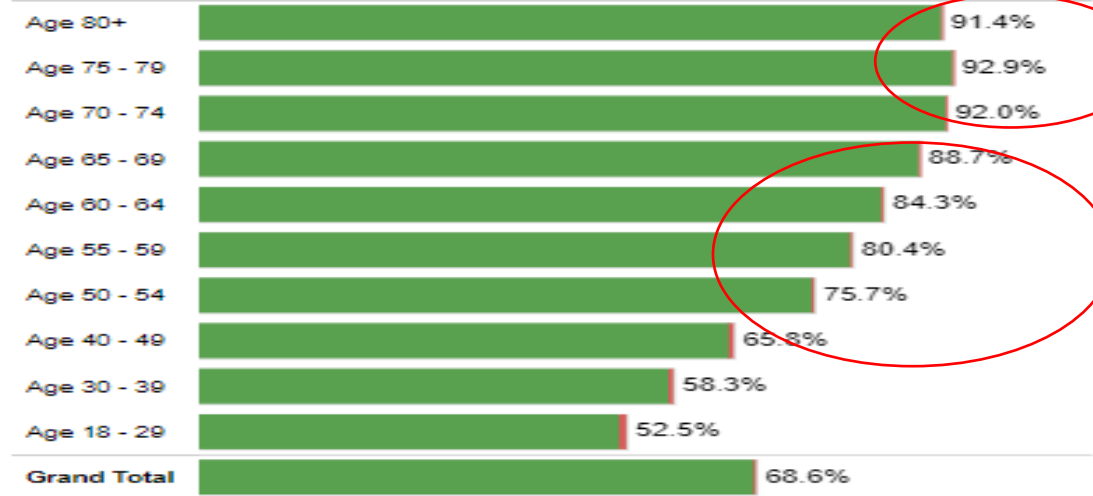
66.4% of 12+ in Manchester have received a 1st dose | 60.6% of 12+ have received both doses | 68.6% of eligible patients have had a booster



Booster Eligibility

Patients	Eligible for Booster (91 days+ second dose)	% of patients eligible for booster
Age 80+	14,777	88.6%
Age 75 - 79	11,241	89.6%
Age 70 - 74	16,354	88.4%
Age 65 - 69	20,508	83.9%
Age 60 - 64	27,122	80.3%
Age 55 - 59	34,380	76.5%
Age 50 - 54	38,782	73.1%
Age 40 - 49	93,390	62.4%
Age 30 - 39	126,367	53.4%
Age 18 - 29	165,286	45.9%
Grand Total	548,207	60.7%

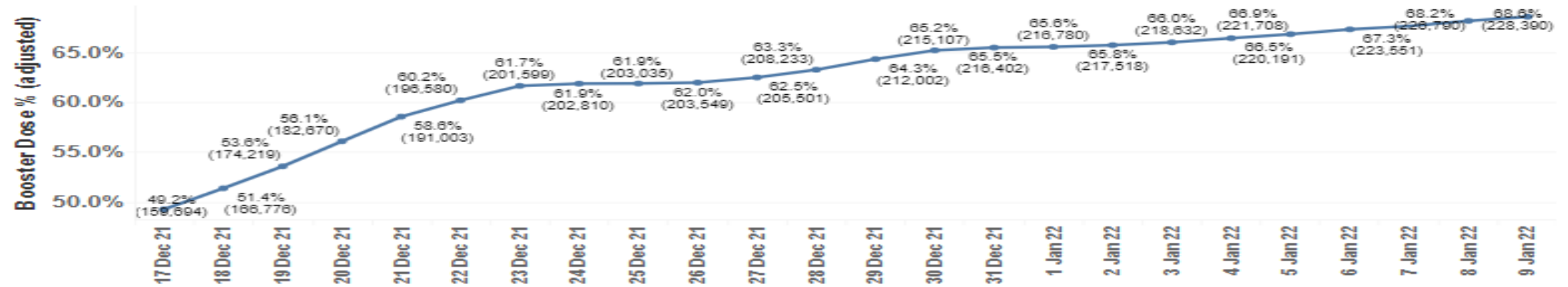
Booster Coverage for patients Age 18+ who are more than 91 days post second dose (previous day achievement)



Good uptake

Cohorts of concern

Booster Coverage for patients Age 18+ who are more than 91 days post second dose



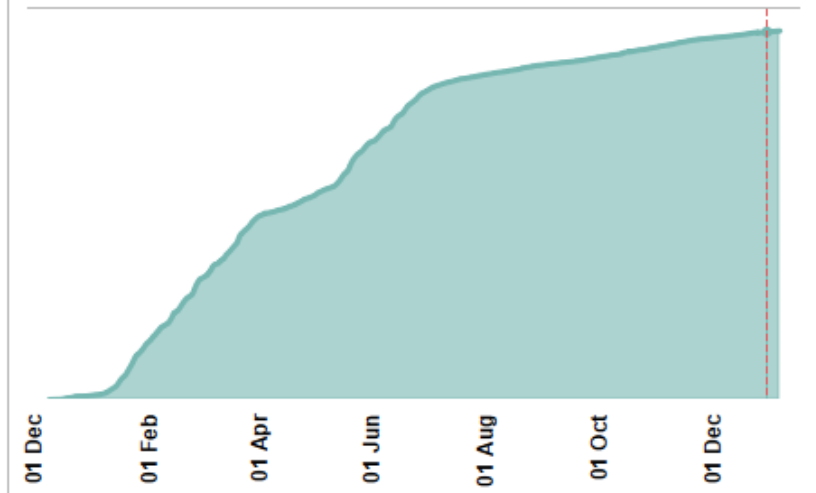
Vaccination Doses Given

Change since previous week

395,776 first doses given

△ 997

Cumulative Doses



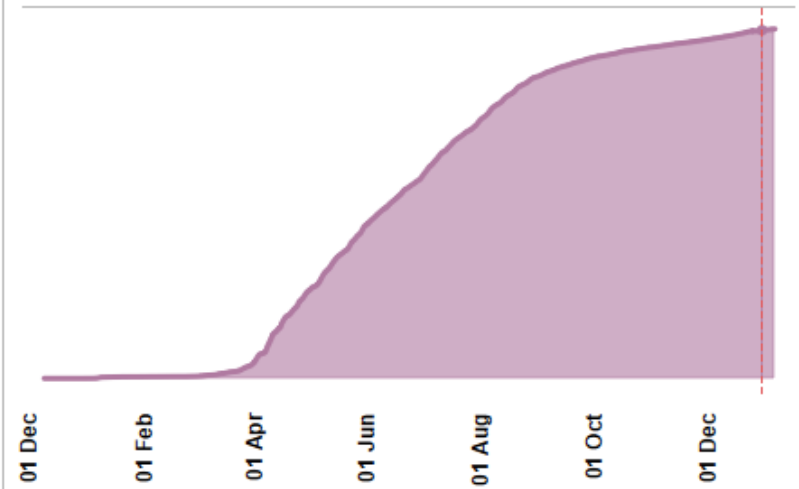
Vaccination Doses Given

Change since previous week

360,087 second doses given

△ 1,267

Cumulative Doses



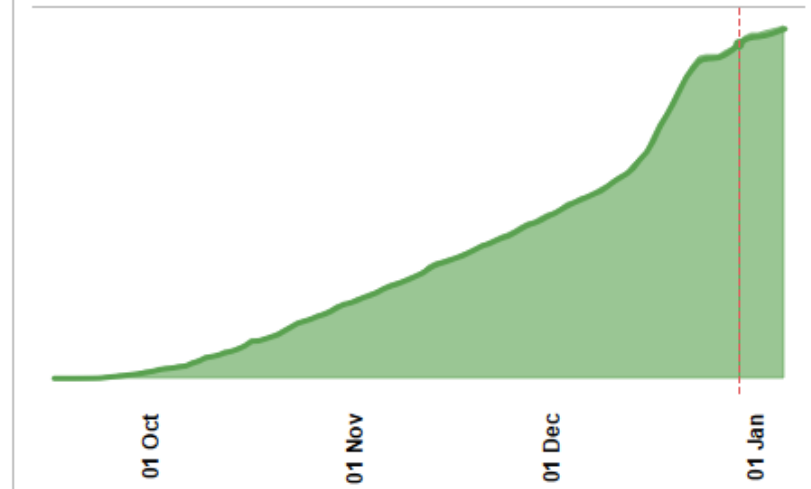
Vaccination Doses Given

Change since previous week

221,897 second doses given

△ 9,728

Cumulative Doses



Patients receiving Covid Booster – Breakdown by Ethnicity

Ethnicity	Vaccinated	Patients	% Coverage (change from 1 week ago)
Irish	4,056	5,149	78.8%
English, Welsh, Scottish, Northern Irish or British	124,011	164,707	75.3%
Chinese	4,623	6,899	67.0%
Indian	5,854	9,075	64.5%
Caribbean	2,199	3,551	61.9%
Bangladeshi	2,348	3,821	61.4%
Gypsy or Irish Traveller	40	67	59.7%
Declined to provide ethnicity status	2,979	5,069	58.8%
White and Asian	853	1,459	58.5%
No record of ethnicity status	26,516	46,141	57.5%
Any other Mixed or Multiple ethnic background	1,479	2,634	56.2%
Any other White background	9,437	17,315	54.5%
White and Black Caribbean	887	1,653	53.7%
Any other Asian background	3,818	7,379	51.7%
Any other ethnic group	4,305	8,667	49.7%
White and Black African	911	1,840	49.5%
Pakistani	13,625	28,721	47.4%
African	7,247	15,428	47.0%
Any other Black, African or Caribbean backgrou..	1,443	3,221	44.8%
Arab	935	2,220	42.1%
Roma	4	11	36.4%
Grand Total			64.9%
White	137,548	187,249	73.5%
Declined to provide ethnicity status	2,979	5,069	58.8%
No record of ethnicity status	26,516	46,141	57.5%
BAME	50,527	96,568	52.3%
Grand Total			64.9%

The work of our wrap around Comms and Engagement Teams will support tackling the variation – Access, Information and Motivation

Vaccine Coverage in Pregnancy – Breakdown by Ethnicity

Ethnicity	Patients	D1	D2	Received Flu	Eligible for Booster	Received COVID Booster	Received Flu and COVID Booster	% D1	% D2	% Flu	% Booster (All, inc not eligible)	% Eligible for Booster	% received booster of eligible
Roma	1	1	1	0	1	0	0	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%
Indian	185	163	149	99	131	58	46	88.1%	80.5%	53.5%	31.4%	70.8%	44.3%
Chinese	44	37	35	29	31	17	14	84.1%	79.5%	65.9%	38.6%	70.5%	54.8%
Bangladeshi	62	50	43	33	37	16	13	80.6%	69.4%	53.2%	25.8%	59.7%	43.2%
Irish	42	33	31	18	29	11	9	78.6%	73.8%	42.9%	26.2%	69.0%	37.9%
Any other Asian background	138	104	86	70	76	22	16	75.4%	62.3%	50.7%	15.9%	55.1%	28.9%
Pakistani	597	424	353	240	275	77	47	71.0%	59.1%	40.2%	12.9%	46.1%	28.0%
White and Black African	52	35	29	20	23	2	1	67.3%	55.8%	38.5%	3.8%	44.2%	8.7%
Any other ethnic group	174	114	94	67	82	27	16	65.5%	54.0%	38.5%	15.5%	47.1%	32.9%
English, Welsh, Scottish, Nor..	1,392	892	782	588	709	434	321	64.1%	56.2%	42.2%	31.2%	50.9%	61.2%
Any other White background	239	150	129	94	120	65	45	62.8%	54.0%	39.3%	27.2%	50.2%	54.2%
White and Asian	34	19	17	14	16	5	4	55.9%	50.0%	41.2%	14.7%	47.1%	31.3%
African	399	219	178	155	136	40	32	54.9%	44.6%	38.8%	10.0%	34.1%	29.4%
Declined to provide ethnicity ..	78	41	36	20	32	16	8	52.6%	46.2%	25.6%	20.5%	41.0%	50.0%
Any other Mixed or Multiple e..	48	25	20	22	19	10	9	52.1%	41.7%	45.8%	20.8%	39.6%	52.6%
No record of ethnicity status	625	316	263	139	208	85	46	50.6%	42.1%	22.2%	13.6%	33.3%	40.9%
Any other Black, African or C..	101	45	37	26	31	9	6	44.6%	36.6%	25.7%	8.9%	30.7%	29.0%
Arab	87	36	27	27	21	6	6	41.4%	31.0%	31.0%	6.9%	24.1%	28.6%
White and Black Caribbean	42	13	9	13	8	3	2	31.0%	21.4%	31.0%	7.1%	19.0%	37.5%
Caribbean	61	17	14	12	12	2	2	27.9%	23.0%	19.7%	3.3%	19.7%	16.7%
Gypsy or Irish Traveller	4	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%	
Grand Total	4,405	2,734	2,333	1,686	1,997	905	643	62.1%	53.0%	38.3%	20.5%	45.3%	45.3%

We continue to focus on our pregnancy offer . The variation in uptake by ethnicity needs to be understood . The MFT Obstetric teams have been critical in supporting this roll out . Letters are scheduled to go out to all unvaccinated pregnant ladies facilitating the offer – reiterating the safety of the vaccine and the impact on delivery if you are Covid positive

Primary Care Network	Patients	D1	D2	Received Flu	Eligible for Booster	Received COVID Booster	Received Flu and COVID Booster	% D1	% D2	% Flu	% Booster (All, inc not eligible)	% Eligible for Booster	% received booster of eligible
Ardwick and Longsight	331	303	285	238	271	197	173	91.5%	86.1%	71.9%	59.5%	81.9%	72.7%
Cheetham Hill and Crump..	346	313	299	223	294	227	171	90.5%	86.4%	64.5%	65.6%	85.0%	77.2%
City Centre and Ancoats	116	106	102	93	102	81	73	91.4%	87.9%	80.2%	69.8%	87.9%	79.4%
Clayton, Beswick and Ope..	378	353	343	290	341	264	240	93.4%	90.7%	76.7%	69.8%	90.2%	77.4%
Didsbury, Burnage and Ch..	363	337	330	303	327	261	242	92.8%	90.9%	83.5%	71.9%	90.1%	79.8%
Gorton and Levenshulme	442	384	371	282	353	287	232	86.9%	83.9%	63.8%	64.9%	79.9%	81.3%
Higher Blackley, Harpurhe..	412	370	348	293	345	278	235	89.8%	84.5%	71.1%	67.5%	83.7%	80.6%
Hulme, Moss Side, Rushol..	143	121	120	84	113	71	56	84.6%	83.9%	58.7%	49.7%	79.0%	62.8%
Miles Platting, Newton He..	522	475	465	330	460	392	304	91.0%	89.1%	63.2%	75.1%	88.1%	85.2%
Northenden and Brooklan..	367	335	324	282	319	297	263	91.3%	88.3%	76.8%	80.9%	86.9%	93.1%
RDP	80	67	62	49	57	44	40	83.8%	77.5%	61.3%	55.0%	71.3%	77.2%
West Central Manchester	387	337	324	269	316	261	222	87.1%	83.7%	69.5%	67.4%	81.7%	82.6%
Withington and Fallowfield	306	281	270	217	267	197	171	91.8%	88.2%	70.9%	64.4%	87.3%	73.8%
Wythenshawe	546	516	500	411	500	444	383	94.5%	91.6%	75.3%	81.3%	91.6%	88.8%
Grand Total	4,739	4,298	4,143	3,364	4,065	3,301	2,805	90.7%	87.4%	71.0%	69.7%	85.8%	81.2%

- There has been a combined effort from Community Pharmacy and Primary Care to offer a vaccination to all Housebound patients prior to the New Year
- We are seeing a variation in those patients known to GP practices as Housebound and those who would like a vaccination in their own homes
- Letters have gone out this week to all over 70s asking them to flag whether they require a home visit and signposting for those who have yet to be vaccinated
- Work continues with supported accommodation
- Further visits planned for those away or unwell in December

	1 st dose	2 nd dose	Booster
Up to 12.21.21	676	417	86
13-19.12.21	3	10	53
20-26.12.21	13	8	35
27.12.21 – 02.02.22	4	5	12
03-09.01.22	13	16	33
Total	709	456	219

- Evergreen offer delivered by the Urban Village Medical Practice
- Surge outreach vaccination offer e.g. using vans, visits to hostels/hotels and street outreach
- Weekly Walk-in clinic in the Booth Centre
- MASH collaboration in place to support Sex workers access offers
- Outreach continues at ARAP and Asylum accommodation

Primary vaccination of 5-to 11-year-olds

- Children aged 5 to 11 years in a clinical risk group (as defined in the Green Book), or who are a household contact of someone who is immunosuppressed (as defined in the Green Book), should be offered two 10 micrograms doses of the Pfizer-BioNTech COVID-19 vaccine (Comirnaty®) with an interval of 8 weeks between the first and second doses. The minimum interval between any vaccine dose and recent COVID-19 infection should be 4 weeks.
- This offer will be rolled out as soon as we have operational guidance

Second Dose 12–15-year-olds

- Roll out starts this week focussing on an integrated delivery model supporting the schools immunisation team . Learning from the first round with a focus on equity , first and second doses , supported engagement and consent and the “ Offer around the school “ with a clear out of school offer as well as a school based visit

Booster vaccination of 12-to 17-year-olds

The following cohorts of children and young people should be offered a booster dose of 30 micrograms Pfizer-BioNTech COVID-19 vaccine (Comirnaty®) no sooner than 3 months after completion of their primary course:

- children and young people aged 16 to 17 years
- children and young people aged 12 to 15 who are in a clinical risk group or who are a household contact of someone who is immunosuppressed
- children and young people aged 12 to 15 years who are severely immunosuppressed and who have had a third primary dose

Prioritisation of booster vaccination within eligible cohorts should generally be in the order of descending age groups, or clinical risk, whichever is more expedient.

Planning & Identifying Need

Top 4 PCN's/areas requiring the most support based on uptake of 1st, 2nd and Booster:

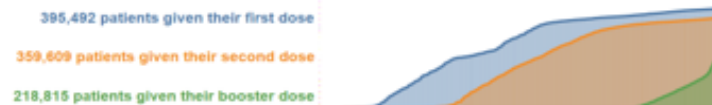
- Ardwick and Longsight
- Hulme, Moss Side and Rusholme
- Better Health (RDP)
- Cheetham & Crumpsall

Top 3 Ethnic groups citywide:

African & Caribbean, South Asian (Pakistani/Bangladeshi) & Arab

PCN	First Dose Uptake	Second Dose Uptake	Booster Uptake
Ardwick and Longsight	56.7%	51.5%	25.2%
Hulme, Moss Side and Rusholme	54.7%	51.0%	28%
Better Health	52.7%	47.9%	24.3%
Cheetham & Crumpsall	66.4	61.1	30.5

The latest vaccination data up to and including 3 January 2022 shows that:



Breakdown of: Booster Dose

Booster Dose for Patients by Age Category

Category	Eligible Pts	% Booster Dose (Pts Vaccinate...)	% Change from 2 Jan
Age 80+	14,830	80.3% (11,907)	0.0% (7)
Age 75 - 79	11,256	82.8% (9,320)	0.0% (4)
Age 70 - 74	16,368	80.8% (13,222)	0.0% (7)
Clinically Extremely Vulnerable	37,724	65.1% (24,570)	0.1% (31)
Age 65 - 69	20,515	73.8% (15,143)	0.1% (13)
COVID19 at risk	91,217	52.7% (48,030)	0.1% (117)
Age 60 - 64	27,138	66.6% (18,064)	0.1% (28)
Age 55 - 59	34,411	60.2% (20,724)	0.1% (42)
Age 50 - 54	38,797	53.9% (20,914)	0.2% (60)
Age 40 - 49	93,403	39.0% (36,399)	0.2% (217)
Age 30 - 39	126,443	29.1% (36,762)	0.2% (278)
Age 18 - 29	165,240	21.9% (36,177)	0.3% (458)
Age 16 - 17	15,722	1.9% (297)	0.0% (6)
Age 12 - 15	34,053	0.0% (9)	0.0% (6)
Grand Total by Age	598,176	36.6% (218,938)	0.2% (1,120)

Booster Dose for patients registered by Primary Care Network

Network	Eligible Pts	% Booster Dose (Pts Vaccinated)	% Change from 2 Jan
Ardwick and Longsight	67,334	25.2% (16,940)	0.2% (160)
Cheetham Hill and Crumpsall	44,316	30.5% (13,533)	0.2% (68)
City Centre and Ancoats	32,550	37.9% (12,341)	0.2% (66)
Clayton, Beswick and Openshaw	37,403	41.5% (15,538)	0.1% (38)
Didsbury, Burnage and Chorlton	37,621	54.6% (20,534)	0.2% (86)
Gorton and Levenshulme	40,993	37.8% (15,486)	0.2% (67)
Higher Blackley, Harpurhey and Charlestown	36,948	40.1% (14,829)	0.3% (99)
Hulme, Moss Side, Rusholme and City South	40,193	26.0% (11,245)	0.3% (105)
Miles Platting, Newton Heath and Moston	33,579	43.6% (14,640)	0.1% (26)
Northenden and Brooklands (Wythenshawe)	23,960	56.3% (13,485)	0.1% (23)
RDP	30,342	24.3% (7,381)	0.2% (46)
West Central Manchester	48,719	49.4% (24,067)	0.3% (133)
Withington and Fallowfield	45,542	39.1% (17,817)	0.4% (177)
Wythenshawe	44,623	47.3% (21,093)	0.1% (26)
Grand Total	564,123	38.8% (218,929)	0.2% (1,120)

Walk-in Pfizer first, second and booster jobs at Moss Side

Free


No appointment needed


You don't need to be registered with a GP


No need to bring ID or proof of immigration status


 Moss Side Millennium Powerhouse, 140 Raby St, Moss Side, Manchester M14 4SL

 Open to people aged 18+

 No appointment needed, walk-in clinic

 Friday 17th December, 11am to 4pm

 Second doses must be given at least eight weeks after the first dose. Boosters must be given at least three months after the second dose.

 First come, first served. You may have to queue. Please dress warmly and bring an umbrella.

Details of all vaccination sites across Manchester can be found at manchester.gov.uk/getmyjab

 MANCHESTER CITY COUNCIL

 Manchester Health & Care Commissioning

 Manchester Local Care Organisation



Outreach offer – Powerhouse Pop Up Moss Side

Challenge:

- Low coverage in the Moss Side/Hulme population

Response:

- On the 17th MHCC led a Pop-Up vaccination clinic at The Millennium Powerhouse in Moss Side
- A targeted and bespoke approach was developed by the MCC and MHCC Comms and Engagement teams, which concentrated on how best to engage with the local community
- local GP practices also sent out reminder invites to ensure we reached as many people as possible

Outcome:

- The Pop Up was a huge success and a total of **346** people were vaccinated on the day, this included a mixture of 1st/2nd and booster doses
- Many people who had received their first/second dose vaccination overseas came forward and this has resulted in an overseas vaccination recording pilot being developed with GM
- As a result of the success of the Pop Up a pilot is being developed that will see regular sessions at the Powerhouse being delivered

'Manchester's winter is coming' - our city's battle

- Ongoing delivery – activity includes, community toolkit, weekly messages to engagement teams, social media (Facebook, twitter, Instagram, snapchat), ebulletins, internal communications, website. Full channel plan in place – inc media relations, digital screens, radio, mobile phone advertising, potentially GP surgeries, student pubs, website, social media, local publications and so on.
- Timely messages for cultural events including Diwali, Gurpurab and Hanukkah
- Age Friendly Manchester - winter warmth and Covid advice leaflet for Age Friendly Team in Manchester, posted out to 60,000 homes
- Covid Community toolkit sent to voluntary sector groups and partners includes key messages, Easy Read versions of Covid Helpline and Winter Wellbeing advice and details of Covid vaccination events.
- Neighbourhoods and Compliance teams sent weekly key messages to share through their networks and social media assets

Second dose and booster

- Second dose and booster reminder letters issued via practices. The letter included all information about how to book via NBS, the Gateway, and 119. It also contained details of the taxi offer for those who are struggling to get to one of our centres.

Omicron VOC – Plan B measures

- Community briefing note
- Promotion of new pop up site at The Powerhouse when it is operational
- MEN Facebook live with David Regan and Dr Manisha Kumar - <https://fb.watch/9Ug5C8O7uT/>
- News release promoting booster - Plea to Manchester communities to ask any questions they have about Covid booster
- Ongoing delivery of Manchester campaign – digi screens in the city centre updated with new info
- Community film featuring Dr Cordelle Ofori – will work with key community influencers/networks to produce own films
- Community questions – asking key community groups to supply the key questions/ issues they think their communities are facing around having the booster.

Ongoing and next steps

- Data focus now on geographic areas and groups that have not yet taken up vaccine offer – 1st, 2nd or booster.
- Encouraging 'at risk' cohorts and traditionally lower uptake communities to get vaccinated through targeted engagement activity at a neighbourhood level - based on intelligence and insight. amplify national and local messages in a targeted way.
- Using local insight to develop engagement programmes that address specific concerns. Materials will be made accessible and translated into community languages as appropriate.
- Plans being further developed to increase coverage for 12-15 year olds in lower uptake areas (dose 1 and 2) – promoting in-school and community-based offer
- Production of script of key messages around vaccines and the booster, so that community groups could then make their own films or messages with the content. This is ongoing and recognises that the key is for the message to be delivered from a person of trust in the community.
- Listening to community feedback given through our neighbourhoods and INT teams - for example our latest materials respond to feedback that people don't feel the need to have a booster as Omicron is 'mild'.
- Ongoing focus on the 'JabCab' service which is ongoing. For example, before Christmas our Facebook post advertising the service reached 107.4 k people through our local networks.
- Where to ask questions, get help and support - all our weekly communications kits are circulated via our local networks - and the Christmas one in particular contained all the links to help and all the latest details on testing.
- Communications messages will deliver a digital push based on the area/ postcode info as part of the wider vacc campaign.
- Reminder letters to over 70's not yet had their booster and to housebound patients.
- Ongoing push to promote vaccinations to pregnant women.
- Celebrating the millionth vaccination mark and developing wrap around PR and messaging to promote uptake.



Manchester COVID-19 Helpline

This is a free telephone service that can help anyone who:

- Has questions about COVID-19
- Needs help to book their COVID-19 vaccination
- Needs help to book COVID-19 testing
- Has questions on when to isolate.

You can ring the helpline for free on **0800 840 3858** or text **07890 036 892**

The helpline is open seven days a week from **9am to 5pm**

Advice will be from the nursing team and a translation service is available.

One year on...

Our whole city came together to join the national effort.

COVID-19 vaccine

Get the latest information from the NHS.

[LEARN MORE](#)

Covid Vaccination Clinics



Walk-in clinics for Manchester residents aged 16 +

You don't need an appointment, just go along. If you want to pre-book a slot, you can do this on the National Booking System.

- Second doses should take place 8 weeks after the first dose
- 16-17 year olds can get their second jab 12 weeks after the first
- Booster jabs are available for those aged 18+ if their second vaccination was at least three months ago

Thursday 16 December

- **Town Hall**, M2 5DB, 3pm - 7pm, Pfizer first and second doses and booster
- **Newton Heath Medical Centre**, M40 2JF, 9am - 12:30pm, Pfizer first or second doses and booster
- **Ethad Vaccination Centre**, M11 3DU, 8am - 6pm, Moderna first or second doses and booster
- **Plant Hill**, M9 8LX, 10am - 2pm, Pfizer first and second doses and booster
- **MMC College**, 20 Humphrey St, M8 9JR, 9am - 6pm, Moderna, Pfizer and Astra Zeneca first and second doses. Moderna and Pfizer booster

Friday 17 December

- **Newton Heath Medical Centre**, M40 2JF, 9am - 12:30pm and 2pm - 5:30pm, Pfizer first or second doses and booster
- **Ethad Vaccination Centre**, M11 3DU, 8am - 6pm, Moderna first or second doses and booster
- **Plant Hill**, M9 8LX, 10am - 2pm, Pfizer first and second doses and booster
- **MMC College**, 20 Humphrey St, M8 9JR, 9am - 8pm, Moderna, Pfizer and Astra Zeneca first and second doses. Moderna and Pfizer booster
- **Whalley Range Tennis and Cricket Club**, M16 8NR, 9am - 3pm, Moderna, Pfizer and Astra Zeneca first and second doses. Moderna and Pfizer booster



Toolkit list of assets – 16 Dec 2021

Social Media Campaign	Message for social media post	Graphic/link for social media messages
Get Boosted now campaign against the new Covid Omicron variant	<p>Twitter/Facebook</p> <p>✓ If you are aged 18+, you can book your Covid-19 vaccine and booster on the national booking system</p> <p>📌 Make sure to keep checking, as slots are released daily</p> <p>Book online now - gov.uk/coronavirus</p> <p>To see a full list of walk in clinics manchester.gov.uk/getmyjab</p>	<p>Social media graphic attached to email</p> <p>URL links</p> <p>manchester.gov.uk/getmyjab</p> <p>gov.uk/coronavirus</p>
Manchester Covid Helpline support for booking vaccinations, testing and general Covid advice.	<p>Facebook</p> <p>📌 Do you have Covid-19 worries or concerns? Need help with booking your Covid vaccinations or booster jabs?</p> <p>Then call the Manchester COVID-19 Helpline for support. Translation services available.</p>	<p>Social media graphic attached to email</p>



Vaccines are our best protection this winter.

It's easy for us to pass on COVID-19 or flu viruses without knowing. This winter there are two essential vaccines you'll need to protect yourself and your loved ones.

Find out if you're eligible now at nhs.uk/wintervaccinations