

COVID-19 Update

Manchester Health Scrutiny Committee: 9 February 2022

- 1) Data Update
- 2) Vaccination Programme
- 3) Communications and Engagement Plans
- 4) Pregnancy and COVID-19

David Regan, Director of Public Health, MCC

Dr Manisha Kumar, Medical Director, MHCC

Shefali Kapoor, Head of Neighbourhoods, MCC

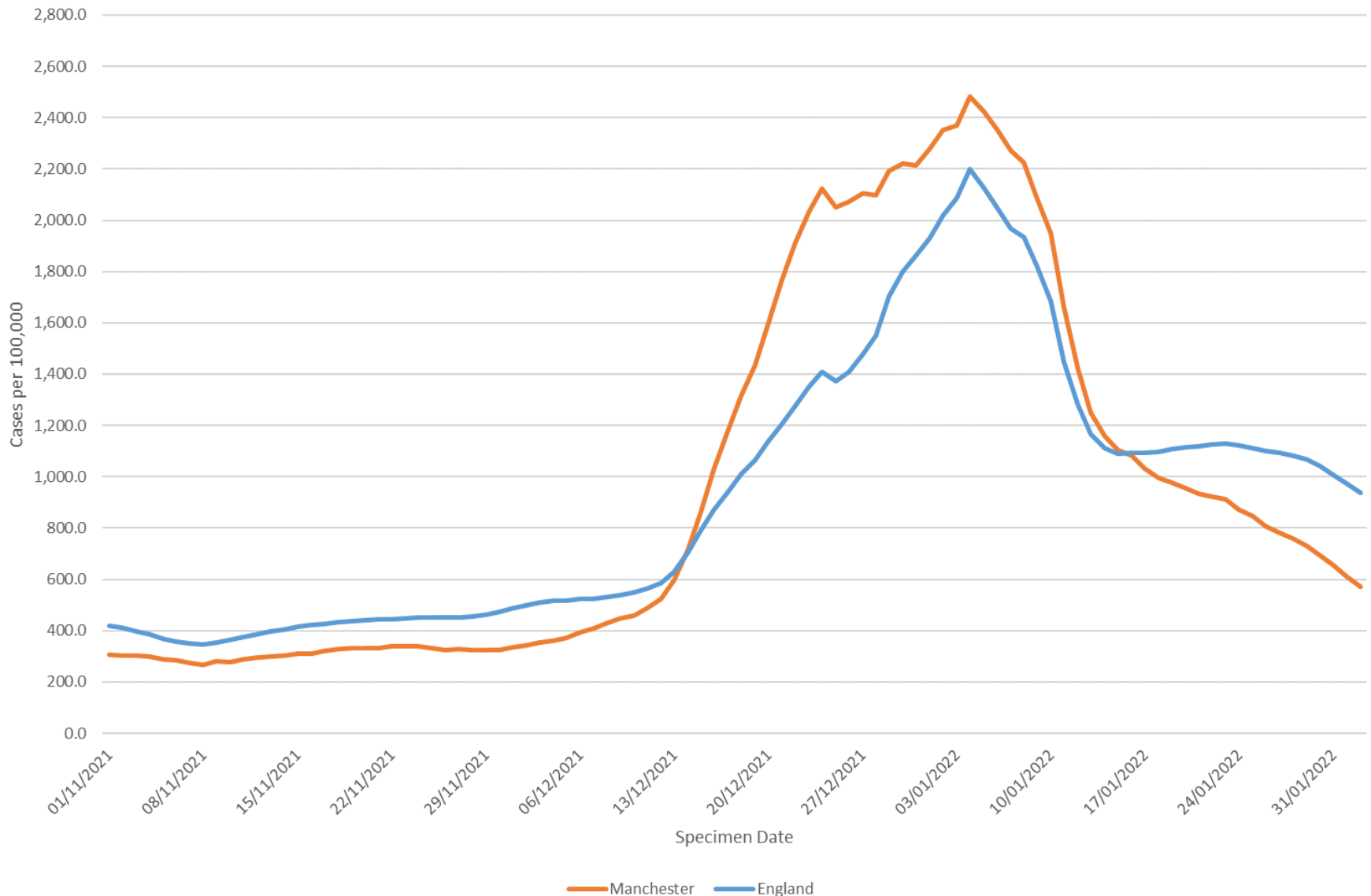
Alun Ireland, Head of Strategic Communications, MCC

Penny Shannon, Head of Health Communications, MCC

Headline Figures (Latest Published Data)
7-days ending Monday 2 January 2021

| Measure | All Ages | 60+ |
|-------------------------------------|----------|--------|
| Total number of new cases | 3,175 | 219 |
| Average number of new cases per day | 454 | 31 |
| Case detection rate per 100,000 | 571.3 | 306.0 |
| 7-day rate of change (%) | -29.3% | -16.1% |

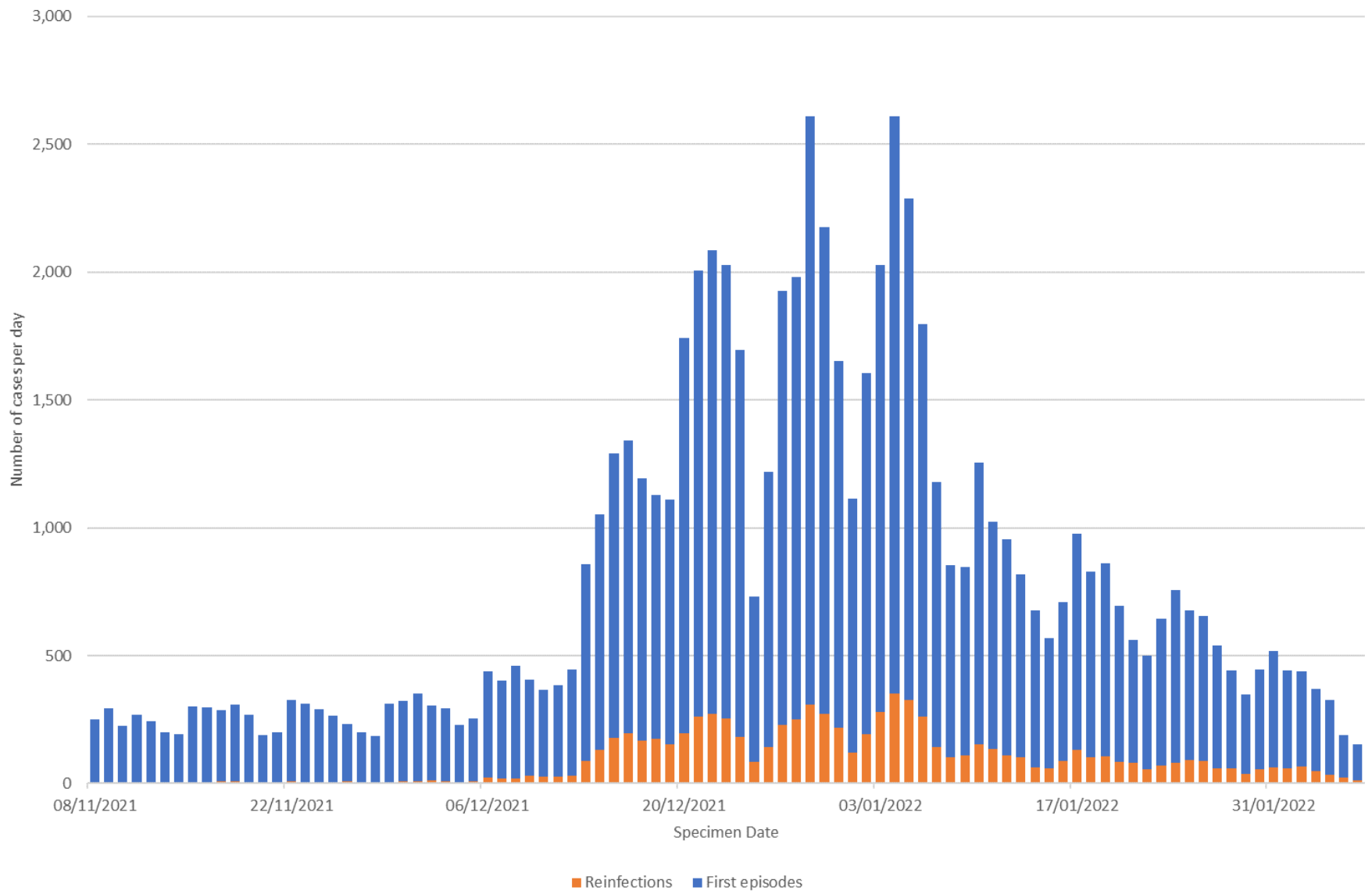
Number of confirmed cases of COVID-19 per 100,000 population (7-day rolling average) in Manchester and England by specimen date (1 November 2021 to 2 February 2022)



Number of confirmed cases of COVID-19 and 7-day rate per 100,000 population
in Manchester: 21 January to 6 February 2022

| 7-days ending... | Daily number of cases | 7 day total number of cases | Rate per 100,000 population | 7-day rate of change (%) |
|------------------|-----------------------|-----------------------------|-----------------------------|--------------------------|
| 28/01/2022 | 443 | 4,217 | 758.8 | -18.9% |
| 29/01/2022 | 348 | 4,066 | 731.6 | -20.8% |
| 30/01/2022 | 446 | 3,867 | 695.8 | -23.7% |
| 31/01/2022 | 519 | 3,630 | 653.2 | -25.1% |
| 01/02/2022 | 441 | 3,393 | 610.5 | -27.7% |
| 02/02/2022 | 437 | 3,175 | 571.3 | -29.3% |
| 03/02/2022 | 370 | 3,004 | 540.5 | -30.7% |
| 04/02/2022 | 325 | 2,886 | 519.3 | -31.6% |
| 05/02/2022 | 191 | 2,729 | 491.1 | -32.9% |
| 06/02/2022 | 153 | 2,436 | 438.3 | -37.0% |

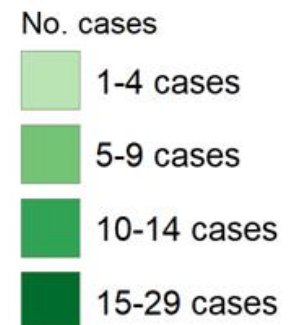
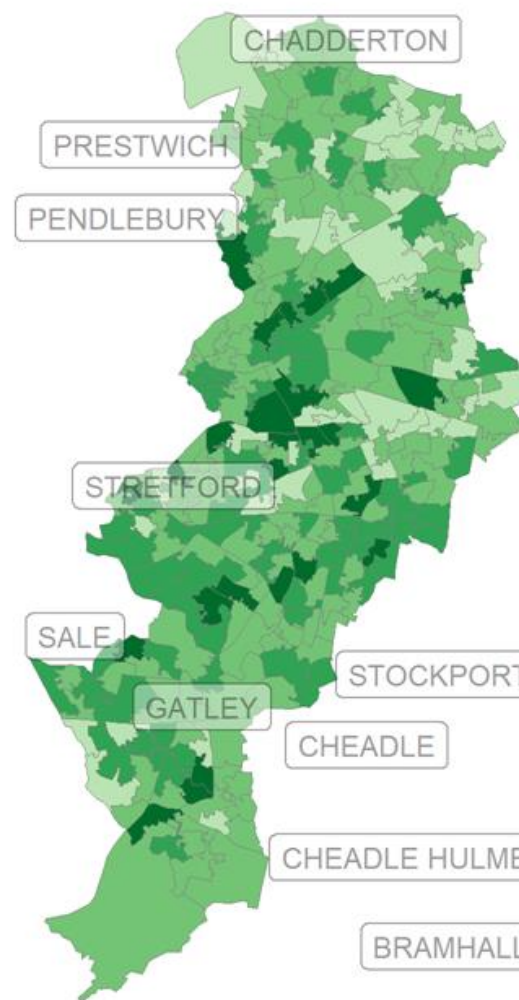
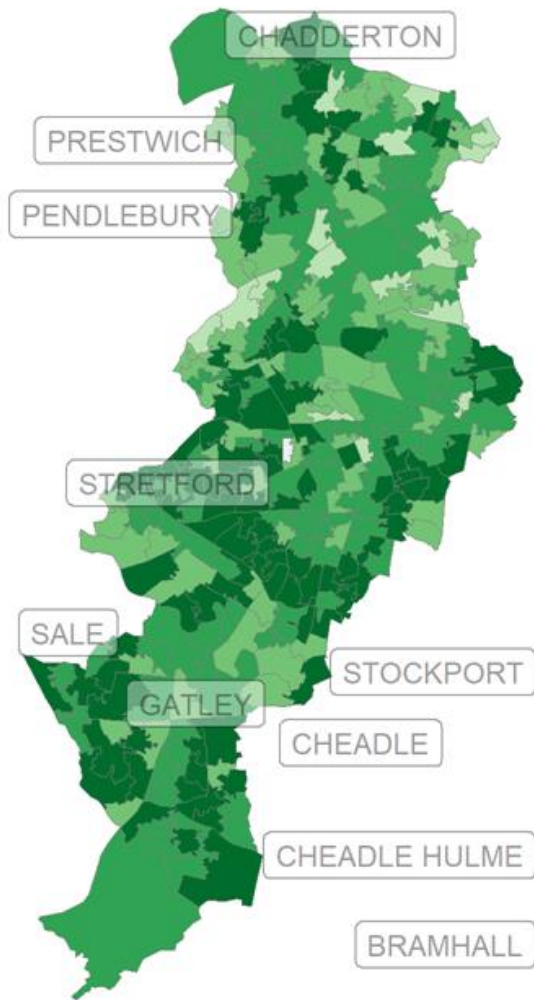
Number of confirmed cases of COVID-19 in Manchester residents by episode number (Specimen dates between 8 November 2021 and 6 February 2022)



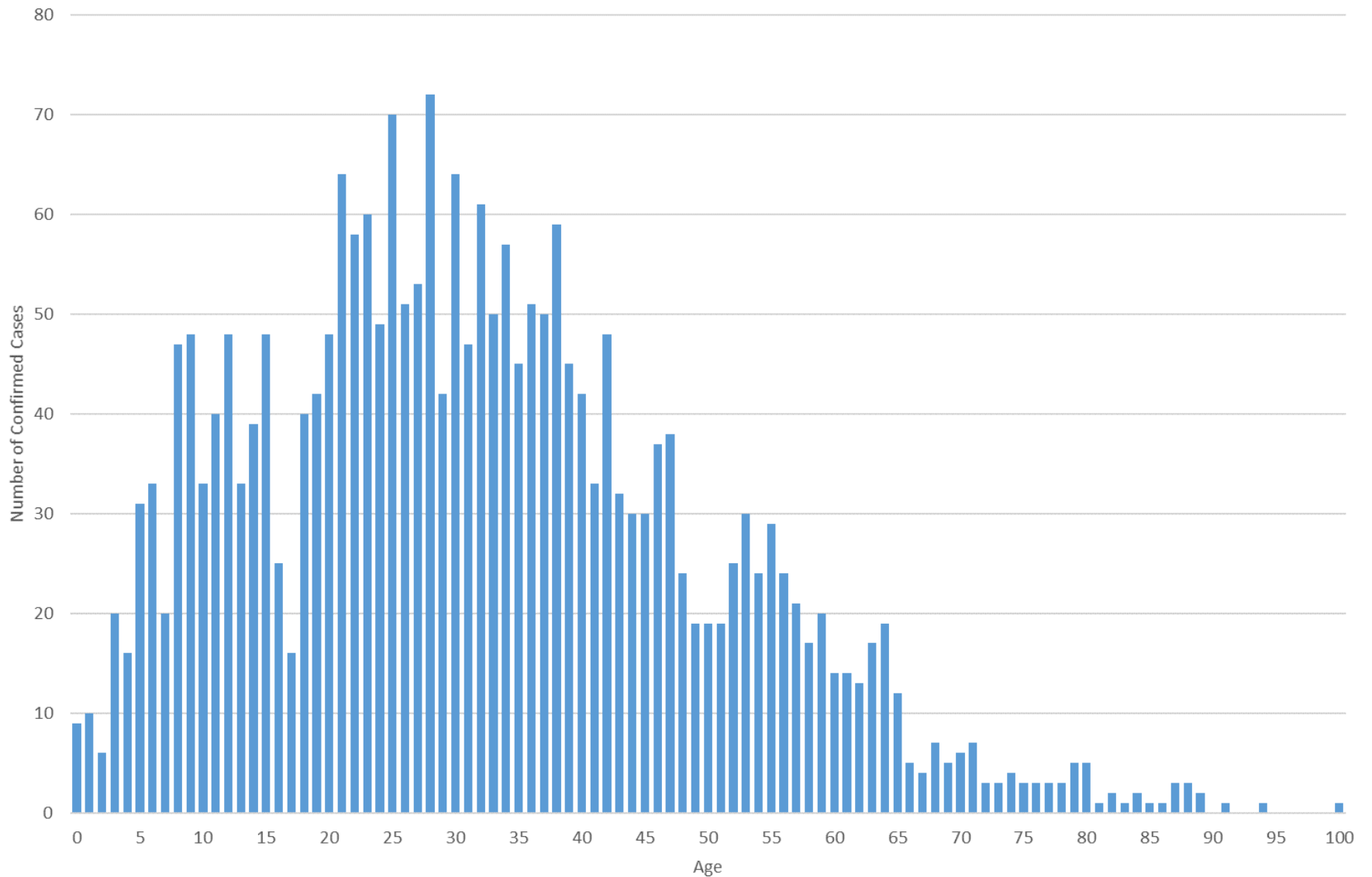
Number of confirmed COVID-19 cases in Manchester by Lower Super Output Area (LSOA) of residence (Most Recent 7 days and Prior 7 day Period)

24 January to 30 January 2022

31 January to 6 February 2022



Number of confirmed COVID-19 cases in most recent 7-days by single year of age (31 January to 6 February 2022)



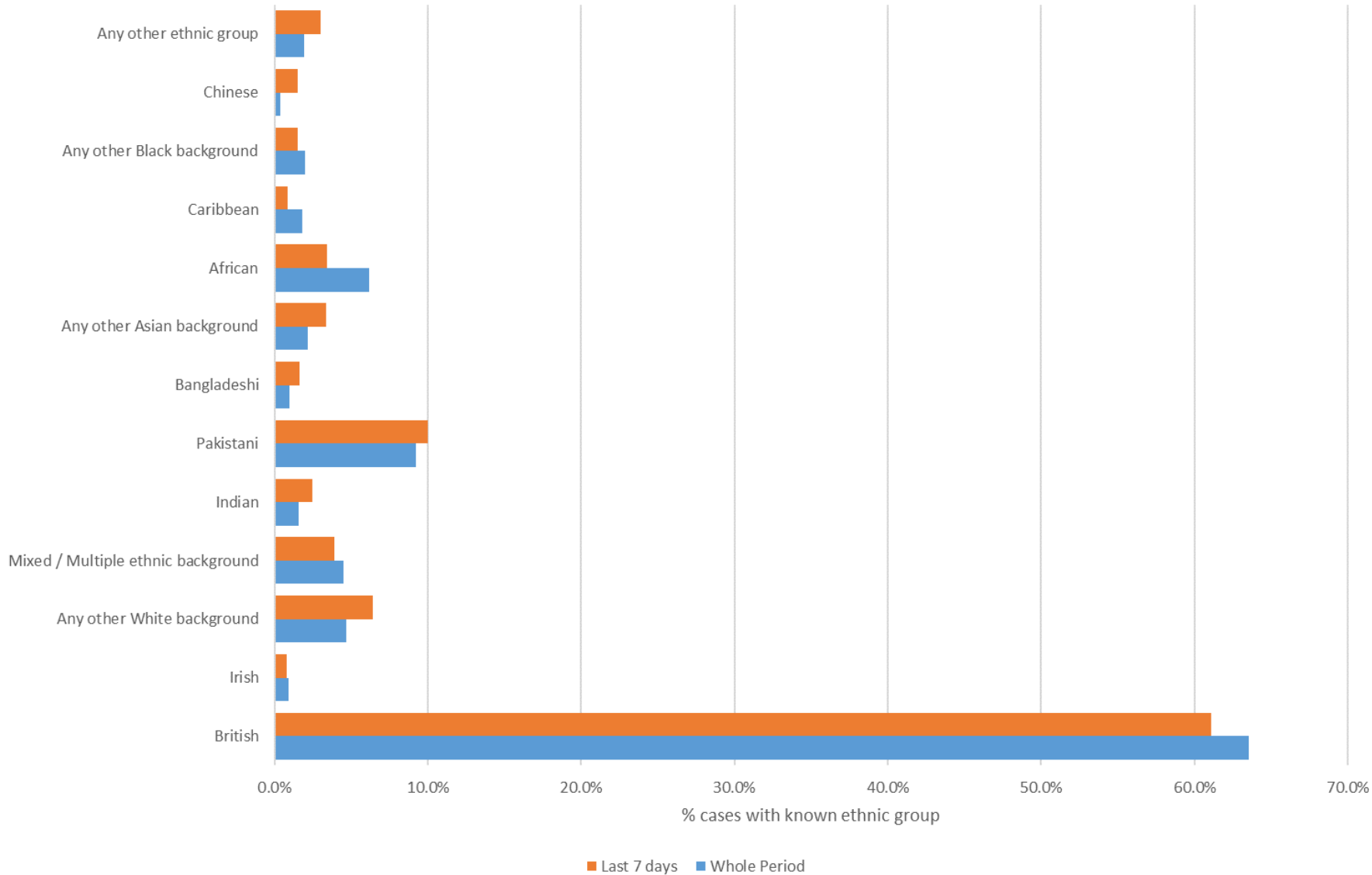
Number of confirmed cases of COVID-19 and rate per 100,000 population in Manchester, by age group: 7-days up to 1 February 2022

| | Number of cases | Rate per 100,000 | Abs. change | 7-day rate of change* |
|----------------------------------|-----------------|------------------|---------------|-----------------------|
| Pre-school (0-4 years) | 104 | 287.6 | -91 | -46.7% |
| Primary school (5-10 years) | 365 | 829.1 | -335 | -47.9% |
| Secondary school (11-16 years) | 410 | 1,081.1 | -133 | -24.5% |
| Older teenagers (17-18 years) | 73 | 592.3 | -30 | -29.1% |
| Younger working age (19-24 yrs) | 392 | 495.2 | -141 | -26.5% |
| Working age (25-59 years) | 1,811 | 659.6 | -555 | -23.5% |
| Younger older people (60-79 yrs) | 200 | 341.9 | -18 | -8.3% |
| Older people (80+ years) | 35 | 267.5 | -3 | -7.9% |
| Total (All ages) | 3,390 | 610.0 | -1,306 | -27.8% |

* Compared with prior 7-day period 19/01/2022 to 25/01/2022

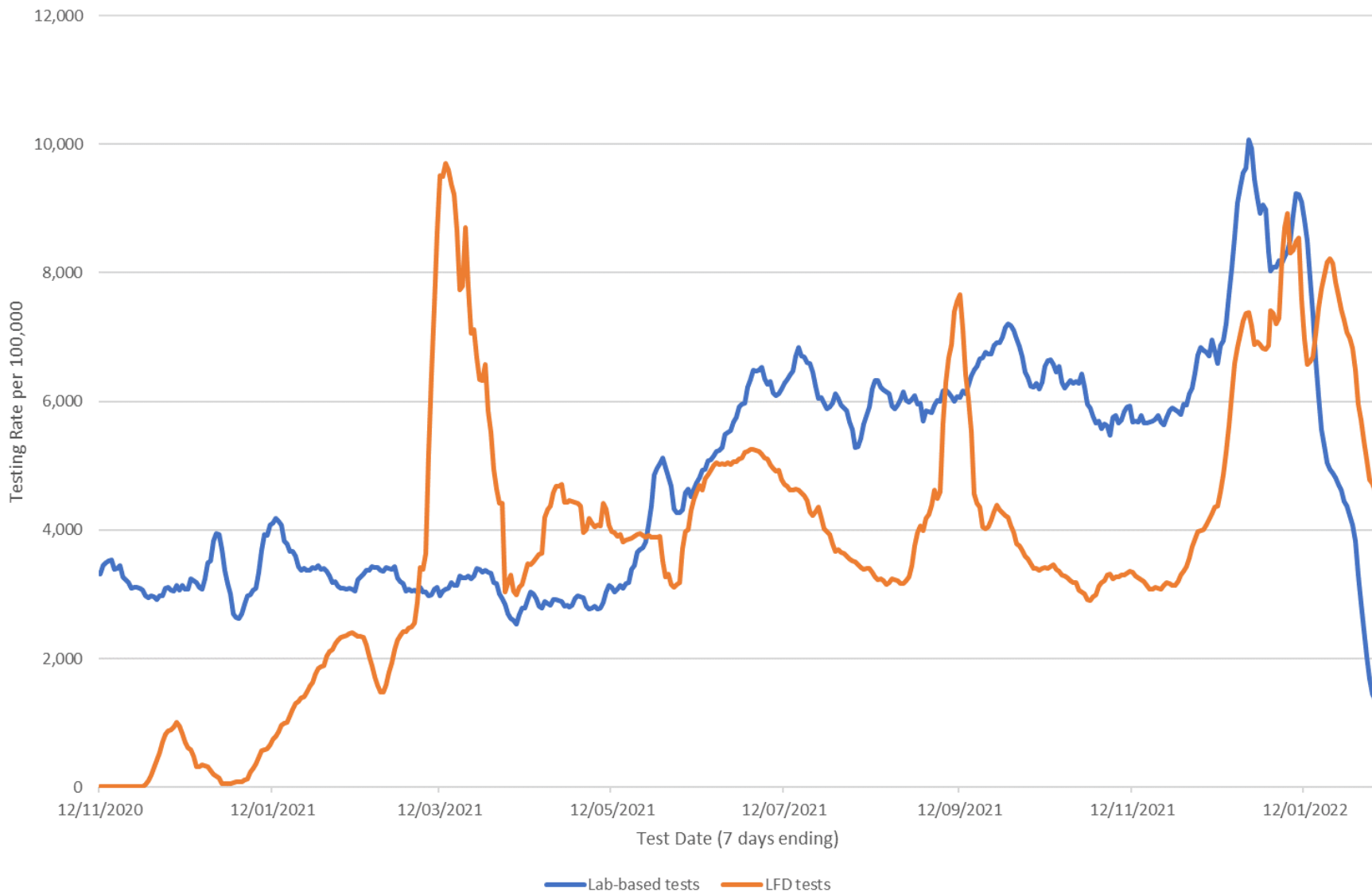
Confirmed cases of COVID-19 in Manchester by ethnic group: Most recent 7-days (30 Jan to 5 Feb 2022) compared with previous 3 months (7 Nov 2021 to 29 Jan 2022)

Excludes cases without a stated ethnic group



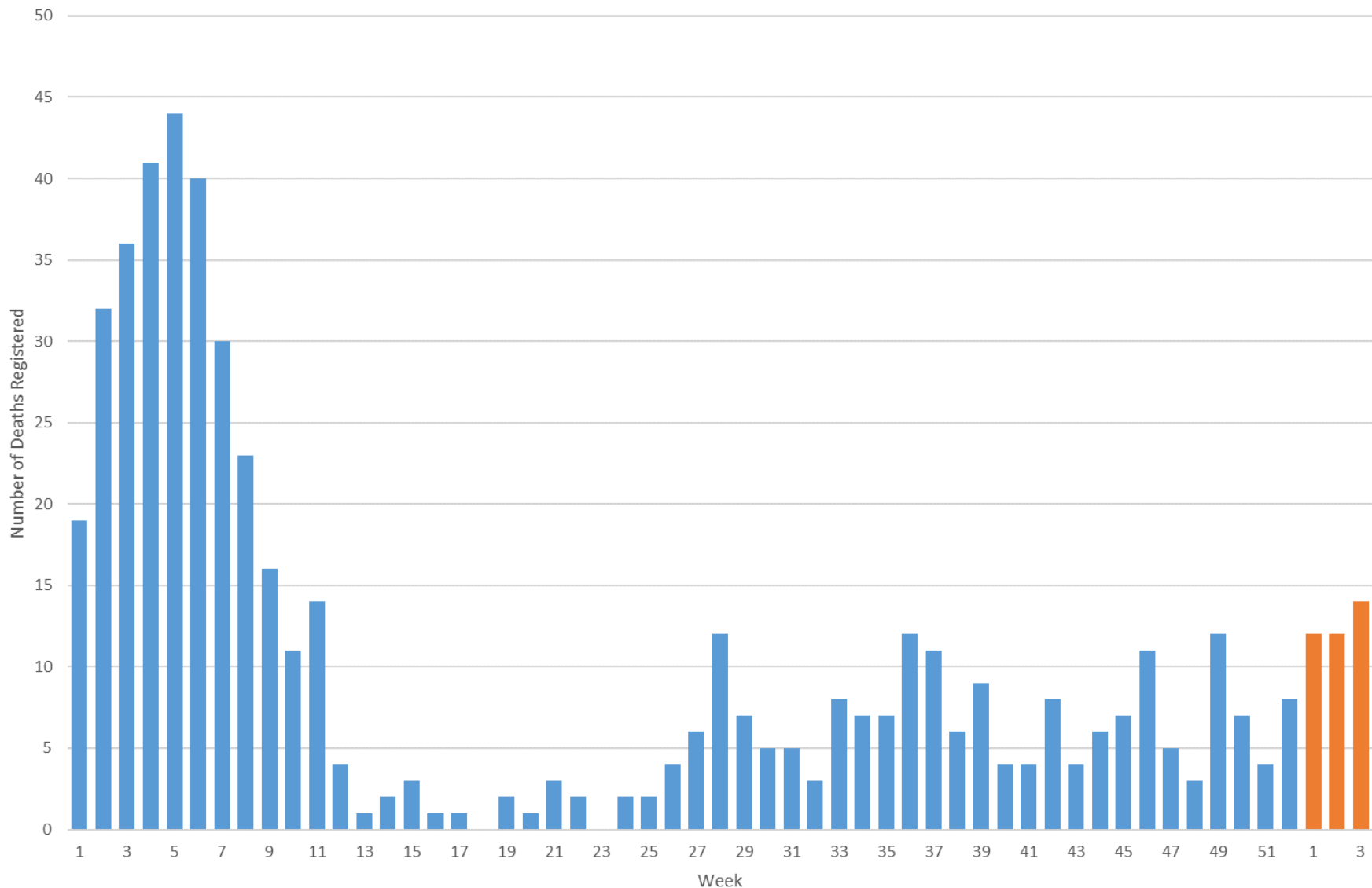
Number of COVID-19 virus tests conducted by Manchester residents per 100,000 population by test type (12 November 2020 to 6 February 2022)

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



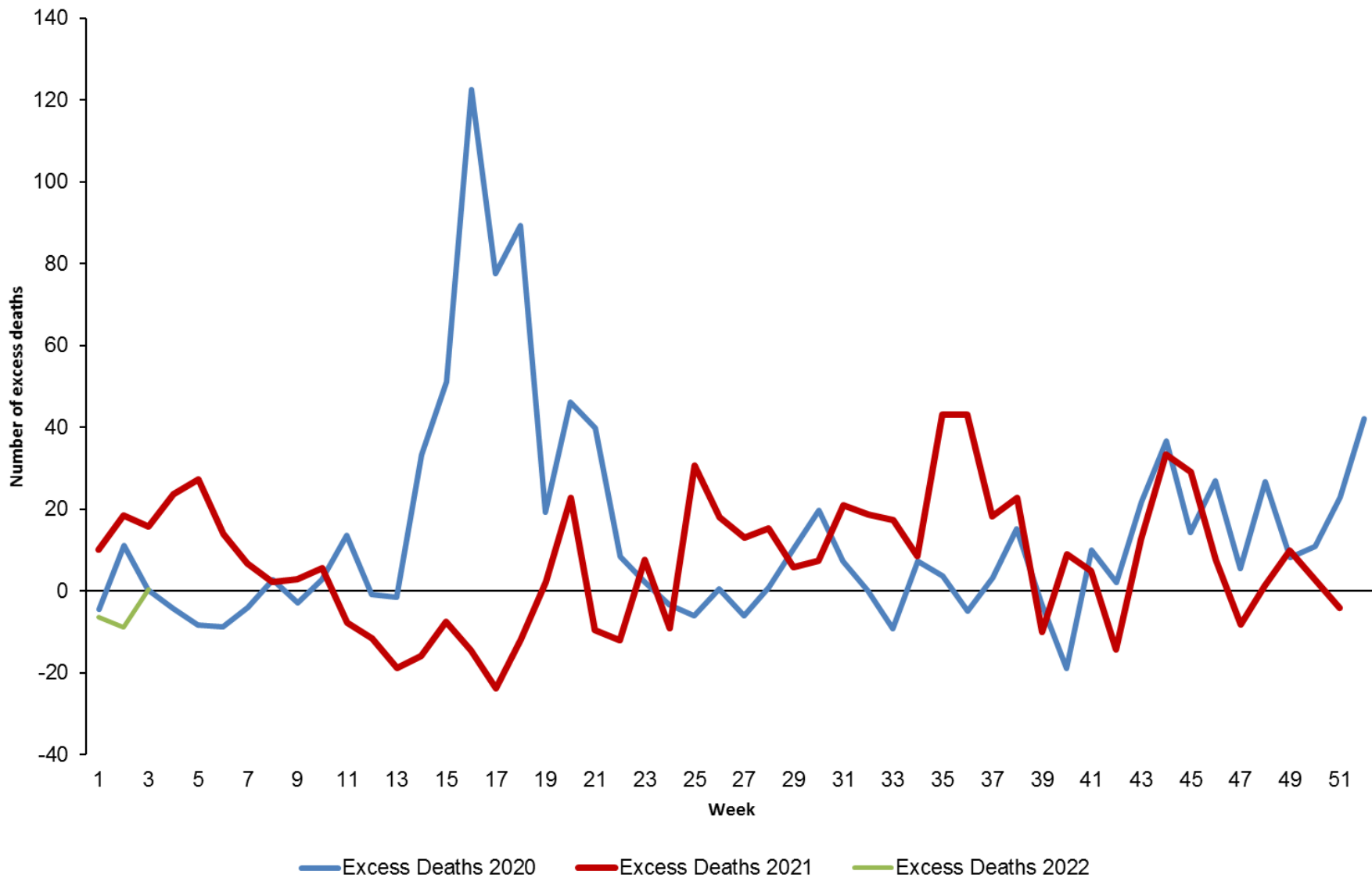
Total Number of Deaths Involving COVID-19 per Week in Manchester Residents

Deaths registered between Week 1 2021 and Week 3 (21 January) 2022



Note: Registrations in the first week of 2022 have been affected by bank holidays over the Christmas and New Year period.

Total Number of Excess Deaths per Week in Manchester Residents Deaths Registered in 2020, 2021 and 2022 compared with Average for 2015-2019



Section 2:

Covid Vaccination Programme

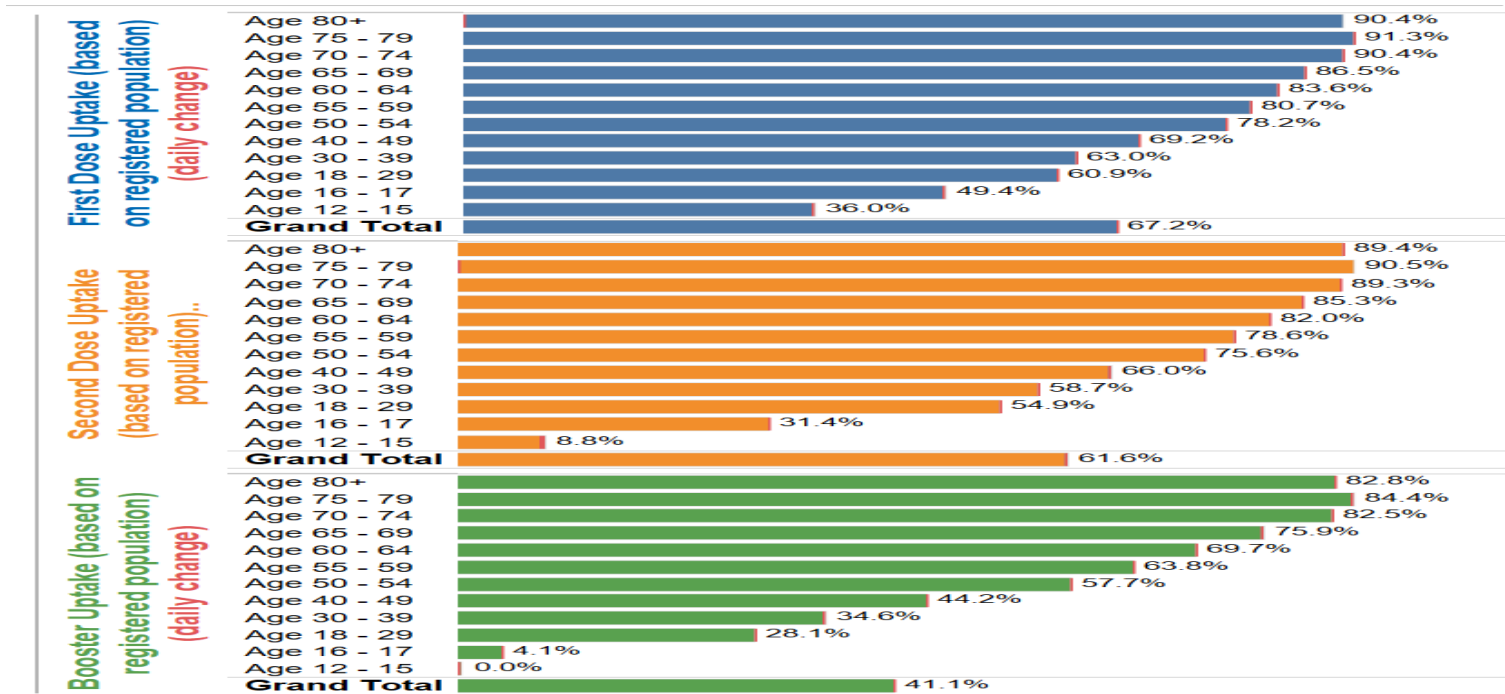
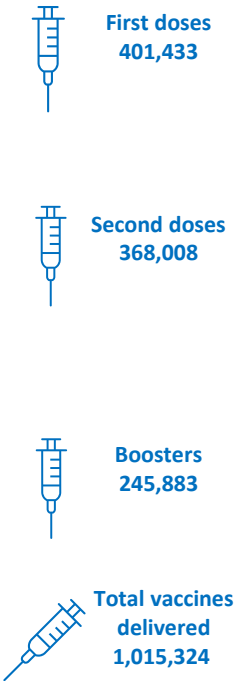
Dr Manisha Kumar, Medical Director

Manchester Health & Care Commissioning

Focus on vaccine coverage, vaccine equity, 12-17 Programme and Overseas Pilot

Winter Vaccination Data Summary – 6th February 2022

67.2% of 12+ in Manchester have received a 1st dose | 61.7% of 12+ have received both doses | 72.2% of eligible patients have had a booster



Booster coverage for eligible patients - 6th February 2022

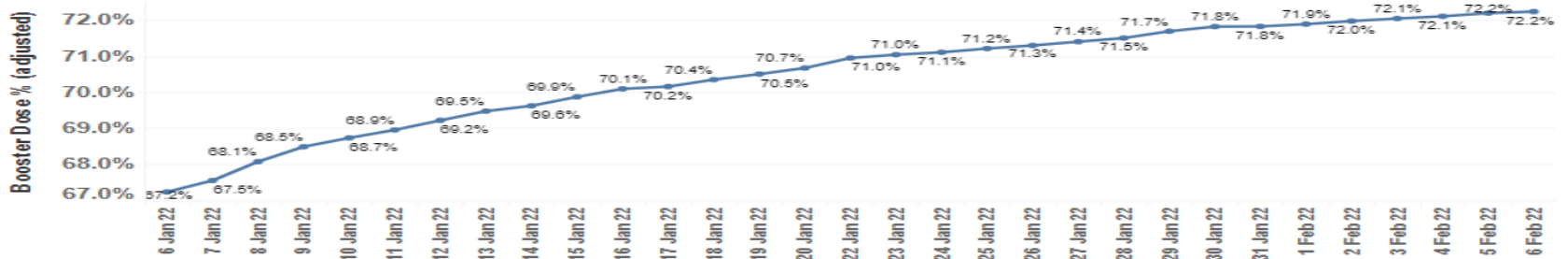
Booster Eligibility

| Patients | Eligible for Booster (91 days+ second dose) | % of patients eligible for booster |
|--------------------|---|------------------------------------|
| Age 80+ | 14,622 | 12,984 88.8% |
| Age 75 - 79 | 11,200 | 10,058 89.8% |
| Age 70 - 74 | 16,309 | 14,439 88.5% |
| Age 65 - 69 | 20,482 | 17,271 84.3% |
| Age 60 - 64 | 27,062 | 21,842 80.7% |
| Age 55 - 59 | 34,363 | 26,503 77.1% |
| Age 50 - 54 | 38,788 | 28,624 73.8% |
| Age 40 - 49 | 93,420 | 59,278 63.5% |
| Age 30 - 39 | 126,405 | 69,420 54.9% |
| Age 18 - 29 | 166,598 | 80,263 48.2% |
| Age 16 - 17 | 15,802 | 1,706 10.8% |
| Grand Total | 565,051 | 342,388 60.6% |

Booster Coverage for patients Age 16+ who are more than 91 days post second dose (previous day achievement)

| | |
|--------------------|--------------|
| Age 80+ | 93.2% |
| Age 75 - 79 | 94.1% |
| Age 70 - 74 | 93.3% |
| Age 65 - 69 | 90.1% |
| Age 60 - 64 | 86.5% |
| Age 55 - 59 | 82.9% |
| Age 50 - 54 | 78.4% |
| Age 40 - 49 | 70.0% |
| Age 30 - 39 | 63.3% |
| Age 18 - 29 | 59.0% |
| Age 16 - 17 | 39.4% |
| Grand Total | 72.2% |

Booster Coverage for patients Age 16+ who are more than 91 days post second dose (last 31 days)



Vaccine coverage by Ward – as of 06.02.22

| Split | Patients | D1 | D1 Change from Last Week | D2 | Received Flu | Eligible for Booster | Received COVID Booster | Received Flu and COVID Booster | % D1 | % D1 Change from Last Week | % D2 | % Flu | % Booster (All, inc not eligi.. | % Eligible for Booster | % received booster of |
|----------------------|----------|--------|--------------------------|--------|--------------|----------------------|------------------------|--------------------------------|-------|----------------------------|-------|-------|---------------------------------|------------------------|-----------------------|
| Ancoats and Beswick | 17,157 | 11,414 | 0 | 10,742 | 2,917 | 10,388 | 7,298 | 2,107 | 66.5% | 0.0% | 62.6% | 17.0% | 42.5% | 60.5% | 70.3% |
| Ardwick | 31,211 | 14,634 | 0 | 13,130 | 4,126 | 12,520 | 8,095 | 2,647 | 46.9% | 0.0% | 42.1% | 13.2% | 25.9% | 40.1% | 64.7% |
| Baguley | 16,127 | 10,680 | 0 | 9,761 | 5,185 | 9,388 | 7,037 | 3,748 | 66.2% | 0.0% | 60.5% | 32.2% | 43.6% | 58.2% | 75.0% |
| Brooklands | 11,080 | 7,714 | 0 | 7,162 | 3,850 | 6,827 | 5,441 | 2,890 | 69.6% | 0.0% | 64.6% | 34.7% | 49.1% | 61.6% | 79.7% |
| Burnage | 19,266 | 12,293 | 0 | 11,068 | 5,200 | 10,374 | 7,194 | 3,566 | 63.8% | 0.0% | 57.4% | 27.0% | 37.3% | 53.8% | 69.3% |
| Charlestown | 17,559 | 10,863 | 0 | 9,840 | 4,882 | 9,319 | 6,606 | 3,324 | 61.9% | 0.0% | 56.0% | 27.8% | 37.6% | 53.1% | 70.9% |
| Cheetham | 22,196 | 11,717 | 0 | 10,446 | 3,856 | 9,700 | 5,428 | 2,119 | 52.8% | 0.0% | 47.1% | 17.4% | 24.5% | 43.7% | 56.0% |
| Chorlton | 13,435 | 10,298 | 0 | 9,699 | 4,573 | 9,400 | 7,948 | 3,540 | 76.7% | 0.0% | 72.2% | 34.0% | 59.2% | 70.0% | 84.6% |
| Chorlton Park | 18,329 | 12,670 | 0 | 11,623 | 5,522 | 11,115 | 8,491 | 4,110 | 69.1% | 0.0% | 63.4% | 30.1% | 46.3% | 60.6% | 76.4% |
| Clayton and Openshaw | 20,896 | 12,113 | 0 | 10,870 | 4,977 | 10,244 | 6,749 | 2,956 | 58.0% | 0.0% | 52.0% | 23.8% | 32.3% | 49.0% | 65.9% |
| Crumpsall | 18,222 | 10,498 | 0 | 9,393 | 4,087 | 8,759 | 5,345 | 2,617 | 57.6% | 0.0% | 51.5% | 22.4% | 29.3% | 48.1% | 61.0% |
| Deansgate | 15,023 | 7,448 | 0 | 6,895 | 1,152 | 6,392 | 4,329 | 1,009 | 49.6% | 0.0% | 45.9% | 7.7% | 28.8% | 42.5% | 67.7% |
| Didsbury East | 15,369 | 11,394 | 0 | 10,752 | 5,640 | 10,326 | 8,531 | 4,414 | 74.1% | 0.0% | 70.0% | 36.7% | 55.5% | 67.2% | 82.6% |
| Didsbury West | 17,506 | 12,616 | 0 | 11,954 | 5,351 | 11,533 | 9,615 | 4,274 | 72.1% | 0.0% | 68.3% | 30.6% | 54.9% | 65.9% | 83.4% |
| Fallowfield | 17,437 | 10,222 | 0 | 9,378 | 2,625 | 8,846 | 5,772 | 1,821 | 58.6% | 0.0% | 53.8% | 15.1% | 33.1% | 50.7% | 65.2% |
| Gorton and Abbey Hey | 19,830 | 11,282 | 0 | 10,153 | 4,737 | 9,531 | 6,219 | 2,869 | 56.9% | 0.0% | 51.2% | 23.9% | 31.4% | 48.1% | 65.3% |
| Harpurhey | 21,563 | 11,680 | 0 | 10,326 | 4,986 | 9,653 | 6,235 | 3,025 | 54.2% | 0.0% | 47.9% | 23.1% | 28.9% | 44.8% | 64.6% |
| Higher Blackley | 16,435 | 10,352 | 0 | 9,382 | 4,729 | 8,892 | 6,288 | 3,321 | 63.0% | 0.0% | 57.1% | 28.8% | 38.3% | 54.1% | 70.7% |

Vaccine coverage by Ward – as of 06.02.22

| | | | | | | | | | | | | | | | |
|-----------------------------|----------------|----------------|----------|----------------|----------------|----------------|----------------|----------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|
| Hulme | 22,206 | 11,104 | 0 | 10,136 | 2,455 | 9,599 | 6,006 | 1,662 | 50.0% | 0.0% | 45.6% | 11.1% | 27.0% | 43.2% | 62.6% |
| Levenshulme | 21,165 | 12,846 | 0 | 11,535 | 4,507 | 10,725 | 7,204 | 2,860 | 60.7% | 0.0% | 54.5% | 21.3% | 34.0% | 50.7% | 67.2% |
| Live Outside Manchester | 70,781 | 48,810 | 0 | 45,349 | 19,448 | 43,242 | 31,707 | 14,707 | 69.0% | 0.0% | 64.1% | 27.5% | 44.8% | 61.1% | 73.3% |
| Longsight | 23,323 | 12,926 | 0 | 11,181 | 5,173 | 10,179 | 5,942 | 2,783 | 55.4% | 0.0% | 47.9% | 22.2% | 25.5% | 43.6% | 58.4% |
| Miles Platting and Newton.. | 19,622 | 11,749 | 0 | 10,587 | 5,067 | 10,079 | 6,779 | 3,315 | 59.9% | 0.0% | 54.0% | 25.8% | 34.5% | 51.4% | 67.3% |
| Moss Side | 25,292 | 11,785 | 0 | 10,356 | 3,788 | 9,605 | 5,495 | 2,049 | 46.6% | 0.0% | 40.9% | 15.0% | 21.7% | 38.0% | 57.2% |
| Moston | 18,226 | 11,471 | 0 | 10,404 | 5,370 | 9,877 | 7,097 | 3,743 | 62.9% | 0.0% | 57.1% | 29.5% | 38.9% | 54.2% | 71.9% |
| Northenden | 14,943 | 9,954 | 0 | 9,125 | 4,931 | 8,697 | 6,842 | 3,644 | 66.6% | 0.0% | 61.1% | 33.0% | 45.8% | 58.2% | 78.7% |
| Old Moat | 16,789 | 10,622 | 0 | 9,764 | 3,737 | 9,313 | 6,609 | 2,711 | 63.3% | 0.0% | 58.2% | 22.3% | 39.4% | 55.5% | 71.0% |
| Piccadilly | 15,807 | 8,107 | 0 | 7,631 | 1,215 | 7,280 | 4,917 | 1,049 | 51.3% | 0.0% | 48.3% | 7.7% | 31.1% | 46.1% | 67.5% |
| Rusholme | 21,673 | 11,742 | 0 | 10,520 | 3,613 | 9,922 | 6,338 | 2,393 | 54.2% | 0.0% | 48.5% | 16.7% | 29.2% | 45.8% | 63.9% |
| Sharston | 16,460 | 10,316 | 0 | 9,366 | 4,746 | 8,951 | 6,794 | 3,401 | 62.7% | 0.0% | 56.9% | 28.8% | 41.3% | 54.4% | 75.9% |
| Whalley Range | 17,449 | 10,437 | 0 | 9,434 | 3,631 | 8,854 | 6,259 | 2,527 | 59.8% | 0.0% | 54.1% | 20.8% | 35.9% | 50.7% | 70.7% |
| Withington | 16,944 | 11,165 | 0 | 10,400 | 3,394 | 9,970 | 7,118 | 2,550 | 65.9% | 0.0% | 61.4% | 20.0% | 42.0% | 58.8% | 71.4% |
| Woodhouse Park | 16,307 | 10,289 | 0 | 9,333 | 4,757 | 8,881 | 6,736 | 3,491 | 63.1% | 0.0% | 57.2% | 29.2% | 41.3% | 54.5% | 75.8% |
| Grand Total | 665,628 | 403,211 | 0 | 367,695 | 154,227 | 348,381 | 244,464 | 107,242 | 60.6% | 0.0% | 55.2% | 23.2% | 36.7% | 52.3% | 70.2% |

Coverage for key cohorts – as of 06.02.22

| | 1 st dose – % in whole cohort | 2 nd dose – % in whole cohort | Booster -for those eligible | |
|-----------------------|--|--|-----------------------------|---|
| Children aged 12 - 17 | 37% | 12.4% | 35.4% | Comprehensive plans across the city to increase uptake in all children including those considered more vulnerable – Collaboration clinic at RMCH at the Jain centre on 25.02.22 |
| Care Homes | 93.9% | 91.4% | 87.3% | Regular revisit to Care homes to vaccinate any newly eligible residents |
| Learning Disabilities | 66.6% | 59.7% | 75.3% | Bespoke offers for all ages – looking at Calm Clinics in familiar settings with specialist support |
| Severe Mental Illness | 74.5% | 68% | 74.5% | Partnership work with GMMH and CMHTs to increase the offer and uptake |
| Housebound | 90.8% | 87.7% | 85.8% | Letters have gone out to all patients over 70 who have not had a booster to ensure we have met everyone’s needs |
| Pregnancy | 64% | 55.1% | 50% | Work continues with MFT. Good uptake compared to national figures |
| Immunosuppressed | 84.6% | 81.2% | 81.5% | Bespoke work ongoing with practices to identify patients who still need vaccine – highlighted as best practice at a regional level |

Vaccine coverage – Breakdown by Ethnicity as of 06.02.22

| Split | Patients | D1 | D1 Change from Last Week | D2 | Received Flu | Eligible for Booster | Received COVID Booster | Received Flu and COVID Booster | % D1 | % D1 Change from Last Week | % D2 | % Flu | % Booster (All, inc not) | % Eligible for Booster | % received booster of eligible |
|-------------------------------|----------------|----------------|--------------------------|----------------|----------------|----------------------|------------------------|--------------------------------|--------------|----------------------------|--------------|--------------|--------------------------|------------------------|--------------------------------|
| African | 38,133 | 20,499 | 0 | 17,763 | 7,460 | 16,174 | 8,459 | 3,406 | 53.8% | 0.0% | 46.6% | 19.6% | 22.2% | 42.4% | 52.3% |
| Any other Asian backgrou.. | 17,982 | 9,212 | 0 | 8,169 | 3,051 | 7,651 | 4,529 | 1,615 | 51.2% | 0.0% | 45.4% | 17.0% | 25.2% | 42.5% | 59.2% |
| Any other Black, African o.. | 9,936 | 4,448 | 0 | 3,763 | 1,517 | 3,388 | 1,687 | 661 | 44.8% | 0.0% | 37.9% | 15.3% | 17.0% | 34.1% | 49.8% |
| Any other ethnic group | 23,499 | 10,810 | 0 | 9,628 | 3,190 | 9,021 | 5,188 | 1,613 | 46.0% | 0.0% | 41.0% | 13.6% | 22.1% | 38.4% | 57.5% |
| Any other Mixed or Multipl.. | 7,158 | 3,344 | 0 | 2,937 | 1,143 | 2,722 | 1,707 | 546 | 46.7% | 0.0% | 41.0% | 16.0% | 23.8% | 38.0% | 62.7% |
| Any other White backgrou.. | 42,429 | 20,154 | 0 | 18,545 | 5,014 | 17,809 | 11,226 | 3,423 | 47.5% | 0.0% | 43.7% | 11.8% | 26.5% | 42.0% | 63.0% |
| Arab | 5,769 | 2,909 | 0 | 2,551 | 890 | 2,357 | 1,117 | 434 | 50.4% | 0.0% | 44.2% | 15.4% | 19.4% | 40.9% | 47.4% |
| Bangladeshi | 6,835 | 4,740 | 0 | 4,232 | 1,995 | 3,951 | 2,713 | 1,207 | 69.3% | 0.0% | 61.9% | 29.2% | 39.7% | 57.8% | 68.7% |
| Caribbean | 8,368 | 4,232 | 0 | 3,851 | 1,850 | 3,653 | 2,359 | 1,380 | 50.6% | 0.0% | 46.0% | 22.1% | 28.2% | 43.7% | 64.6% |
| Chinese | 20,453 | 8,194 | 0 | 7,529 | 2,586 | 7,245 | 5,408 | 1,748 | 40.1% | 0.0% | 36.8% | 12.6% | 26.4% | 35.4% | 74.6% |
| Declined to provide ethnic.. | 13,810 | 6,700 | 0 | 5,739 | 2,819 | 5,241 | 3,414 | 1,288 | 48.5% | 0.0% | 41.6% | 20.4% | 24.7% | 38.0% | 65.1% |
| English, Welsh, Scottish, .. | 241,264 | 183,857 | 0 | 172,469 | 85,479 | 166,919 | 132,284 | 69,022 | 76.2% | 0.0% | 71.5% | 35.4% | 54.8% | 69.2% | 79.3% |
| Gypsy or Irish Traveller | 300 | 77 | 0 | 68 | 30 | 65 | 42 | 16 | 25.7% | 0.0% | 22.7% | 10.0% | 14.0% | 21.7% | 64.6% |
| Indian | 16,036 | 10,612 | 0 | 9,868 | 4,026 | 9,376 | 6,702 | 2,796 | 66.2% | 0.0% | 61.5% | 25.1% | 41.8% | 58.5% | 71.5% |
| Irish | 7,345 | 5,519 | 0 | 5,306 | 2,942 | 5,208 | 4,332 | 2,683 | 75.1% | 0.0% | 72.2% | 40.1% | 59.0% | 70.9% | 83.2% |
| No record of ethnicity stat.. | 133,906 | 63,933 | 0 | 56,684 | 14,555 | 52,348 | 33,980 | 7,198 | 47.7% | 0.0% | 42.3% | 10.9% | 25.4% | 39.1% | 64.9% |
| Pakistani | 58,925 | 37,519 | 0 | 32,986 | 13,213 | 30,077 | 16,273 | 7,064 | 63.7% | 0.0% | 56.0% | 22.4% | 27.6% | 51.0% | 54.1% |
| Roma | 32 | 13 | 0 | 13 | 3 | 12 | 6 | 1 | 40.6% | 0.0% | 40.6% | 9.4% | 18.8% | 37.5% | 50.0% |
| White and Asian | 3,307 | 1,787 | 0 | 1,585 | 729 | 1,507 | 970 | 335 | 54.0% | 0.0% | 47.9% | 22.0% | 29.3% | 45.6% | 64.4% |
| White and Black African | 5,179 | 2,505 | 0 | 2,160 | 937 | 1,944 | 1,046 | 398 | 48.4% | 0.0% | 41.7% | 18.1% | 20.2% | 37.5% | 53.8% |
| White and Black Caribbean | 4,962 | 2,147 | 0 | 1,849 | 798 | 1,713 | 1,022 | 408 | 43.3% | 0.0% | 37.3% | 16.1% | 20.6% | 34.5% | 59.7% |
| Grand Total | 665,628 | 403,211 | 0 | 367,695 | 154,227 | 348,381 | 244,464 | 107,242 | 60.6% | 0.0% | 55.2% | 23.2% | 36.7% | 52.3% | 70.2% |

- Working closely with Sounding Boards to look at how we can continue to work with groups where uptake low
- Bespoke clinics offered where concerns around low uptake e.g. Pakistani Community Centre in Longsight
- Every Neighbourhood Team has identified key priority ethnic groups to work with and tailored plans developed to address

Children and Young people 12-17

The Challenge

In January a Children & Young People Task Group was formed and a 12-17 System Plan developed to address health equity challenges arising from low vaccination coverage within children and young people. This is an in-school and out of school plan.

Specific objectives

- To raise Manchester's vaccination position within English Local Authorities (currently 138/148)
- To close the vaccination coverage gap between ethnic groups with the highest/lowest coverage and within the LSOAs which are the most/least deprived in the city.
- Comprehensive vaccine offer delivered across all schools and non-mainstream schools/settings by 31st March 2022
- Develop learning and understanding of how to best increase vaccination coverage for this cohort within Manchester's most deprived populations.

Key Actions

- Develop a bespoke plan for designated mainstream schools to support vaccine uptake
- Deliver an offer around each school working with Neighbourhood Teams across the City – “Think Family”
- Deliver a dedicated service to all Special Schools and non-mainstream schools in the city
- Co-ordinate a mobile/outreach vaccination offer January to March, to supplement the in-school vaccination offer in priority neighbourhoods
- Offer an outreach service to colleges and 6th forms
- Ensure an accessible out of school offer is promoted and available to children, young people and families.

Vaccine Equity – Planned community pop-up clinics

A programme of pop-up clinics is a key priority in January to March to reach those who have not yet received a booster or a first or second dose, using a data driven approach at neighbourhood level to identify priority locations

W/C 7/02/2022

- 8th - Manchester Communications Academy (13:00 - 16:00)
- 10th - Xaverian College (11:00 - 14:00)
- 11th - Powerhouse, Moss Side (11:00 - 16:00)
- 12th - Pakistani Community Centre, Longsight (12:00 - 16:30)

W/C 14/02/2022

- 14th - Clayton Sure Start Centre (12:00 - 16:00)
- 15th - CO-OP Academy (13:00 - 16:00)
- 18th - Powerhouse, Moss Side - 11:00 - 16:00
- 19th - Pakistani Community Centre, Longsight (12:00 - 16:30)

W/C 21/02/2022

- 22nd - Gorton Oasis Centre (12:00 - 16:00)
- 23rd - Gorton Oasis Centre (12:00 - 16:00)
- 24th - Gorton Oasis Centre (12:00 - 16:00)
- 26th - Pakistani Community Centre, Longsight (12:00 - 16:30)



Vaccine Equity - Pakistani Community Centre - Longsight

Challenge:

Data analysis highlighted concerns around uptake in local community

Response:

- Peripatetic Team linked in with Neighbourhood Team in Longsight and identified the centre as a location that operates in the heart of the community
- Clinics scheduled over a 4 week period on Saturday mornings – identified as time when likely to be busiest and accessible by a cross section of the community
- support from local partners to promote the vaccine pop-up – huge print run, in multiple languages, totalling around 20,000 flyers
- Vinyl banners in English and Urdu displayed locally. The Urdu banners placed outside local mosques and drop leaflets for distribution after Friday prayers
- Longsight GP made a video promoting vaccine for all the community.

Outcome:

- Over 60 people attended the first pop in on 30.01.22 – over a quarter of these were people attending for their first dose
- The opportunity to drop in and ask questions was very popular – the team will be extending the offer and advertising a drop-in for a chat and to have a brew
- Initiatives are now being looked at for how to engage with younger members of the community
- Covid testing teams will be attending future pop ups to provide a wraparound offer
- Assessing possibility of how to further promote the event – including the use of a van with a billboard to promote on the day of events.





Vaccine Equity: Learning Disability & Mental Health Clinic at Ross Place

Challenge:

To test an accessible alternative vaccine offer for some of our most vulnerable residents with learning disability, mental health issues or other complex needs.

Response:

- Bespoke clinics delivered at Ross Place Day Centre on the 11.12.21 and the 22.01.22 for patients with Learning Difficulties, Serious Mental Issues and other complex health needs
- Ross Place Day Centre Team, MLCO INTs, Community Learning Disability Team and Vallance PCN worked together to contact vulnerable patients who were overdue vaccination and booked appointments. On the days of clinics called to remind them about appointments and address any last minute concerns or access needs – free taxis offered where required

Outcome:

- 11.12.21 - 30 vaccines delivered (mixture of 1st, 2nd and Boosters)
- 22.01.22 – 25 vaccines delivered (mixture of 1st, 2nd and Boosters)
- Use of day centre setting created a relaxed, quiet and spacious environment and provided opportunities to use smaller rooms and interactive equipment to support distraction
- Experienced staff from learning disability day centre and learning disability nurses spent time with people, reassuring and assisting – some people were with us over 2 hours and supported on a 1:1 basis
- Clinics will be repeated monthly, becoming known as an effective environment to enable vulnerable people with LD, SMI and other complex health issues to successful access vaccination

Winter Vaccination Programme

Did you have your Covid-19 vaccination overseas?

NHS

You will need to visit one of our clinics to get your details added to your GP record.

Who can use this service:

To have your overseas vaccination details added to your NHS Record you must be:

1. **Registered with a GP Practice in England.** If you are not registered with a GP Practice, you can find out how to do this at www.nhs.uk or by calling 0300 311 22 33
2. **A resident (temporary or permanent) in England**
3. **Over 18**
4. **Vaccinated overseas with one of the vaccinations below:**
 - Oxford/ AstraZeneca (Vaxzevria)
 - Pfizer/BioNTech (Comirnaty)
 - Johnson & Johnson (Janssen)
 - Moderna (Spikevax)



Where you need to go:

You will need to visit one of our sites to get your overseas vaccination details added to your record:

- Manchester Town Hall, Albert Square, Manchester, M2 5DB** - Tuesday 1 February, Wednesday 2 February or Thursday 3 February, just walk in between 1.30pm – 6.30pm
- Moss Side Millennium Powerhouse, 140 Raby Street, Moss Side, M14 4SL** - Friday 4 February, just walk in between 11am – 4pm

Or book an appointment at:

- Mass Vaccination Centre, Etihad Campus, 9 Sportcity Way, Manchester, M11 3DU.** You can book an appointment online using the National Booking System as normal or by calling 119.

More clinics dates and times will be available soon.

What you need to bring:

Please bring these things with you to register your vaccinations:

- Your passport
- Proof of which COVID vaccinations you have had and when



Overseas Vaccinations – Manchester Pilot

Challenge:

To support people who have received their vaccines overseas to be able to record their vaccinations on the national system, thus providing them with the ability to be able to evidence that they have been vaccinated and support further booster doses as needed .

At the time the Manchester pilot was proposed only one other location in the North West (Etihad MVC) offered this service

Rationale :

- Identified a high need for an additional resource in Manchester – 2622 patients were recorded as having had a booster but no record of 1st or 2nd doses
- Large overseas student population with no ability to record their vaccination on NHS records
Proposal put forward to GM that a would enable us to offer clinics from a city venue in the heart of the student population. Six week pilot commencing on the 1st of February using a variety of sites - Rates Hall . Powerhouse , Student site
- Tailored package of comms that included: advertising via student channels, specific page on MCC website, invites from practices and promotion via neighbourhood teams

Progress :

- Four clinics run to date have proved to be popular and 220 people have been processed through the system
- Building on the success of the pilot we will not only continue with the current offer but are looking to expand the offer and deliver a bespoke clinic to be run in conjunction with the Universities.
- The facility to book local sites through NBS should be enabled this week . You can book now for the Etihad site .

Section 3

Communications and Engagement Update

Shefali Kapoor

Alun Ireland

Penny Shannon

Vaccine Steering Group Workstream Highlight Report

Workstream: Communications and Engagement

Lead: – MHCC/MLCO/MFT/MCC Reporting period: Dec – 4 February 2022

Communications

- Ongoing focus on - second doses, evergreen offer, young people (16-25 year olds), at risk 12-15 year olds, pregnant women
- Ongoing support for primary care
- Ongoing monitoring of complaints and feedback and support for volunteers – [see separate slides](#)
- Ongoing delivery – activity includes, community toolkit, weekly messages to engagement teams, social media (Facebook, twitter, Instagram, snapchat), ebulletins, internal communications, website.
- 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.
- Communications messages delivered 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.
- Celebrated the millionth vaccination mark and developing wrap around PR and messaging to promote uptake.
- MFT – focus on mandatory vaccination Q&A sessions. Potential for ASC staff to attend these sessions being explored. Now under review.
- Communications and engagement plan in place to support 12-15 vaccination programme with roll out and targeted focus on lower uptake schools/areas - [see separate comms and engagement plan](#)
- Promotion of new Wythenshawe Vaccination site at the Forum following shutdown of Woodhouse park

Engagement

- Neighbourhood and citywide engagement plans being delivered
- Working with E&I workstream to identify engagement mechanisms and resources for key groups

Priority actions in next 3 weeks – ongoing communications and engagement focus and next steps

- **What we know** - The end of Plan B restrictions in England has not led to increased public apprehension. Following the announcement, levels of worry remain low and support for new restrictions has fallen further. 'Get Boosted Now' comms have been very effective. But many of the remaining unboosted and unvaccinated audiences are showing signs of having low trust and rejecting Govt messaging.
- **Messaging** - shift in attitudes about where we are with Covid and the lower perceived risk leading to low vacc uptake in some communities/cohorts. We will continue to reinforce understanding of the spread of Covid through the existing campaign and carry over successful elements of the campaign into any refreshed approach.
- **Next steps** – continue to promote the 'Manchester Message' and assess how we pivot and adapt the strategy for key unvaccinated cohorts/communities to have the greatest impact e.g. jobs needed for holidays and so on. A prioritised, targeted and differentiated approach is required to reach groups not yet boosted. For the unvaccinated, overcoming attitudinal barriers will remain a challenge.
- Data led focussed activity based on geographic areas and groups that have not yet taken up vaccine offer – 1st, 2nd or booster. Issuing reminder comms as needed. Using local insight to develop engagement programmes that address specific concerns e.g. listening to community feedback given through our neighbourhoods and INT teams and responding accordingly
- 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. Promoting peripatetic offer, where appropriate.
- Ongoing promotion of 'JabCab' service
- Where to ask questions, get help and support - all our weekly communications kits are circulated via our local networks
- Working with Neighbourhood Leads and team to support engagement activity with young people
- Ongoing - plans further developed to increase coverage for 12-15 year olds in lower uptake areas and priority schools (dose 1 and 2) – promoting in-school and community-based offer, including potentially having ads on public transport – see separate action plan
- Evergreen targeted engagement plan in 5 lowest coverage areas to be developed – tapping into additional NHSE funding . Initial conversations have taken place to support the youth engagement work with the neighbourhood teams which will help shape our messaging for 12 - 15 and 16 - 30. Funding now agreed.
- Promotion of recording of overseas vaccination service

Top risks & mitigation

1. Unclear timelines, lack of clarity over national announcements and operational delivery and information - between national/GM/Local. Drip feed of assets.

RAG rating

AMBER

2. Not having enough lead time for both comms and engagement impacting delivery and outcomes

AMBER

Any other information:

Key decisions/escalations for VSG:

Actions taken to increase uptake across Wards

Work continues across the city to increase uptake in all wards – collaboration through Neighbourhood teams

- Work with the British Muslim Heritage Centre to develop new materials to use in communities
- Targeted parents and pregnant women living in the Manchester area using the Mumsnet digital network
- Key messages and assets shared with Neighbourhood and Compliance Teams and NHS Health community team leads
- Through Global DAX digital radio continued to create specific adverts for target audiences. The adverts focused on raising awareness and the best way you can protect yourself and your city is to get fully vaccinated
- Promoting Covid vaccination for 12-15 years-olds on digital screens near schools with low vaccination rates and worked with the Cabinet Office on developing audio translations of 12-15 vaccination messages
- Covid Toolkit shared with community and voluntary sector groups to raise awareness of key messages around high rates of the Omicron variant existing in Manchester
- Micro-targeted ward areas in Manchester using GPs and profiling to serve targeted adverts to the right people in the right location
- Half-page advert in the Jan/Feb Families Manchester Magazine (25,000 copies printed) which is distributed free and directly to parents via schools, pre-schools, and all the places families regularly visit.
- Comms and Video – working with NHS North west to remind people that they still need a booster even if they have had Covid
- Engagement sessions – taking a “Think Family” approach to being protected through vaccination

Winter campaign update – w/c 17 Jan onwards

Key messages and events:

- Although Covid restrictions have lifted in England. Omicron is spreading fast in Manchester and case numbers are high. Please respect each other by continuing to wear a mask when appropriate, get vaccinated and let fresh air in if meeting indoors, and carry on testing.
- Promoting Covid vaccination for 12-15 years-olds and take up of Covid booster jabs in qualifying age groups
- Pregnancy and importance of Covid vaccination
- Changes to self-isolation rules from 17 Jan 2022

Channels

- Mobile phone advertising •
- Website
- Social media – Facebook, twitter, Instagram, snapchat
- Media relations
- Email bulletins
- Digital screens



Celebrating One Millionth Vaccination

Media event orchestrated using a case study of the McGrogan family, who over the course of 8 months in 2021 administered more than 6,000 vaccinations between four of them.

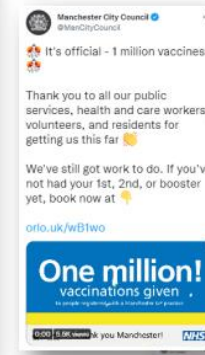
Media event held at Plant Hill Clinic with reporters from Granada, Hits Radio, Global Radio, Radio Manchester and the MEN attending. Piece embargoed until 1m point with wide coverage from the above outlets, as well as via BBC News.

Coverage included:

<https://www.bbc.co.uk/news/uk-england-manchester-60066590>

<https://www.manchestereveningnews.co.uk/news/greater-manchester-news/manchester-reacheshuge-covid-jab-22805701>

<https://www.itv.com/news/granada/2022-01-20/one-million-covid-jabs-administered-in-manchester>



Citywide communications

- Briefing note of key messages and assets shared with Neighbourhood and Compliance Teams and NHS Health community team leads. Work with Cabinet office on audio translations of 12-15 vaccination messages.
- Covid Toolkit shared with community and voluntary sector groups to raise awareness of key messages around high rates of the Omicron variant existing in Manchester despite restrictions lifting in England. Assets shared include Omicron and You flyer in 9 alternative languages and accessible formats such as BSL and Easy Read
- Outdoor sites: Manchester's winter is here, get your free jabs message continues to appear on outdoor sites across the city, including the Town Hall banner site in St. Peter's Square. Promoting Covid vaccination for 12-15 years-olds on the digital screens near schools with low vaccination rates.



Citywide communications

Social Media








- We promoted a variety of different messages across our channels. We reached the one million vaccines milestone, notified residents of changing restrictions, and continued to deliver our vaccine info from various channels.
- On Twitter, our post announcing the million vaccines milestone performed well, with 57k impressions. This was part of a multi-channel suite of content including stories from our vaccination centres and thanks to residents, volunteers, staff. Each of these was accompanied by a call for those who still needed a jab to come forward.
- On Facebook, our post sharing a statistic about how the vaccine prevents hospitalisation was one of a number of high performers, reaching 23.5k people, 3% of whom clicked through to find or book a vaccine. This only slightly outperformed two of our posts sharing new restrictions.



Citywide Communications support - highlights

Key information on eligibility

Understanding which vaccine you need and when can be complicated, we have shared information with key stakeholders including community groups and voluntary sector about who is eligible and when including this easily guide

| Which dose of the Covid-19 vaccine do I need?  | | | | |
|--|----------|-----------------------|----------------------|-----------------------|
| Correct as of 17 January 2022 | 1st dose | 2nd dose | 3rd dose | booster |
|  12-15 year olds | ✓ | ✓ 12 wks after 1st | ✗ | ✗ |
|  16-17 year olds | ✓ | ✓ 12 wks after 1st | ✗ | ✓ 13 wks after 2nd |
|  18+ | ✓ | ✓ 8 wks after 1st | ✗ | ✓ 13 wks after 2nd |
|  16+ who are frontline health & social care | ✓ | ✓ 8 wks after 1st | ✗ | ✓ 13 wks after 2nd |
|  12+ weakened immune system | ✓ | ✓ 8 wks after 1st | ✓ 8 wks after 2nd | ✓ 13 wks after 3rd |
|  12+ year olds - Clinically vulnerable - Immunosuppressed - Underlying health conditions | ✓ | ✓ 8 wks after 1st | ✗ | ✓ 13 wks after 2nd |

If you test positive for Covid-19 and want to get vaccinated you must wait:

- 4 weeks (28 days) for 18+ year olds
- 12 weeks (84 days) for 12-17 years olds
- 4 weeks (28 days) for 12-17 years old and at high risk

Vaccination information

Specific assets for Manchester, including how to access a BSL interpreter have been created and shared.



LET'S GET MANCHESTER VACCINATED

The National Booking system lets you book a COVID-19 vaccination

Having your NHS number to hand will speed up the process. If you don't know yours, search 'find your NHS number' online

If you need help from a British Sign Language (BSL) interpreter, visit: signvideo.co.uk/nhs119

Manchester Health & Care Commissioning
A secondary services provider for Manchester City Council and NHS Manchester CIO

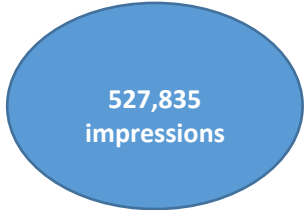
Visit the Manchester City Council website for more information

iWalkers

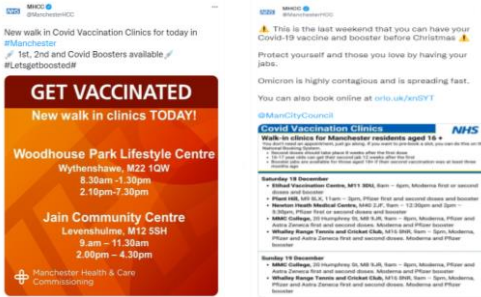
iWalkers to target key areas where vaccine uptake has been low have been implemented. They share messaging on how and why to book. The targeted areas included: Cheetham Hill, Crumpsall, Longsight and Levenshulme.



Social media



Our social media engagement has been extremely high, with our vaccination posts from 15 December to 15 January reaching 527, 845 people. Our top performing post all contained information about walk in clinics. We were also involved in the NHSE WOW (week of walk in) campaign and vox pops took place at Rates Hall



Job Cabs



We pushed out messaging around the free taxi offer to and from vaccination sites targeting areas with low vaccine uptake, over 70 and carers. Targeted work took place with Manchester Carers.

Targeted Letters

We implemented a data sharing agreement with practices to allow us to send letters on their behalf to key cohorts.

Letters were sent to over 70s and those who were yet to come forward for their second dose.

Letters contained key information about how to book, the free taxi offer and translation services.

Letters which will be sent over the next few months will target pregnant women, those with another language recording on their GP record and those people who had a first dose AZ but are yet to come forward for their second



City-wide Engagement Update

Here is a summary of the city-wide engagement activities from the MHCC Engagement Team and Sade Philip, Project Manager Health Inequalities

- We have continued to share the community toolkit to a range of stakeholders via the following mechanisms
 - To VCSE Community Explorers in north, central and south Manchester to share with their networks and to their beneficiaries
 - To our Patient and Public Advisory Committee to share with their networks, family and friends
 - To our Long Covid Peer Support Group to share with their networks, family and friends
 - To our Expert Patient Panel members to share with their networks, family and friends
 - To our volunteer marshal list to share with their networks, family and friends
 - To the Sounding Boards to share with their networks, community influencers, family and friends

This information has been shared through WhatsApp, Twitter, Facebook, email and through conversations in the community.

- Shared specific information to the Carers Network for them to share with unwaged carers through their networks focusing on boosters and housebound vaccinations and faith settings.

Feedback received

- Feedback from the Age Friendly Network (Hulme and Moss Side) stated that members felt that GP practices are prioritising the vaccination programme over the care of over 70s in their neighbourhood. The Health Development Co-Ordinator is going to respond to the Age Friendly Network and possibly attend a future meeting with a PCN GP Clinical Lead.
- Feedback from the Long Covid Peer Support Group members stated that the Omicron variant is not mild and could still leave someone with symptoms and long Covid. Their ask is please can we stop referring to the variant as mild as the impact of long Covid is not and it is life-changing.
- Feedback from the Patient and Public Advisory Committee stated that more face to face conversations are needed in neighbourhoods about living safe and well with COVID-19, a reminder about the face-hands-space key messages and a focus on supporting inclusion communities where complex needs and living circumstances will not be making vaccinations a priority.
- Feedback from the Volunteer Marshals stated that infection control measures on vaccination sites needs to continue to be a priority to keep people safe.

Feedback from several of COVID Health Equity Manchester sounding boards can be read on the following slide.

City-wide Engagement Update

Bangladeshi Sounding Board

- People are viewing the booster as non-essential or optional
- Messaging for the booster isn't clear – feel like a choice rather than providing additional protection
- Accessibility of sites - need more pop ups in places that people are used to going and can get to easily
- More use of mobile units in neighbourhoods
- Stay at home parents and issues with childcare/children being in vaccination centres
- People who have had COVID so don't feel like they need the booster as they have some levels of immunity protection
- Under 40s have had side effects so no longer want to get the booster due to fear of side effects

South Asian Sounding Board

- Accessibility of sites is a big issue within the communities not easy to get to or in place that community feel confident and comfortable in
- Less pop ups than for previous primary doses – reducing opportunities in the community to walk in
- Children not being allowed in vaccination centres makes difficult for parents and stay at home mums particularly
- Information regarding when, where, why, and how to get the booster isn't clear or easy to find online
- Would be easier to have something shared via WhatsApp or instant messaging service
- People having had strong reactions to two doses do not want a third
- Mixed messages on a locality level in comparison to a national level – actions don't marry with some behaviour in the public eye
- Fatigue – we need a new push people are tired from the last time and we all need to make a new concerted effort to get the messages out new and more basic 'hands, face, space'
- Possibility of confusion as flu vaccine as the third dose
- A bridge too far people feel the goalpost have been moved after people thinking it would be 2 doses and now there feels no end in sight
- Worries about the different vaccines mixing. Question to how effective it is against the new variant.

Disabled People's Engagement Group

- Consistency in vaccination centres and experience
- More dedicated clinic such as the proposed calm clinic and specific days and support provided such as Manchester Deaf Centre
- More awareness training is required for professionals and volunteers involved holistically in supporting health services in Manchester

Black African, Black Caribbean Sounding Board

- In terms of the vaccine people are quite fatigued and we need to change the topic and discuss things that are important to the community. Long term illnesses being high up on the list as well as how to live safe and well with Covid
- Low trust within Caribbean communities has a lot of factors to it but mostly historical issues and the belief (for both black African and Caribbean) in alternative remedies

Citywide enquiries and feedback

Enquiries and Complaints

Here is a summary of enquiries and complaints received regarding the Winter Vaccination Programme that have come through MHCC.

Information and the resolution of concerns has been achieved through partnership working with the vaccination sites, Care Gateway and directly with MPs and Councillors.

The main themes have been:

- Lack of information about when housebound people will be receiving their booster jabs – calling GP practices, asked to call 119 and then asked to call CCG, again feeling very frustrated by the time we get to speak to them. Advised people of the commissioned pharmacy service and that the service will be in touch to visit them for their booster jab. Also advised person/carers to speak to GP practice to ensure they are flagged as housebound. Relatives are frustrated as these are the same people who were delayed in receiving their vaccinations previously and feel that they are forgotten to the NHS. Most of the enquiries are about patients registered at Didsbury Medical Centre. Still receiving enquiries as of 6 January 2022 – liaising with housebound lead to get vaccinations completed.
- Enquiries being made to MHCC following receipt of a reminder letter to get their for second vaccinations – patients letting us know they already had their second vaccinations and asking for their records to be updated. Approximately 60 letters have been returned to sender as patient no longer living at stated address.
- People are continuing to call the Head of Engagement on her mobile to confirm booster vaccinations at the Jain Centre – asking for directions, confirming it is Pfizer being used for the booster, can they attend their appointment earlier or trying to cancel their appointments. It has provided an opportunity to share information and resolve any queries.
- How to make a complaint about the Etihad vaccination site – contact information shared with all enquiries and signposted to Northern Care Alliance.
- Vaccination records not reflecting person has had both COVID vaccinations for a COVID travel pass – passed to vaccination site to update Pinnacle and provided an update.
- Constituent complaint to a MP about why vaccination rates so low in Manchester and how this was a threat to fully vaccinated people and why was this and was it about the lack of communications – shared this with the SRO at the PMO for a response in partnership with communications lead at Manchester City Council. A written response was provided.
- Enquiries about availability of walk-in appointments for 12 to 15 year olds for specific sites – we have directed these queries to the Operational Managers on site.
- Telephone calls to let us know that Pharmacy site was closed on Boxing Day – people signposted to other vaccination sites open in Manchester.
- Enquiries asking which Manchester vaccination sites are offering AZ as a booster jab – directed people to MCC webpage for information or to call the National Booking System or Care Gateway to make an appointment.

Volunteer Marshal Recruitment and Activities Update

Volunteering

- We are continuing to promote volunteering opportunities across all the Primary Care Network vaccinations sites with a weekly email to the current MHCC volunteer list (n831), through social media platforms and wider to stakeholders in a variety of ways.
- Since 3 December 2021 we have actively recruited an additional 488 volunteer marshals.
- The volunteer marshal opportunity has been shared on the [Manchester Community Central website](#) and a special bulletin has been circulated to all that are registered with the [Manchester volunteer centre](#) and colleagues at Macc included a shorter version of the information in their various bulletins and circulars as well. A news item was posted to Manchester Community Central [website](#).
- The University of Manchester has shared information via its various social media channels – including directly to circa 8,000 students living in halls of residence.
- The Head of Engagement took part in telephone interviews with
 - Michelle Dignan on BBC Radio Manchester talking about the recruitment of volunteer marshals for the Manchester vaccination sites. You can listen to the interview here at 3:34:16 <https://www.bbc.co.uk/sounds/play/p0b50l4k> and played again on 14 December 2021.
 - David Regan, Director of Population Health also appeared on BBC Radio Manchester and promoted the volunteering opportunity.
 - Alice Sofield on Capital, Heart and Smooth FM North West on Zoom talking about the recruitment of volunteer marshals – this was broadcasted on Tuesday 14 December 2021.
- Volunteering information has been shared with the following community radio stations – All FM, Wythenshawe FM, North Manchester FM and Peace FM Manchester as well as with the online newspaper The Mill.
- We have started a language audit with our volunteer marshal list to understand what languages and BSL skills our volunteers have to support equity focused work as part of the vaccination programme.
- We have restarted the weekly Volunteer Co-Ordinator meetings to provide advice, support and peer networking with the Engagement Team and wider volunteer structures in the city.
- We completed information slides on a process for recruiting volunteer marshals for the Back to Practice offer to support GP Practices.

 **sarah Harris**
@sarahHarris60

Will be at wythenshawe lifestyle centre on Sunday as usual. If you have any spare time tp volunteer x

 **Val Bayliss-Brideaux** @Val_BB · Dec 11
We are in need of more #volunteers for the #Manchester #NHS Covid-19 vaccination sites.
Interested in giving back, meeting new people and learning new skills?
Sign up here and join us on this wonderful opportunity.
surveymonkey.co.uk/r/RXHCTSN
#freeteaandcoffee #travelexpenses



oto/1

 **Claire O'Rourke**  
@ourourkeclaire1

Replying to @Val_BB

Well said Val never more do you need our volunteers than now! Please if anyone can spare an afternoon or a few hours at the weekend, please sign up 🙌 the ask of our already pressured @NHS is significant & you will be making such a difference by supporting, thanks @GM_Cancer

 **Richard Cauffield**
@cauffieldr

Please sign up - volunteers have helped to keep the vaccine drive going

 **Val Bayliss-Brideaux** @Val_BB · Dec 11
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#freeteaandcoffee #travelexpenses



 **Yvonne M Campbell**
@ymca010

Great bunch of people who work so hard to keep everyone safe 🙌

 **Val Bayliss-Brideaux** @Val_BB · Dec 11
We are in need of more #volunteers for the #Manchester #NHS Covid-19 vaccination sites.
Interested in giving back, meeting new people and learning new skills?
Sign up here and join us on this wonderful opportunity.
surveymonkey.co.uk/r/RXHCTSN
#freeteaandcoffee #travelexpenses



Volunteer Marshals promoting opportunities



#Volunteering at the **#COVIDVaccination** sites is a brilliant experience - warm welcome guaranteed. Can you spare some time to help? Still lots of vaccinating to do!!

Val Bayliss-Brideaux @Val_BB · Dec 11
We are in need of more #volunteers for the #Manchester #NHS Covid-19 vaccination sites.
Interested in giving back, meeting new people and learning new skills?
Sign up here and join us on this wonderful opportunity.
surveymonkey.co.uk/r/RXH7SN
#freeteaandcoffee #travelexpenses



I really loved volunteering at a local vaccination centre over the past few months, but I've had to stop until March because of work pressure. If anyone else can spare a few hours, please come and help!

Val Bayliss-Brideaux @Val_BB · Dec 11
We are in need of more #volunteers for the #Manchester #NHS Covid-19 vaccination sites.
Interested in giving back, meeting new people and learning new skills?
Sign up here and join us on this wonderful opportunity.
surveymonkey.co.uk/r/RXH7SN
#freeteaandcoffee #travelexpenses



I loved being a vaccine volunteer. Unfortunately I can't help right now because of my broken ankle. But if you have a few spare hours a week, I'd really recommend it.

Val Bayliss-Brideaux @Val_BB · Dec 11
We are in need of more #volunteers for the #Manchester #NHS Covid-19 vaccination sites.
Interested in giving back, meeting new people and learning new skills?
Sign up here and join us on this wonderful opportunity.
surveymonkey.co.uk/r/RXH7SN
#freeteaandcoffee #travelexpenses

Volunteer Marshals promoting opportunities



#Volunteering at the **#COVIDVaccination** sites is a brilliant experience - warm welcome guaranteed. Can you spare some time to help? Still lots of vaccinating to do!!

Val Bayliss-Brideaux @Val_BB · Dec 11
We are in need of more #volunteers for the #Manchester #NHS Covid-19 vaccination sites.
Interested in giving back, meeting new people and learning new skills?
Sign up here and join us on this wonderful opportunity.
surveymonkey.co.uk/r/RXH7SN
#freeteaandcoffee #travelexpenses



I really loved volunteering at a local vaccination centre over the past few months, but I've had to stop until March because of work pressure. If anyone else can spare a few hours, please come and help!

Val Bayliss-Brideaux @Val_BB · Dec 11
We are in need of more #volunteers for the #Manchester #NHS Covid-19 vaccination sites.
Interested in giving back, meeting new people and learning new skills?
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I loved being a vaccine volunteer. Unfortunately I can't help right now because of my broken ankle. But if you have a few spare hours a week, I'd really recommend it.

Val Bayliss-Brideaux @Val_BB · Dec 11
We are in need of more #volunteers for the #Manchester #NHS Covid-19 vaccination sites.
Interested in giving back, meeting new people and learning new skills?
Sign up here and join us on this wonderful opportunity.
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#freeteaandcoffee #travelexpenses

Targeted engagement with the Pakistani community

- Great support from local partners to promote the vaccine pop-up at the Pakistani Community Centre in Longsight – huge print run, in multiple languages, totalling around 20,000 flyers.
- Local chemists to distribute leaflets with prescriptions.
- Vinyl banners in English and Urdu have been displayed locally. The Urdu banners will be placed outside local mosques and drop leaflets for distribution after prayers on Friday.
- Local Longsight GP has agreed to make a video promoting vaccine for all the community – including children- and has said will identify colleague from different cultural backgrounds to do also to have a range of local languages.
- The opportunity to drop in and ask questions was very popular – the team will be extending offer more formally and advertise a drop-in for a chat and have a brew.
- Approx ¼ of people being vaccinated had their first vaccine.
- Investigating van with a billboard to promote on the day of events.
- Completing school plans for two local schools so part of these efforts.
- Testing team will join from Saturday.
- 2 more dates added so now every Saturday in February.

Citywide and core communications work

Joint approach led by MLCO and including support from MCC and MHCC with comms plan in place including:

- **Media work** – highlighting programme and messages in local media (from wc 17/01/22)
- **Social media** - sharing core messages on all partner channels (from 17/01/22)
- **Influencer media** – recording and sharing GP videos and other key stakeholders on programme
- **Updated schools pack** – distributed to schools 20/01/22 with guidance, links and template articles and script for schools to use and distribute to parents
- **Community Toolkit** - core messages and videos distributed in community toolkit weekly
- **Easy read materials developed** – easy read booklet developed in response to feedback from headteachers. Audio translations of FAQ underway.

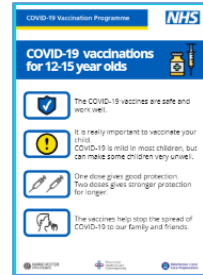
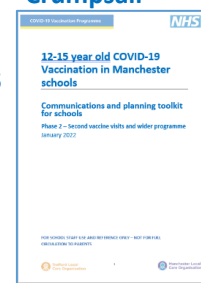
Localised communications and engagement work

LCO Neighbourhood Teams developing and implementing local solutions with schools including:

- **Community conversations** – engaging parents and influencers in community (places of worship, shops, community centres, parent groups) using the easy read materials (8k copies printed so far)
- **Digital boards** - taking over slots on digital advertising boards near schools with localised messages
- **Banners** – core messages on wider programme on vinyl banners outside schools
- **Bespoke work with schools** - looking at offering webinars, assembly talks etc.



Dr Ahmed video – Cheetham and Crumpsall



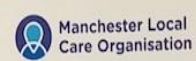
School toolkit

Easy read material



Digi board artwork

Winter Vaccination Programme



FREE CHILDREN'S ACTIVITIES AND REFRESHMENTS WHILE YOU HAVE YOUR COVID VACCINATION

at Grange Community Centre,
Pilgrim Drive, Beswick, M11 3TQ



Walk-in clinics - no appointment needed

Every Tuesday and Thursday, 3.30 - 5.00pm
throughout January, February and March.

Families with young children In East Manchester

Challenge:

To support families with young children to access their vaccination

Response:

- Engagement with East Manchester Play Network to discuss change and opportunities
 - Trial of initial series of creative Stay and Play sessions led by 4CT, a local VCSE organisation, in the space next to The Grange Local Vaccination site
 - Communication material development & promoted across 4CT's network, social media & printed & circulated to 3,600 primary school children to go home in book bags
- Sessions:-** Tues 3:30-5pm
Thurs 3:30-5pm
- Walk in offer to reduce booking barriers.

Outcome:

- Improved connection with local primary school communities
- All parents provided positive feedback - they thought it was a great idea!
- Around 5 children visited at each session. One family stayed for over an hour
- Feedback from 4CT that it is a great way for them to meet with more residents
- Commitment to continue through to the end of March 2022

4CT have provided guidance and approach for 5-11 vaccination programme, including plans for :-

- Sessions for children with additional needs, using experienced play workers
- Set up of children's 'Pod' at Local Vaccination Sites with visuals and sensory toys
- Giving stickers and certificates
- Providing updated communications leaflet to be shared with schools and Early Years providers.

Winter Vaccination Programme

Media coverage



News Greater Manchester News Manchester

Manchester reaches huge Covid jab milestone

One million vaccines have now been given in the city

By **Damon Wilkinson** Reporter
07:52, 20 Jan 2022 | Updated 10:22, 20 Jan 2022

Enter your postcode for local news and info In Your Area



Department of Health and Social Care
@DHSCgovuk

Thank you to everyone involved in **#COVID19** vaccinations in Manchester, where the total number of jabs given has reached one million 🙌

Earlier this week, we visited the city to find out more about the local vaccine programme.

Watch our video: youtube.com/watch?v=XLgxbh...



Milestone reached in Manchester as job roll-out marks one million Covid vaccinations

GRANADA | CORONAVIRUS | CORONAVIRUS VACCINE | MANCHESTER | Thursday 20 January 2022, 10:00am



Section 4:
Focus on Pregnant Women
Winter Vaccination Programme

Dr Manisha Kumar

Penny Shannon

Communications & Engagement Framework

Communications focus: Co-ordinate activity to make sure the general public and other key stakeholders have clear information about the vaccination programme, its delivery and effectiveness.

Activity undertaken specifically:

- **Drives awareness** of the availability to eligible groups, explain how to get a vaccine and encourage uptake. There will also be a continued push to encourage those who are unvaccinated to take up the evergreen offer.
- Helps people **understand the benefits** of being vaccinated, **dispel any myths and** reassure those who have concerns or reservations.

Engagement focus: Develop and implement community engagement plans for targeted work, ensuring messages are culturally relevant with an emphasis on neighbourhood-level messaging from trusted sources.

Activity undertaken specifically:

- Encourages 'at risk' communities to participate in the vaccination programme through **targeted engagement**. Tailored materials are used to address the information needs and concerns of priority audiences.
- **Uses a localised engagement** approach based on local insight, knowledge and connections.

Key facets that underline our approach include:

- Communications and engagement **jointly commissioned** by health and care partners across the city. Activity incorporates **learning** from Phase 1 and 2 Covid-19 vaccination and 2020-21 flu vaccination campaigns.
- Key focus on **simple messaging**.

Covid-19 Vaccination Pregnancy Toolkit

Aim

To educate pregnant women on the benefits of the COVID-19 vaccine, dispel myths and encourage vaccine uptake of this group.

Activity

- Shared the targeted infographics in a mailing list with GPs, midwives, healthcare professionals and antenatal groups.
- Provided print copies of our FAQ sheet to GM's comms team, GP's, MFT, midwives and private scanning clinics.
- Promoted our 'myth busting' infographics on social platforms including Facebook, Twitter and Instagram.

Key Messages

- There is no evidence to suggest that the COVID-19 vaccines will harm the baby, or future fertility.
- You can breastfeed after receiving the vaccine.
- Pregnant women who become unwell with COVID-19 in their third trimester are 2-3 times more likely to have their baby prematurely. Having the COVID-19 vaccination will greatly reduce this risk.
- The Pfizer or Moderna vaccines are preferable in pregnancy because there is more outcome data. If you have had a first dose of AstraZeneca then you should have a second dose of AZ.

Mythbuster #1:
COVID - 19 vaccination and pregnancy

QUESTION:
Will the COVID-19 vaccine harm my unborn baby?

ANSWER:
No. There is no evidence to suggest that the COVID-19 vaccines will harm the baby, or future fertility.

You'll be able to discuss the benefits and potential risks of having a COVID-19 vaccine in pregnancy at your vaccination appointment.

To book your COVID-19 vaccination today, just search
Book my Covid vaccination
Or visit your local walk-in centre

Mythbuster #5:
COVID - 19 vaccination and pregnancy

QUESTION:
Why should I have the vaccine?

ANSWER:
Pregnant women who catch COVID-19 have a 1:30 chance of being admitted to critical care. It is also twice as likely that their baby will be born early, exposing the baby to the risk of prematurity. The risk of stillbirth is also increased.

You'll be able to discuss the benefits and potential risks of having a COVID-19 vaccine in pregnancy at your vaccination appointment.

To book your COVID-19 vaccination today, just search
Book my Covid vaccination
Or visit your local walk-in centre

Mythbuster #3:
COVID - 19 vaccination and pregnancy

QUESTION:
Can I breastfeed after having the vaccine?

ANSWER:
Yes, you can breastfeed after receiving the COVID-19 vaccine.

You'll be able to discuss the benefits and potential risks of having a COVID-19 vaccine in pregnancy at your vaccination appointment.

To book your COVID-19 vaccination today, just search
Book my Covid vaccination
Or visit your local walk-in centre

Targeted engagement – pregnant women

Work is still ongoing to promote the importance of Covid vaccinations for pregnant women.

Highlights include:

- Messages prepared with MFT clinicians around importance of vaccination during pregnancy- social tiles and FAQs.
- Delivery (led by MFT) - Vaccination of pregnant staff and members of the public via drop-in antenatal clinic sessions, Dr Teresa Kelly pregnancy QAs with community groups including South Asian Sounding Board and hosted a public-facing Pregnancy & Fertility Q&A and joint Facebook Live with Manchester Evening News.
- Pregnancy focused vlog and media opportunities with vaccinated pregnant MFT staff and Dr Kelly Pregnancy and fertility Q&A for staff in response to demand, with strong attendance and questions.
- Messages in the weekly covid community toolkit shared with stakeholders and community networks.
- Neighbourhood engagement targeting pregnant women including webinars.
- NHS materials translated to support community engagement.
- Messages promoted via social media using local and national resources.
- Sharing of key information with local private scanning companies, mother and toddler groups, doulas and private midwives.
- GP Practice pregnancy toolkit which contains social media assets, text message wording for pregnant patients, information about how to identify patients using the tableau for vaccination dashboard.

Targeted engagement – pregnant women

100 people first @MFTTrns

Please share this with your networks

Vaccine in Pregnancy tomorrow at 7pm @MFTTrns

#BetterTogether #MFTOnline

Q&A Panel about Vaccination in Pregnancy - Hosted by Manchester University NHS Foundation Trust (MFT)

Thursday, 2nd September at 7pm

Panel Members: Dr Teresa Kelly, Consultant Obstetrician, Saint Mary's Hospital, MFT; Helen Lynch, Consultant Director of Nursing at MFT, Royal College of Paediatric and Child Health, MFT; Sarah Bevan, Medical Director, Saint Mary's Hospital, MFT.

0:18 PM · Sep 1, 2021 · Twitter Web App

Manchester Local Care Organisation
Published by Becky Combs · Yesterday at 11:22

Public Health England

Pregnant?

Have your COVID-19 vaccines!

It is important to have both doses of your COVID-19 vaccine to protect you and your unborn baby.

COVID-19 infection is currently circulating and can be serious for pregnant women.

Thousands of pregnant women have been safely vaccinated in the UK and worldwide.

Call 119 or go online to www.nhs.uk/conditions/coronavirus-covid-19/coronavirus-vaccination/ to register for your vaccination appointment. You can also attend walk in, mobile or pop up vaccination clinics in your area.

COVID-19 immunisation helping to protect you and your pregnancy

Manchester Health and Care Commissioning
21 August at 12:00

If you are pregnant, it is important to have the COVID-19 vaccine to protect you and your unborn baby.

Thousands of pregnant women have been safely vaccinated... See more



In a world of vaccine misinformation, one maternity unit in Greater Manchester is giving pregnant women the facts

On the COVID-19 frontline, St Mary's is the highest number of pregnant women being admitted to intensive care with coronavirus throughout the pandemic, one maternity unit in Manchester is educating expecting mums about why the vaccine is so important for them.

Sign up for our daily newsletter to get the day's biggest stories sent direct to your inbox

0:11 PM on 4 Thursday morning at 11:00 AM · Instagram



Tweet

Dr Teresa Kelly @MFTTrns

Our pop up pregnancy vaccine clinic is @MFT_SMH Oxford Road antenatal clinic tomorrow Thursday 9/9 0930-1300. Please get vaccinated. We are again seeing more people sick with Covid @MFTTrns @MFTchiefnurse @BevOConnor58 @ManchesterHCC protect yourself protect your baby

0:43 PM · Aug 8, 2021 from Sals, England · Twitter for iPhone

Tweet

Dr Teresa Kelly @MFTTrns

Our pop up pregnancy vaccine clinic is @MFT_SMH Oxford Road antenatal clinic tomorrow Thursday 9/9 0930-1300. Please get vaccinated. We are again seeing more people sick with Covid @MFTTrns @MFTchiefnurse @BevOConnor58 @ManchesterHCC protect yourself protect your baby

0:43 PM · Sep 9, 2021 from Sals, England · Twitter for iPhone

Ask us anything. There are no stupid questions.

Pregnant and unsure about the covid or flu jab?

This is a chance for you to ask your questions

The zoom Q&A will be joined by Dr Teresa Kelly, Consultant Obstetrician and Dr. Ann Symcox, a Brooklands GP who has special interests in women and children's health.

Wednesday 3rd November, 8pm - 9pm

Follow the Zoom link to join us on the day. Or you can book ahead and submit a question by emailing Clina.Pieris@gmmh.nhs.uk. Meeting ID: 835 6399 7660

buzz **Manchester Local Care Organisation**



Social media views and engagement highlights

Impressions: 115,481

Likes: 144

Retweets: 48

Link clicks: 51

Manchester City Council
Published by Mica Quartey · 9 September 2021 ·

COVID Vaccine and pregnancy

With so much information around, sometimes it can be challenging to know what is accurate. Which vaccine should you have? Will it cause harm? See Manchester Health and Care Commissioning FAQ sheet for answers to these and other questions you may have

#ProtectYourBaby

FAQ Sheet **NHS**

COVID - 19 vaccination and pregnancy

| | |
|---|---|
| <p>QUESTION: Which vaccine should I have if I am pregnant?</p> <p>ANSWER: It's preferable for you to have the Pfizer or Moderna vaccine. This is because they've been more widely used during pregnancy in other countries and no safety concerns have been identified.</p> | <p>QUESTION: Why should I have the COVID-19 vaccine?</p> <p>ANSWER: Pregnant women who catch COVID-19 have a 1 in 10 chance of becoming seriously ill. It is twice as likely that your baby will be born early and the risk of stillbirth is increased.</p> |
| <p>QUESTION: Will the COVID-19 vaccine harm my unborn baby?</p> <p>ANSWER: No. There is no evidence to suggest that the COVID-19 vaccines will harm your baby.</p> | <p>QUESTION: Can I breastfeed after having the vaccine?</p> <p>ANSWER: Yes, you can breastfeed after receiving the COVID-19 vaccine.</p> |
| <p>QUESTION: Will the vaccine reduce my chances of becoming pregnant?</p> <p>ANSWER: There's no evidence that the COVID-19 vaccines have any effect on your chances of becoming pregnant</p> | |

To book your COVID-19 vaccination, you can:

- 📞 Call 0800 092 4020 or 0161 947 0770
- 🔍 Search 'book my Covid vaccination' online, or
- 📍 Visit your local walk-in vaccination clinic.

Manchester City Council @ManCityCouncil

Are you an expectant mum who is unsure about the Covid vaccine? Hear from NHS workers who are currently pregnant as they share their experiences:

NHS North West @NHSNW · Oct 26, 2021

THREAD: NHS North West's top midwife is encouraging pregnant women to get the COVID-19 vaccine. Here's why. 📢 (1/11)

[Show this thread](#)

Manchester City Council @ManCityCouncil

Stay well this Winter. ❄️

Protect yourself and others from flu.

Many adults, most children and all pregnant women are eligible for a free flu vaccine. 📢

Book your appointment now at orlo.uk/5PVx7



6:00 PM · Oct 31, 2021 · Orlo

Manchester City Council @ManCityCouncil

The COVID-19 vaccines offer the best protection for pregnant women and their babies.

Visit orlo.uk/ymHyP to book an appointment or find a walk-in vaccination site.



NHS

HM Government

YOU CAN GET YOUR COVID-19 VACCINES AT ANY STAGE OF YOUR PREGNANCY.

So if you haven't already, the right time is now.

ALT BOOSTED NOW nhs.uk/covidvaccination