

# Manchester Autumn/Winter Vaccination Plan 2022-3

**Manchester**

Integrated Care Partnership



**Part of** Greater Manchester  
Integrated Care Partnership



Manchester Programme Management  
Office (PMO)

# Manchester's Approach

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Manchester takes a whole system approach to vaccination, working together across all partners to maximise coverage providing a single system approach focused on *'place' and 'person'*. Collaborative working at neighbourhood, locality and citywide level is key to reaching our population. The approach covers all winter vaccinations, primary Influenza and Covid-19.

We co-ordinate our work with and through our diverse communities via our organisational partners including Primary Care Networks, Manchester Local Care Organisation & Manchester Foundation Trust, Community Pharmacy, the City Council, and VCSE (Voluntary Community Social Enterprise) partners.



## OBJECTIVES

- Deliver a high quality, safe and effective Autumn/Winter vaccination programme
- Maximise coverage to protect the population and reduce winter pressures on the health and care system
- Prioritise health equity through targeted action at all levels and with all partners for both Covid and Influenza vaccination for underserved communities
- Ensure robust surge capacity plans are in place
- Maintain Evergreen offer for Covid Vaccination, covering doses of the COvid-19 vaccination to which the cohort is eligible
- Future planning and development of wider vaccination strategy for the city



# Key Information – cohorts and volumes

## Covid-19 Autumn Booster

The government have accepted final JCVI advice which states the following people should be offered a COVID-19 booster vaccine this Autumn:

- residents in a care home for older adults and staff working in care homes for older adults
- frontline health and social care workers
- all adults aged 50 years and over
- persons aged 5 to 49 years in a clinical risk group, as set out in the Green Book
- persons aged 5 to 49 years who are household contacts of people with immunosuppression
- persons aged 16 to 49 years who are carers, as set out in the Green Book.

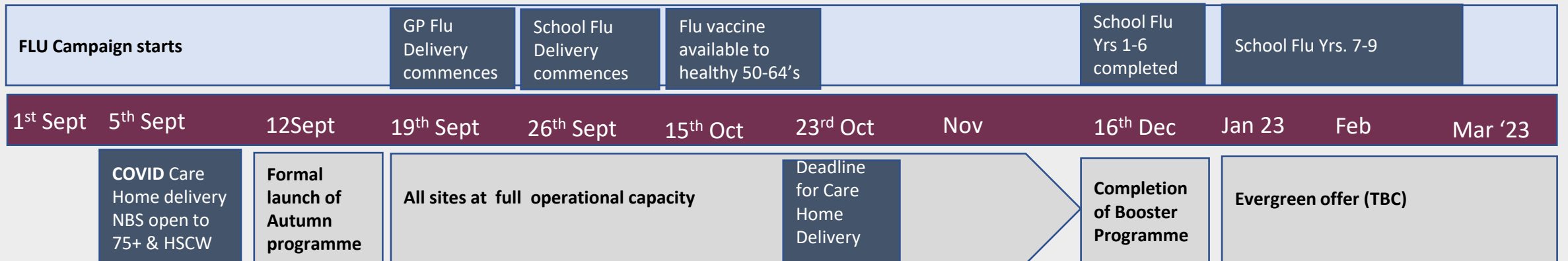
## Annual Flu Cohorts for Winter 2022/3

- All children aged 2-3 on 31/8/22
- Primary School aged children (reception to Yr. 6)
- Secondary school aged children (Yrs. 7, 8 9) and any remaining vaccine offered to Yrs. 10 & 11
- Those aged 6 months to under 65 years in clinical risk groups
- Pregnant women
- Those aged 65 and over
- Those in long stay residential care homes
- Carers
- Close contacts of immunosuppressed individuals
- Healthy 50–64-year-olds from 15<sup>th</sup> October
- Frontline staff employed by the following social care providers without employer-led OH schemes
  - Registered care or nursing home
  - Domiciliary care provider
  - A voluntary managed hospice provider
  - Direct Payments or Personal Health Budgets such as Personal Assistants

## VOLUMES

22/3	Eligible	Unvaccinated
Covid Booster	220,000	45,552 (19.3%) no first dose
Annual Flu	315,272	157,985 (49.8%) in 21/2

## TIMELINE



# Key Changes to the delivery system for Autumn Winter 2022

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Manchester's Phase 5 vaccination offer for Autumn/Winter 22 has expanded from 16 to 29 sites for Covid-19 giving residents more choice and ease of access to Covid vaccination. The offer of having both Flu and Covid vaccination together will expand this year but will not be available at all sites

## Primary care led Vaccination Centres – 8 in total

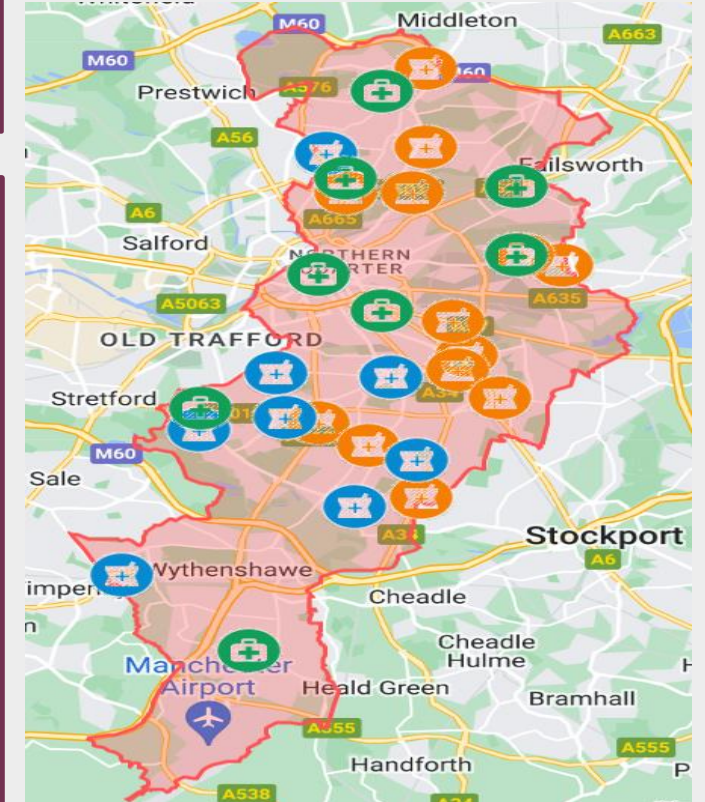
- The Grange has closed, and patients can receive a vaccination via Clayton Health Centre or Lime Square Health Centre and expanded pharmacy offer
- The Irish centre has closed, and patients can receive a vaccination via The New Collegiate Health Centre and an expanded pharmacy offer
- The Jain has closed, Community Pharmacy provision has been expanded in the area including a pharmacy offer at the Ghamkol Sharif Manchester Masjid (Longsight), and Chorlton Heath Centre will be offering vaccination

## Community Pharmacy Sites – 21 in total

- The 8 community pharmacy sites remain in place
- 13 new pharmacy sites have been approved that will provide different volumes of vaccination from 100 to 2000 per week

## Hospital Hub Offer

- Manchester Foundation Trust (MFT) will be vaccinating circa 33,000 Staff and Associates, with clinics running at the four MFT main sites, for both Covid & Flu
- Approx. 2500 patients – including those in-patients at 2wks+ and some specific patient groups, for both Covid & Flu
- Additional National Booking Service clinics to support the Manchester system when capacity allows for Covid only



Site locations can also be found via the link to an interactive map below  
[Phase 5 Covid Vaccination Sites \(Public\) – Google My Maps](#)

# New and Existing Community Covid-19 Vaccination Sites

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North	Central	South
<b>Cohens Chemist</b> Unit 1 - Burgess House, Harpurhey	<b>MediNet Healthcare Ltd</b> 43 Montgomery Road, Longsight	<b>Wilmslow Road Pharmacy</b> 480 Wilmslow Road, Withington
<b>Cohens Chemist</b> 407 Queens Road, Collyhurst	<b>Asda Pharmacy</b> Stanley Grove, Longsight	<b>Cohens Chemist</b> 463 Princess Road, Withington
<b>Cohens Chemist</b> Cheetham Hill Primary Care Centre, Cheetham Hill	<b>Cohens Chemist</b> 55 Barlow Road, Levenshulme	<b>Lancewise Pharmacy Ltd</b> 2A Lane End Road, Didsbury
<b>Cohens Chemist</b> 55 Victoria Avenue, Blackley	<b>Cohens Chemist</b> 4 Clowes Street, West Gorton	<b>Baguley Pharmacy</b> 37 Petersfield Drive , Baguley
<b>Cohens Chemist</b> 861 Ashton New Road, Clayton	<b>Rusholme Pharmacy</b> 253 Wilmslow Road	<b>St James and Emmanuel Church</b> 6 Barlow Moor Road, Didsbury
<b>Cohens Chemist</b> 109 North Road, Clayton	<b>Whalley Range Tennis And Cricket Club (Wilbraham Pharmacy)</b> Kingsbrook Road, Whalley Range	<b>Beech Road Pharmacy</b> 101 Beech Road, Chorlton
<b>MMC College (Wellfield Pharmacy)</b> 20 Humphrey Street	<b>Everest Pharmacy</b> 117b Withington Road, Whalley Range	<b>Cohens Chemist</b> 56 Briarfield Road, Withington
<b>Plant Hill Clinic</b> Plant Hill Rd	<b>The Rates Hall</b> Town Hall, Albert Square	<b>The Forum Centre</b> Poundswick Lane, Wythenshawe
<b>Newton Heath Health Centre</b> 2 Old Church St	<b>The Vallance Centre</b> Brunswick Street	
<b>New Collegiate Medical Centre</b> 407 Cheetham Hill Rd, Cheetham Hill	<b>Chorlton Health Centre</b> 1 Nicolas Road, Chorlton-cum-Hardy	
<b>Clayton Health Centre</b> 89 North Road, Clayton		

Key	
	New Community Pharmacy Site
	Existing Community Pharmacy Site
	Existing Local Vaccination Service (LVS) Site
	New LVS Site

Site locations can also be found via the link to an interactive map below

[Phase 5 Covid Vaccination Sites \(Public\) – Google My Maps](#)

# Winter Vaccination: Overview of Key work areas



## Access



### Operational delivery

- Care Home delivery (by 23/10/22)
- Housebound (by 23/10/22)
- Immunosuppressed
- PMO support and quality assurance to PCN and new Community Pharmacy sites
- Surge plan readiness
- Vaccine stock management and co-ordination
- Peripatetic offer management and planning
- Continuation of Evergreen offer
- Supporting coordination of volunteer marshals
- Anti-vaxx management with Community Safety Partnership

### Vaccine Equity

- Mobile outreach offer 5 days a week for Covid vaccination
- Neighbourhood approach
- Targeted delivery to Inclusion Health and at-risk groups: Refugees/Asylum Seekers, Learning Disability/Severe Mental Illness, Homeless people and other inclusion groups
- Gateway/helpline capacity to support booking access & funded support offer (e.g., taxis/access needs)
- Covid Health Equity Manchester Targeted Grant fund to VCSE groups supporting those with greatest coverage gaps
- Winter Wellbeing Events with integral Covid vaccination offer
- Community catch up clinics for School Flu programme

## Information



- Citywide and neighbourhood communications to support and promote vaccination offer
- Culturally competent bespoke communications to support vaccine equity focus
- Accurate and timely data will enable an intelligence-led approach to targeted communications activity and audience-specific data and insight will be central to developing messaging and resources in a timely way

## Motivation



- Neighbourhood level co-ordinated winter plans
- Citywide engagement with communities of interest, specific patient groups and inclusion health groups,
- Strengthening feedback mechanism from Sounding Boards into communication and delivery

# Access: Mobile Outreach Plan Overview

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## Peripatetic Outreach Clinics are a core part of the Winter campaign

We have revised our approach to review coverage gaps based on the new Community Pharmacy and LVS provision and factored this into our planning. There are a number of elements we have taken forward into our approach based on previous success:

- Local engagement work/targeted leaflet drops in the community
- Targeted promotional messages from GP Practices to patients (eg. texts)
- Work with Covid Health Equity Manchester (CHEM) Sounding Board to get local insight and inform plans
- Joined up work with health and wellbeing events, Test and trace, overseas registration etc.
- Language skills within the team/volunteers
- Use of National Booking System where possible
- Use of Tableau tool to drill down further to street level data
- A bespoke winter comms plan including targeted engagement with inclusion health groups, additional care settings, asylum seekers etc.

## Additional Care and Sheltered Accommodation

We have over 3,500 patients across the city in sheltered accommodation and an additional 800+ patients in extra care settings including staff.

We have already piloted working with housing associations during the Spring Booster campaign and it has proved to be a very successful offer, welcomed by the residents, and well supported by the Integrated Neighbourhood Teams and Health Development Coordinators and housing associations.

Where appropriate we can try to find an offer within close proximity to a number of settings and try to maximise coverage by using a local supermarket car park or community centre etc.



# Communications & Engagement

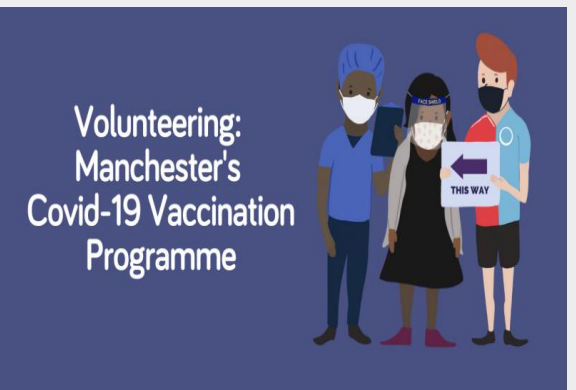
## ENGAGEMENT

- MLCO Integrated Neighbourhood Teams are leading Neighbourhood Engagement and co-ordination of **Neighbourhood Plans**, with by targeted investment to fund VCSE support
- CHEM/Sounding Boards have access to a targeted grant fund to work with communities to support health equity
- Citywide engagement with community groups including HIV, Stroke Association, Sickle Cell, Asylum Seekers & Refugees, Children & Young People, Sex workers, Carers

## COMMUNICATIONS

- Partnership delivery of Manchester's Winter Vaccination campaign strategy
- Full communications **channel plan** that divides and targets all our key audiences.
- Plans based on feedback and results from last year, with emphasis on our **strong community networks**.
- Strong secondary theme of the strategy is to **embed health messages with cost of living support and advice**.
- All communications will be given a **strong local look, feel and identity with hyper local information for each ward area** - working collaboratively with our Neighbourhoods Teams, VCSE, CHEM and Sounding boards.
- Media element commences 20<sup>th</sup> September then ramps up in October/November
- Collaborative approach with GM campaign to ensure cohesive messaging

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**ManchesterJabCab**  
**FREE TAXI SERVICE IN MANCHESTER**

If you need help to get to and from  
your vaccination appointment

**CALL STREET CARS**  
**ON 0161 228 7878**

Give the reference: ManchesterJabCab