

Measles vaccine Survey

Report

Aug 2024

Background

Healthwatch Rochdale is the local independent health and social care champion for the Rochdale borough. We are here to listen to local people's experiences of using health and social care services and we use those experiences to help improve services locally and nationally.

Given that measles cases are on the increase in England, Healthwatch Rochdale wanted to understand better the reasons why people do or do not have measles vaccinations. As the local health champion, Healthwatch Rochdale committed to sharing the anonymised survey findings on its website and with health commissioners. Recommendations based on local resident input are included at the end of this report.

Survey results

This snapshot survey was designed to get feedback around the uptake of measles vaccinations. The results bring together the views and experiences of Rochdale residents.

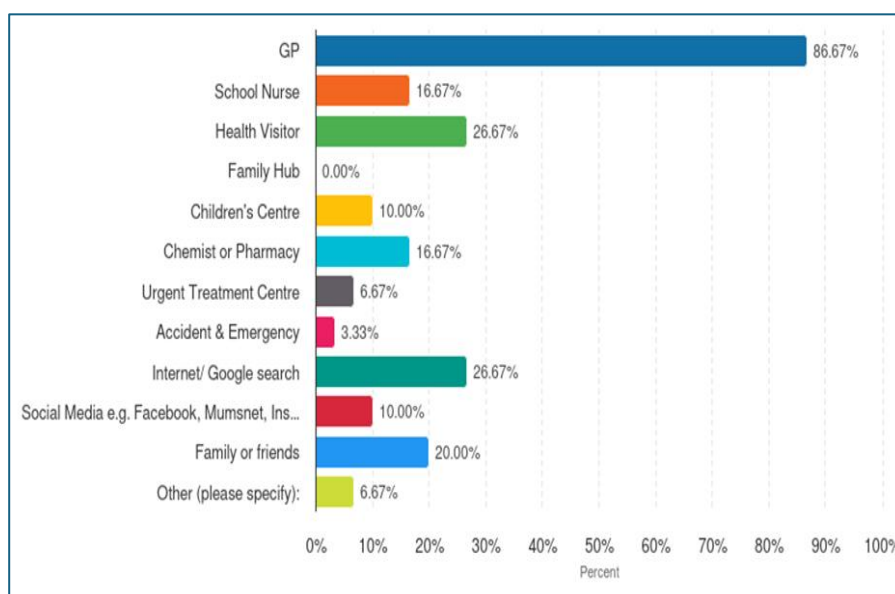
There were thirty responses from a variety of communities and backgrounds. The free text sections of the survey provided rich feedback from a grassroots level, telling the system what matters to residents and possible changes needed to increase vaccine uptake.

Questions asked about:

- Where people go for health advice about their child or children.
- Reasons why their child has not had the MMR vaccine.
- Changes needed to help residents decide about MMR vaccination.

Q1 Where do you go for health advice about your child or children?

The top resource is the GP practice (87%), followed by internet and social media sources (37%) then the health visitor (27%), and then friends and family (20%).

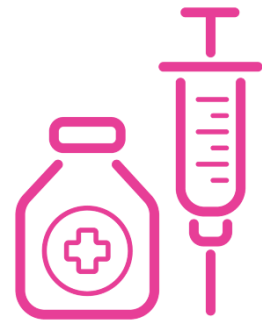


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Q2 If your child has not had the vaccine, please tell us why.

People's fears about vaccinations can explain why their children remain unvaccinated. Below are individual responses; each one is a valid reason to that family.

- Child terrified of needles looking for somewhere to take her to have it done.
- 'Don't know if she has had it – how do I find out?'
- Too many bad news stories about the MMR vaccine.
- Need more information to decide.
- Religious or cultural beliefs.
- There's herd immunity.
- Worried about a reaction to the vaccine.



Q3 Barriers to getting a vaccination

Responses were:

- The difficulty of getting a GP appointment.
- Not realising measles was serious.
- Unable to do daytime appointments as work full time.
- Worries about side effects.
- 'Bad news' stories reported on TV, in the newspapers or on social media.

Q4 What would help you decide about MMR vaccination?

Residents' responses focused on the need for clear information from trusted sources and unbiased facts plus access to vaccination clinics at venues they already use.

- GP surgery running vaccination clinic (44%). This correlates with where residents preferred to go for advice about children's health (87%).
- Easy to understand leaflet with the facts (32%)
- Pop up clinic at local nursery/children's centre to get the vaccination. (28%)

Residents wanted '*Online video guides from a trusted source in my language.*' The spoken word can be more impactful than the written word especially in different communities, where literacy rates may vary.

Residents said: Better awareness raising in schools and nurseries.

'Schools sharing more information - newsletter, health advice on their websites.'

White British female aged 25-49

'More information in Nursery - they don't have any poster or anything up about measles.'

White British female aged 18-24

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Residents said: Easy read impartial literature that clearly shows the pros and cons.

'Impartial advice on the MMR vaccination, no bias, just pros and cons to it so an informed choice can be made.'

Asian/Asian British: Pakistani male aged 25-49

'Just a way to get extra information so we can be confident and well informed about MMR vaccine.'

Asian/Asian British: Pakistani female aged 25-49

'More information needs to be shared from trusted sources. I have never heard from my Health Visitor since my child's 2-year assessment. I do not attend Family Hubs. I do go to local VCFSE groups within the area.'

White British female aged 25-49

Recommendations

1. Design and distribute an easy read leaflet with unbiased facts from trusted NHS organisations. Digital and printed resources so there is equity of access to health literature.
2. More vaccination clinics run from GP surgeries. Residents told us about the Importance of advice about their children from their GP surgery.
3. Increase weekend and evening appointments availability to give choice especially for working parents and guardians.
4. Joined up awareness raising campaign with posters, literature in schools and nurseries and details of local vaccination clinics.
5. More resources in different languages and both spoken and written formats.

Acknowledgements

Healthwatch Rochdale thanks the residents of Rochdale who gave their time to respond to this survey.

Commissioners and Providers Response to HWR recommendations:

1. Design and distribute an easy read leaflet with unbiased facts from trusted NHS organisations. Digital and printed resources so there is equity of access to health literature.

- Easy read invites are available for download here:
[NHS England » Measles, mumps and rubella \(MMR\) vaccination invitation](#)
- PDF version available here:
[Book your measles, mumps and rubella vaccines – easy read \(england.nhs.uk\)](#)
- NHS GM specific resources can be found here:
[Measles posters and leaflets | Greater Manchester Integrated Care Partnership \(gmintegratedcare.org.uk\)](#)
- NHS GM Easy read leaflet can be found here:
[Measles – easy read \(gmintegratedcare.org.uk\)](#)
- NHS England GM have a robust 0–5s comms plan which covers MMR (Measles, Mumps, Rubella) and is linked in with locality communications teams.

2. More vaccination clinics run from GP surgeries. Residents told us about the importance of advice about their children from their GP surgery.

- NHS England greater Manchester provided additional funding to the HMR (Heywood, Middleton and Rochdale) locality to test innovative ideas that improve uptake/coverage and access, and address health inequalities in MMR vaccination at local/place level. The high level actions include promotion of MMR vaccines, inviting patients where MMR vaccine is outstanding, schedule MMR clinics during week days, weekends and evenings to allow flexibility and Primary Care Networks (PCNs) working together, targeting population groups and geographical areas where MMR vaccination uptake is low.
- Data extracted from Foundry shows that between 1st January – 31st August 2024 there were an additional 874 MMR 1 vaccines & an additional 592 MMR 2 vaccines given in 2024 compared to the same period in 2023. This shows there was significantly more clinic and immunisation sessions during 2024.

3. Increase weekend and evening appointments availability to give choice especially for working parents and guardians.

- The NHSE GP (General Practitioner) contract now allows GP practices to offer vaccinations to other practices patients if they are within the same Primary Care Network (PCN). This will allow for greater choice of appointments during the day and evening and Saturdays.
- During 2024 NHSE GM has commissioned:
 - a provider to offer MMR dose 1 and/or MMR dose 2 to offer and deliver MMR to primary school children who were outstanding. A project was also commissioned by NHSE GM to offer MMR vaccination to pre-school children from the age of 2 who were outstanding MMR1st dose. This activity supplemented existing GP/PCN provision to increase vaccination opportunities and availability. Vaccinations were provided in school and in community clinics.
 - School aged immunisation providers upscaled the provision of MMR catch up vaccinations to offer dose 1 and/or MMR dose 2 to secondary school children who were outstanding.
 - Selected pharmacies commissioned across GM to offer MMR vaccination to all eligible residents over the age of five years. This pilot runs from April 2024 until March 2025, with ambition to expand the pilot to additional pharmacy sites across GM including HMR. HMR pharmacy currently delivering MMR vaccines for this pilot is Bowness Pharmacy, 26 Bowness Road, Middleton, M24 4WT.
 - GP practices continue to review appointment schedule to ensure flexible appointment are offered across week, that include evening and weekend appointments
 - Primary care networks (PCNs) continue to schedule mop up clinics for administration of MMR vaccines
 - Moreover Intrahealth and schools nursing team held clinics over the weekend, after school and during summer holidays.

4. Joined up awareness raising campaign with posters, literature in schools and nurseries and details of local vaccination clinics.

- National comms 0-5 imms campaign ran from March – mid April 2024. The second wave will run from 26 August until 4 October 2024. This second wave is planned around children going back to school to reduce the number of unvaccinated children and the risk of diseases like measles

spreading as they did in 2023. The campaign will use paid for activity such as advertising Out of Home (OOH) and on broadcast TV, video on demand, Spotify, online video and social media.

Channels such as community TV and radio will also be used, with translated audio and subtitles, to reach specific audiences.

- National Call and Recall programme for those aged 6 – 25 years included local communications activity from wc 5th Feb –wc 18th March 2024.

Text/email messages (with links to further MMR information) were sent to eligible individuals identified as outstanding MMR1 and or MMR2 encouraging attendance to GP or participating pharmacies for MMR vaccination.

An additional text/email message was sent 18th – 20th June to young people living in GM ages 19-25 years who were missing MMR vaccine(s). This messaging offered community pharmacies as a first option to maximize vaccine opportunity and accessibility.

- GM Specific resources are available online here; [Measles | Greater Manchester Integrated Care Partnership \(gmintegratedcare.org.uk\)](https://gmintegratedcare.org.uk) and includes:
 - Campaign toolkit
 - Campaign graphics
 - Leaflets and posters
 - Localised videos
 - Posters targeted for early years settings
- In August 2024 parents of children starting school in September 2024, who were missing either one or two MMR vaccinations, were sent a reminder letter to encourage vaccination prior to starting school. This will be evaluated in October 2024.
- All local providers including the GPs, pharmacies, Intrahealth and school nursing teams made use of the marketing material to promote the MMR vaccinations. Local organisations including the council and NHS promoted the importance of vaccinations on their websites. For example [Measles | Rochdale Borough Council](#) and [Measles | Greater Manchester Integrated Care Partnership \(gmintegratedcare.org.uk\)](#)

5. More resources in different languages and both spoken and written formats.

- MMR resources are available here;
[MMR for all: general leaflet - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- This leaflet is translated into the following languages
 - Bengali
 - Polish
 - Romanian
 - Somali
 - Ukrainian
 - Yoruba
- Additionally, MMR invites in 28 other languages are available for download here
[NHS England » Measles, mumps and rubella \(MMR\) vaccination invitation](#)
- As part of the funding provided to Rochdale Borough Council, a Bilingual support worker post was created to provide a dedicated resource for families in Rochdale. The post is currently in the process of recruitment covering main non English languages spoken in Rochdale i.e. Urdu and Kashmiri. The post will help raise awareness in the community and also support the providers with obtaining parents consent.
- Measles translated WhatsApp messages are available here:
[Measles WhatsApp message translations \(gmintegratedcare.org.uk\)](https://gmintegratedcare.org.uk)
- Measles videos available in English. British Sign Language and Urdu are available here: [Measles videos | Greater Manchester Integrated Care Partnership \(gmintegratedcare.org.uk\)](https://gmintegratedcare.org.uk)

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