



# **FLU PREVENTION PROGRAMME 2021**

Bolton Early Years Leads in Day Care Settings

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**Bolton**  
**Council**



# Preventing Flu

- Background to the programme
- The Flu Vaccine – what are the options?
- Community Based Approach
- How can you support?
- Resources

# Background

Flu is a highly infectious, acute viral infection of the respiratory which spreads rapidly

## **Features of flu:**

- easily transmitted hand to mouth/eye contamination or from a contaminated surface
- people with mild or no symptoms can still infect others
- incubation period 1 to 5 days (average 2 to 3 days)

## **Common symptoms include:**

- sudden onset of fever, chills, headache, muscle and joint pain and extreme fatigue
- dry cough, sore throat and stuffy nose
- in young children - gastrointestinal symptoms such as vomiting and diarrhoea



# Who should be vaccinated?

There is a particular risk of severe illness from catching flu for:

- older people, the very young, pregnant women, those with underlying disease, such as chronic respiratory or cardiac disease, those who are immunosuppressed

This year, the following cohorts are advised to have the flu vaccine:

- **all children aged 2 to 15 years old on 31 August 2021**
- the main carer of an older or disabled person
- close contacts of immunocompromised individuals

**The National Flu Programme now classes children aged between 2 to 15 years old as a 'clinical risk' group**

# The Outlook for Winter 2021/22

- Influenza levels extremely low globally in 2020 to 2021 as a result of non-pharmaceutical interventions in place for COVID-19
- **A lower level of population immunity against influenza expected in 2021-22**
- First winter where **seasonal flu and COVID-19 viruses will co-circulate**, with potential to add substantially to inter pressures **and seasonal flu predicted to be earlier**
- Social mixing and contact returning to pre-pandemic norms
- Modelling suggests the **21-22 flu season in the UK could be up to 50% higher than typically seen and may begin earlier than usual**
- **Flu vaccination a priority** to reduce morbidity, mortality and hospitalisations this Winter, when the NHS and social care may also be managing winter outbreaks of COVID-19



# Childhood Flu Programme Aims

The childhood flu programme aims to lower the public health impact of flu by:

- **providing direct protection** by preventing cases of flu infection in children
- **providing indirect protection** by lowering flu transmission from children:
  - to other children, adults and to those in the clinical risk groups of any age
- **By reducing transmission** of flu, it should also avert many cases of severe flu and flu-related deaths in older adults and people in clinical risk groups



# The current picture

Priority Group	National	GM	Bolton 2020-21	Bolton 2019-20	Position GM
<b>Pregnant women</b>	37	41.6	<b>37.8</b>	47.3	10th
<b>All 2-year olds</b>	43.9	52.8	<b>45.1</b>	37.0	8th
<b>All 3-year olds</b>	47.	55.9	<b>48.3</b>	39.6	8th

Although we compare well against the national figures, we are currently 8<sup>th</sup> in Greater Manchester and targets this year are set at 75%

# The Flu Vaccine

## Two main types of vaccine available:

- inactivated – given by injection
- live attenuated – given by nasal application

## None of the flu vaccines can cause clinical influenza in those that can be vaccinated

- both the live and inactivated flu vaccines are quadrivalent vaccines – they contain two subtypes of Influenza A and both B virus types and may provide better protection against the circulating B strain(s)

**The offer of the vaccine will be made by the GP direct to the parent/carer and usually provided by a practice nurse**





# Porcine Gelatine

- The nasal spray contains a highly purified form of gelatine derived from pigs (porcine gelatine)
- The Intra Muscular injection **does not** contain porcine gelatine
- Gelatine is used as a stabiliser - it protects the live viruses from the effects of temperature
- The inactivated flu vaccine (IM option) can be offered to those children whose parents decline the live attenuated influenza vaccine (LAIV) due to the porcine gelatine content
- For primary age and 2-3 years specific guidance in BCoM/CCG/DPH joint letter that the injectable vaccine alternative is available now and in the next few weeks
- Primary age parents/carers if declining on red consent form, must also complete the blue form
- 2-3 year old parents/carers – discuss the vaccine with your GP as the injectable vaccine can be given



# Flu Strategy Group - Community Based Approach

- Varying degrees of deprivation = poorer health outcomes for our communities
- Some perceptions of mistrust in healthcare providers and authority
  - Utilise trusting relationships built from Covid Vaccination programme
  - Network of Community Champions
- Declining for cultural or religious reasons
  - Continue to work closely with BCoM – specific letter to members of the community
  - Option available of vaccination not containing porcine gelatine
- Barriers due to language
  - Communication material available in over 25 languages of key messages
  - ‘Protect yourself against flu’ and the ‘5 reasons to vaccinate your child against flu’
- Barriers due to access
  - Exploring flexible options for future delivery of the flu vaccination programme in order to meet the needs of our communities

# How can you support?

- To understand the importance of vaccinating this cohort
- To support parents and carers in making their own informed decisions
- To provide material and publicise the programme
- To assist parents and carers to navigate the consent form if asked
  - To order your copies, please contact:  
[BOLCCG.Communications@nhs.net](mailto:BOLCCG.Communications@nhs.net)
  - National Public Health England materials also available in different languages here:
    - [Flu vaccination for children: leaflets and posters - GOV.UK \(www.gov.uk\)](http://www.gov.uk)
    - [www.nhs.uk/child-flu](http://www.nhs.uk/child-flu)
    - Phone 0300 123 1002 to order ( national publications)

# Flo the Flu Fairy

Cover letter, posters, set of storytime cards explaining the importance of getting the nasal spray and stickers to give out to the children as a reminder to parents to book their appointment with their GP.

Flo  
the flu fairy

NHS  
in Bolton

## Introduction: Flu Awareness

### **Q: Who knows what Flu is?**

The flu can make you or your family  
[mummy, daddy] very poorly/sick.

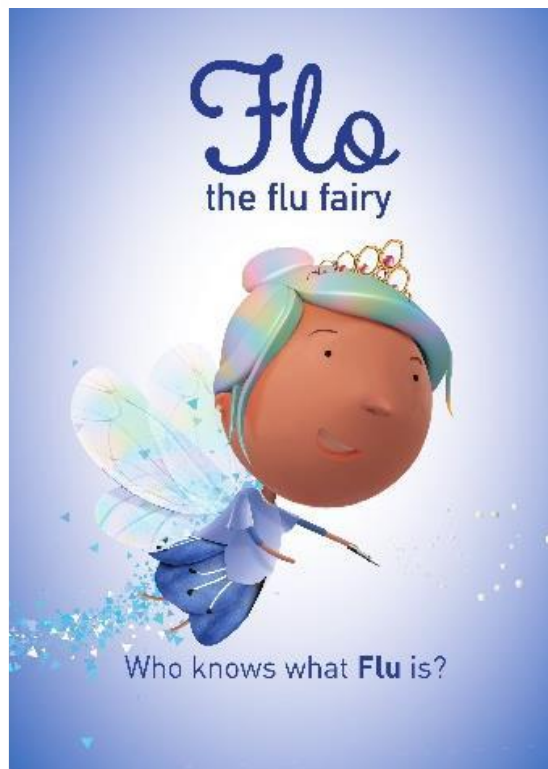
The flu can make your head hurt, make your muscles  
and body ache, and give you a sore throat, cough,  
or runny or stuffy nose.

[Support children's understanding by pointing at the body  
parts as you explain them/act out the actions i.e. cough]

### **Q: Who knows how we feel when we are poorly?**

Are we happy or are we sad?

[Thumbs up or thumbs down/happy or sad faces]



# Alternative posters



**Has your child had their FREE flu nasal spray?**

All children aged 2-3 yrs are entitled to a free, painless nasal spray at their GP Practice.

Protect your child and those around you from flu this winter.  
Book an appointment with your GP today

**NHS**  
in Bolton



**WHY should your child have their FREE flu nasal spray?**

Flu is a serious disease caused by a virus and is easily spread. It can cause a temperature, sore throat, stuffy nose, dry cough, aching muscles and extreme tiredness – and no one wants to see their child so poorly.

The best defence against the flu virus for your child is the free nasal spray. The vaccine will help protect not only your child against flu and serious complications such as bronchitis and pneumonia, but loved ones and those close to you.

**No injection needed** - the nasal spray is quick, painless and has an excellent safety record. Plus a happy, healthy child means less disruption to everyday life - If your child gets flu, you may have to take time off work or arrange alternative childcare.

Protect your child and those around you from flu this winter.  
Book an appointment with your GP today

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in Bolton

# Social Media tool kit

## Facebook/Instagram



## Twitter



# 5 reasons to vaccinate - Bolton



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## Has your child had their FREE flu nasal spray?

Flu germs spread very easily in small children. Protect your child and those around you from flu this winter

The advertisement features a stylized illustration of a yellow, multi-armed germ character with large eyes and a wide, toothy mouth, appearing to be shouting or spreading. The background is a dark blue silhouette of a child's head and neck.

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**Book an appointment with your GP today.**

**NHS**  
in Bolton

# Material for pregnant people



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in Bolton

**Don't let the flu get you... or your baby!**

Having flu while pregnant can put you and your unborn child at risk.

A cartoon illustration of a pregnant woman with dark hair and glasses, wearing a purple top and blue pants, stands with her hands on her hips. A blue speech bubble extends from her head towards the text.



**NHS**  
in Bolton

SAM IS WONDERING IF SHE SHOULD GET HER FLU JAB THIS YEAR

**Don't let the flu get you...or your baby!**

**Having flu while pregnant can put you and your unborn child at risk**

The risks of your baby being born prematurely, or even stillborn are greater if you catch flu and develop complications

**Speak to your midwife or GP about your FREE flu vaccine**

A cartoon illustration of a pregnant woman with dark hair and glasses, wearing a purple top and blue pants, stands with her hands on her hips. A blue thought bubble extends from her head towards the text.