# **Learning Disability and Autism Regional Flu Communications Tool Kit 2021 /22**

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## **Introduction**

A big thank you to all our regional colleagues, GP/PCN, CYP Community Immunisation Teams, ICS/CCG and PHE colleagues for working together creatively to deliver the 20/21 flu vaccination programme during one of the most challenging times in the history of the NHS.

The Learning Disability and Autism Programme at NHS England and NHS Improvement want to support you to continue increasing engagement among people with a learning disability and autistic people and improve access and uptake of any routine immunisations individuals might be eligible for, including flu and COVID-19 vaccinations. It is vitally important therefore that consideration and checks are made to identify any outstanding vaccinations that exist when people attend primary care. As we move into the autumn focus on flu and potentially COVID-19-boosters will be our key concern, but in the meantime we should also be checking opportunistically if individuals are eligible for other types of vaccination which may be outstanding, such as PPV or shingles etc, or if the person is a child if they are up to date with all their childhood immunisations. For people with a learning disability and autistic people in an at risk group, the risk of serious morbidity or mortality may be greater than for other groups in the general population, so it is important that we do everything we can to prevent and reduce these risks by ensuring people are up to date with their vaccinations.

## **Updated 2020 / 21 resources**

As part of the 20/21 seasonal flu communications strategy a wide range of resources and films were developed to help raise awareness of people with a learning disability and autistic people in an at-risk group of the importance in getting a flu vaccination and to support general practice in the delivery. Updated versions of these resources can be found here:

* **Accessible information:** The NHS England and NHS Improvement learning disability and autism programme have worked with self-advocacy group, Ace Anglia, GP and pharmacy colleagues to produce [a range of accessible resources](https://suffolkordinarylives.co.uk/resources/accessing-flu-vaccination-at-a-gp-surgery/) that will support improved engagement with people with a learning disability and autistic people in the flu vaccination programme:
  + Patient facing information in easy read: Going to My Flu Vaccination
  + A one-page guide for GP surgeries for contacting patients to invite them to their flu vaccine
  + An easy read editable Invite to Your Flu vaccination letter. This resource is an easy read invitation to a flu jab, it can be edited by GP surgeries.
* **Flu vaccination films for** [people with a learning disability and autistic people](https://youtu.be/eZ1vDai8u5o) and their [family carers](https://youtu.be/R-ZWQe21ow8)**:** Two short films about the importance of the flu vaccination for people with a learning disability and autistic people with certain health conditions. The film covers why it is important, who is eligible for a free vaccine, where you can get the vaccine and reasonable adjustments.
* **PHE publications**

[Flu vaccination: who should have it this winter and why?](https://www.gov.uk/government/publications/flu-vaccination-who-should-have-it-this-winter-and-why)

[Flu vaccination: easy read flu vaccination resources](https://www.gov.uk/government/publications/flu-leaflet-for-people-with-learning-disability)

[Flu vaccination for adults and children: simple text version](https://www.gov.uk/government/publications/easy-read-childhood-nasal-flu-leaflet)

## **Targeting underrepresented groups 2021 / 22**

Colleagues at PHE have recently published a range of resources to support colleagues to increase uptake in underrepresented groups as follows and have others in development:

* **Resources targeting CYP and their parent carers:**

Flu vaccination leaflets and posters targeting school aged children and their parent carers, includes information for at risk children. Large print, braille, BSL and 25 translations of these leaflets and posters have been commissioned:

<https://www.gov.uk/government/publications/flu-vaccination-leaflets-and-posters>

* **Supporting social media activity targeting parents of school age children:**

We are also developing a film for social media, targeting parents of school aged children with a learning disability and autistic children in an at-risk group and will share as soon as it is available.

* **Resources targeting BAME communities:**

2020/21 easy read flu leaflet has been updated and is being translated into 25 languages. Audio translations of the leaflet have also been commissioned. We will share the link as soon as it is available.

## **Importance of Reasonable Adjustments**

It is important that we consider any barriers that may prevent the access and uptake of immunisations amongst disabled people, including people with a learning disability and autistic people and make any reasonable adjustments to delivery of our services to help facilitate this. Reasonable adjustments are a legal requirement, as set out in the Equalities Act 2010 and an important consideration for improving quality of care and making sure that our NHS health services are accessible to all disabled people. We have produced a range of resources to support our primary care and immunisation colleagues in addressing reasonable adjustments and increasing uptake in the delivery of the flu vaccination programme amongst people with a learning disability and autistic people in an at-risk group:

* **Reasonable adjustments resources for clinicians:** The importance and range of reasonable adjustments that can be made so people with a learning disability or other disabilities have good access to healthcare is explained in a [new film](https://www.youtube.com/watch?v=IQynWG4LCnw). Resources and tools to support this legal requirement can be found on the [website](https://www.england.nhs.uk/learning-disabilities/improving-health/reasonable-adjustments/).

## **Next Steps**

Please do make use of the updated resources in this toolkit and work with your regional PHE data consultant via your local Screening and Imms Teams to understand 2020 /21 flu vaccination uptake in your area and how this might help inform your activity in 2021 /22.

We are looking for good practice examples of flu vaccination delivery for people with a learning disability and autistic people that we can share across the system to help increase uptake. Please do send any examples you have to [jo.skinner1@nhs.net](mailto:jo.skinner1@nhs.net)

We will continue to update this document as new resources come online.

## **Other resources**

**‘Help us Help You’ Cancer Symptoms Resources:** The latest phases of the ‘Help Us Help You’ campaign have launched to raise awareness of cancer symptoms and encourage anyone with symptoms to contact their GP practice. The lung campaign highlights that a cough lasting three weeks or more could be a sign of lung cancer. The abdominal and urological campaign draws attention to key symptoms also lasting three weeks or more, including diarrhoea and discomfort; or any sign of blood in your pee – even just once.

* Easy read posters/handouts as well as other resources including BSL versions of TV ads, large print, braille and audio formats and translated posters are available on the [PHE Campaign Resources Centre](https://campaignresources.phe.gov.uk/resources/)
* Direct link to the easy reads: [Abdominal easy read](https://campaignresources.phe.gov.uk/resources/campaigns/116/resources/5550) and [Lung easy read](https://campaignresources.phe.gov.uk/resources/campaigns/120/resources/5791)