



Public Health
England



Your help to raise uptake of routine childhood vaccinations – April 2017

Dear Colleagues,

We write to notify you of a communications campaign to promote the importance of routine childhood vaccination programmes which will run from **24 – 29 April**, supporting WHO Immunisation Week.

This may prompt an increase in the numbers of enquiries from parents/carers. We hope it will encourage those whose children are due, or may be behind with important vaccinations to bring their child up to date.

We are also asking for your help in raising awareness of the importance of routine childhood vaccinations, which are vital to protect children from serious infectious diseases.

The vaccinations offered by GPs are vital to protecting children and our wider population. Unfortunately, in many areas, routine childhood vaccination rates are too low, as parents either decide against vaccination or fall behind in the schedule. Across the South, the majority of local areas are not reaching the national target of 95% uptake. But far more worrying, many local areas are below 90%.

These low rates mean thousands of individual children are not fully protected and we are also failing to reach the level required to create wider “herd immunity”. This significantly raises the likelihood of local outbreaks of diseases such as measles, mumps and pertussis.

Please notify all your practice staff and ask for their support in encouraging parents to ensure their child is fully protected. We have also created a [downloadable toolkit of resources](#) such as posters, slides for waiting room screens and graphics/pre-written Tweets for any social media channels you may use.

You can also help with both the accurate recording of childhood vaccinations and increasing uptake by:

- Checking children’s vaccination records and identifying any missing vaccinations
- Notify parents and encourage them to bring their child in for vaccination – including text reminders
- Display the communications materials in your practice
- Ensure you are correctly recording vaccinations using the appropriate read codes
- Promptly notifying CHIS of children not attending clinics so a reminder letter can be sent out
- For further guidance see: NICE Quality Standard 145, published in March 2017, detail 5 statements on how to increase vaccine uptake for children <https://www.nice.org.uk/guidance/qs145>

With many thanks for any assistance you can provide in this important matter.

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