



31st July 2017

Dear Colleague

Delivery of pertussis and flu vaccination in maternity services across the South West – information for stakeholders

We are writing to advise that from September 2017 we have successfully commissioned the majority of maternity providers across the South West to directly offer both pertussis and flu vaccinations to women. These services are being delivered using a number of different models developed by the providers to achieve this offer. Please see below for details of the delivery models being adopted in each Trust area.

Models of Delivery by Area

Maternity Service	Model
Royal Cornwall Hospital (Treliske)	Community based model of delivery by midwives in GP surgeries and other community locations. May also include some vaccinations being given at the 12 and 20 week scan appointments at RCHT. Note: RCHT had already started giving pertussis vaccine within maternity services in April 2017.
Plymouth Hospitals	Model will initially be concentrated on delivering vaccinations at 12 and 20 week scan appointments, but the service envisages extending this to include major Children’s Centres and other hospital antenatal contacts. Plymouth plan to start delivering both pertussis and flu vaccinations from September 2017.
Royal Devon and Exeter Hospital	Hospital-based model delivered at the RD&E initially, but with a view to extending this to include birthing facilities in Okehampton and Honiton. RD&E plan to start giving flu and pertussis vaccines from September 2017.
North Devon	Trust is currently working through final details of plans – but is likely to follow a hospital-based model.
Yeovil District Hospital	Hospital-based model with delivery at antenatal clinics and 12 and 20 week scan appointments. YDH plan to start giving both flu and pertussis vaccines from September 2017.
Musgrove Park Hospital	Have been giving flu at antenatal contacts in the hospital since September 2016. They will continue with the same model but will add in pertussis in September 2017.
Torbay	Trust remains undecided at present on whether to progress a maternity delivered service.
North Bristol Trust	Not participating in 2017
University Hospitals Bristol	Not participating in 2017
Weston Area health Trust	Not participating in 2017



Based on the experience we have gained with Musgrove Park Hospital, Taunton who piloted delivering a maternity based service last year, we have evidence to confirm that improved uptake rates can be achieved through the implementation of a maternity-based vaccine delivery model. We are confident from the feedback received from pregnant women that this will also be the preferred location for receiving these vaccines because of convenience and ease of access. However, as this will be a new service available this year, women may not be aware that this option is available to them.

We would be grateful for your assistance in promoting these services to women in your area. Please could you refer to the table above for your local delivery model and promote this to women accordingly through your local communication routes.

We will be supporting this development in September with a targeted communications campaign focused on encouraging pregnant women to attend for vaccination via their maternity provider. However, women can also continue to have the vaccines at their GP practice, or for flu vaccine their pharmacy, if this is preferred. If women miss the opportunity to receive vaccination through the maternity offer, they should be advised that they can still access these from their GP (or in the case of flu vaccine, their Pharmacy). This service therefore has the additional potential to widen access and choice for women locally as well as improving uptake generally.

Your assistance in raising awareness of this programme and the new service in advance of and during the 2017/18 flu season would be very much appreciated

If you have any questions, please do not hesitate to contact the South West Screening and Immunisation Team: england.southwestscrimms@nhs.net.

Consultant in Public Health – Screening and Immunisation Lead
PHE / NHS England South (South West)



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