

NHS England & Improvement London Region
Public Health Commissioning Team
Wellington House
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Circulation:

CCG FLU LEADS

ACTION REQUIRED: Tailored flu immunisation invite letters for GPs to invite at risk patients for their flu vaccination

We know that some of those most vulnerable to flu have the lowest flu immunisation uptake rates.

To support GPs to address this issue, we are providing some template letters aimed at 4 eligible groups with low uptake and high flu-related morbidity and mortality. We also attach a general at-risk template letter. The letters have been carefully written using behavioural insights methodology. Through work elsewhere in England, we know that tailored letters supported over a 5% increase in flu immunisation uptake depending on the at-risk condition. We are requesting that you cascade these template letters to your GPs and encourage them to use tailored invite letters for their patients which may also increase uptake in these groups.

To use the letters practices should:

- Identify all patients aged from 6 months to 64 years of age with four at-risk conditions: neurological disease, liver disease, immunosuppressed and pregnant women.
- If the practice requires assistance with creating the required searches they should contact the Clinical System experts within your CCG or supporting CSU. See the following website below for the Read Codes to identify these at-risk groups:
<https://portal.immform.dh.gov.uk/DataCollections/DataCollections/Current-Surveys/Flu-Data-Collections/Documents.aspx>
- The commissioner has supplied 4 template invite letters. Send the appropriate template letter to each patient dependant on their clinical condition
- All eligible patients in the 4 cohorts above should receive a template invite letter. No changes should be made to the letters provided. If a patient is in more than one of the identified clinical risk groups only one letter should be sent. Although practices should not change the template letter they are free to add additional items to the envelope eg: a list of flu clinic times for their GP practice.

The covering email for this letter includes the following attachments:

1. Letter 1: Neurological flu invitation template letter
2. Letter 2: Liver disease flu invitation template letter

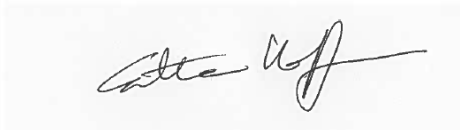


3. Letter 3: Immunosuppressed flu invitation template letter
4. Letter 4: Pregnant women flu invitation template letter
5. Letter 5: General invite letter for at-risk patients

The general at-risk flu invitation template letter is for use for patients not in the 4 cohorts but who have another at-risk condition.

If you have any questions regarding the template letters please contact england.londonimms@nhs.net .

Yours sincerely

A handwritten signature in black ink, appearing to read 'Catherine Heffernan', is centered within a light grey rectangular box.

Dr Catherine Heffernan
Screening and Immunisation Lead
Public Health England and NHS England & Improvement

