

## SHROPSHIRE HEALTH AND WELLBEING BOARD

**Meeting Date:** Thursday 3<sup>rd</sup> March 2022

**Paper title:** Briefing on MMR childhood vaccines

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### 1. Summary

Following the implementation of the measles vaccine and the Measles, Mumps and Rubella (MMR) immunisation programme, the UK reached elimination status in 2016. However, since this time the number of children receiving two doses of MMR has declined and no longer meets elimination status requirements.

The Covid-19 pandemic has led to a further decline in the number of parents and carers taking their children to receive the MMR vaccines. The Office for Health Improvement and Disparities (OHID) and the UK Health Security Agency (UKHSA) have launched a radio and print campaign on 1 February 2022 which runs until 14 March 2022. This is to help support an increase in the number of people getting their children vaccinated for measles, mumps, and rubella through boosting parent and carer confidence that vaccinating their children is the right thing to do. Furthermore, there are high numbers of children who have received just one dose of the MMR vaccine meaning they are only partially vaccinated against MMR. There is a call-to-action to encourage parents and carers to contact their GPs and make an appointment, where their child has missed their first or second vaccine. The England target for coverage of both MMR doses by the age of five years is 95%. The latest coverage figure for England is 86.6% and Shropshire are exceeding this target most recently reporting 91.2% coverage.

An MMR elimination Action Plan was drafted in 2019 for Shropshire, with many of the targets achieved yet further work is required to achieve elimination status. It is important that Shropshire continues to raise awareness to the importance of children achieving MMR immunisation status to reach the 95% national target. Shropshire's MMR action plan has been updated and is being reviewed at present in line with government guidance. The work undertaken in Shropshire will be reported to Shropshire, Telford and Wrekin Health Protection Board and Shropshire Council Health and Wellbeing Board for governance purposes and oversight.

### 2. Recommendations

For the Health and Well-Being Board to receive and note the content of the report and support the action plan and the work being carried out to improve awareness.

Members of the Board are also asked to act as champions within their services and communities to further raise awareness and encourage immunisation uptake. The recent campaign launched by the UKHSA should be supported and content shared by the appropriate professionals to encourage uptake of the MMR vaccines in Shropshire.

### 3. Report

Recent statistics identified that one in ten children, under five years of age in England eligible for the Measles, Mumps and Rubella vaccine, have not received their vaccine or are only partially vaccinated. Measles vaccination has been available in the UK for the last 50 years and the Measles, Mumps and Rubella (MMR) immunisation programme since 1988.

In 2016, the UK reached 95% coverage of the MMR vaccine for 5-year olds and the World Health Organisation declared that the UK had achieved elimination. However, the uptake of the second dose of MMR remains below 95% at approximately 86.6% nationally, and 91.2% in Shropshire (See Table 3). Elimination has therefore not been sustained and there is currently a national campaign underway, led by the UKHSA, to raise awareness to professionals and the public. England has seen a reduction in the uptake for the MMR vaccine in children since the Covid-19 pandemic began in March 2020. This reduction leaves children vulnerable to risk of infection and is a public health concern due to the risk of outbreaks in nursery and education settings.

Measles is highly infectious and can lead to serious complications and, on rare occasions, it can be fatal. The MMR vaccine is typically offered to infants in the year they reach one year old, with the second dose offered when the child reaches 3 years and 4 months. With international travel resuming, there is an increased risk for measles to be brought over to England from other countries. Because measles is so infectious, very high coverage (over 95%) with two doses of the Measles Mumps and Rubella (MMR) vaccine is necessary to eliminate it. In England there are high numbers of children who have received just one dose of the MMR vaccine meaning they are only partially vaccinated against MMR. It is essential that awareness is raised to encourage parents whose children may have missed one or two doses of the MMR vaccine during the Covid-19 pandemic to arrange an appointment with the child's GP. Over 99% of those children who have received two MMR vaccine doses will be protected against measles and rubella, with a significant reduction to risk of contracting mumps for those vaccinated.

A person of any age can receive the MMR vaccine where they have not received it as an infant. It is encouraged that unvaccinated teenagers and young adults receive the vaccine prior to starting college or university or travelling abroad. There is also a disparity in uptake within certain communities e.g. areas of deprivation, ethnicity and geography. There have been large outbreaks of measles in Europe and imported infections are a significant risk to the UK elimination status. Measles, if contracted, can result in significant days lost at school and employment. Sub-optimal immunisation take-up also creates and increases risk of outbreak, which if it were to happen locally would require extensive resource to immunise communities at risk and would also have an increased burden on primary and secondary care.

An MMR elimination strategy was produced by PHE in 2019 and all Local Authorities were asked to develop their own action plan to raise awareness of the importance of vaccination. Shropshire has a clear action plan in place (See Appendices), which since it was drafted in 2019 has achieved many of the targets and actions set. Prior to the Covid-19 pandemic, GP's were commissioned to undertake a catch-up programme for MMR immunisation. This included checking and updating the immunisation status of individual children and inviting them to attend an appointment where one or more doses of the immunisations are missing. Information had been sent to schools and early years settings to encourage them to share the information with parents/carers and also to check immunisation status of children when commencing in a setting. Information was also cascaded through social media networks. A local action plan has been developed to raise awareness (see appendices) and this has been recognised by NHS England colleagues as being good practice and they have shared this with other local authorities. This action plan is currently under review and will be updated as some actions were delayed due to the Covid-19 pandemic and in line with government guidance will require a full review. Many of the actions previously taken are being revisited to ensure the MMR vaccine is widely promoted across Shropshire. The work undertaken in Shropshire will be reported to Shropshire, Telford and Wrekin Health Protection Board and Shropshire Council Health and Wellbeing Board for governance purposes and oversight. An update

can be expected in 6 months' time on the progress of the MMR elimination strategy and all actions undertaken in Shropshire.

Full details of the MMR elimination strategy can be seen at:

<https://www.gov.uk/government/publications/measles-and-rubella-elimination-uk-strategy>

#### 4. Risk assessment and opportunities appraisal

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

There are no Human Rights, Environmental Consequences, Community or Equality issues identified with the provision of these updates.

#### 5. Financial implications

There are currently no foreseeable financial implications.

#### 6. Climate Change Appraisal

This is not deemed applicable to this report.

### List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

[What do I need to know about the MMR vaccine? - UK Health Security Agency \(blog.gov.uk\)](#)

[MMR vaccines page on the NHS website.](#)

<https://www.gov.uk/government/statistics/cover-of-vaccination-evaluated-rapidly-cover-programme-2021-to-2022-quarterly-data>

<https://www.gov.uk/government/publications/cover-of-vaccination-evaluated-rapidly-cover-programme-annual-data>

[Measles and rubella elimination UK strategy - GOV.UK \(www.gov.uk\)](#)

**Cabinet Member (Portfolio Holder) or your organisational lead e.g. Exec lead or Non-Exec/Clinical Lead** Cllr. Simon Jones, Portfolio Holder for Adult Social Care and Public Health

### Appendices

Table 1: Percentage of children vaccinated by their first birthday, by Local Authority and Country in Q2 2021/22 and year 2020-21

Region/Country	Denominator (Q2 – 21/22)	DTaP/IPV/Hib		PCV1		Rota		MenB	
		Q2 (21/22)	20/21	Q2 (21/22)	20/21	Q2 (21/22)	20/21	Q2 (21/22)	20/21
England	151,502	91.3	92.0	93.3	-	89.2	90.2	91.5	92.1
Shropshire	692	97.3	95.8	97.7	-	95.1	93.9	97.0	95.8
Telford and Wrekin	561	93.9	95.0	95.5	-	91.8	93.0	94.7	95.4

Table 2: Percentage of children vaccinated by their second birthday, by Local Authority and country in Q2 2021/22 and year 2020-21

Region/Country	DTaP/IPV/Hib	PCV Booster	Hib/MenC	MMR1	MenB Booster
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	24m denominator	Q2 (21/22)	20/21	Q2 (21/22)	20/21	Q2 (21/22)	20/21	Q2 (21/22)	20/21	Q2 (21/22)	20/21
England	160,838	93.4	93.8	88.3	90.1	89.0	90.2	88.6	90.3	88.1	89.0
Shropshire	732	96.3	96.6	94.0	94.4	93.7	94.2	93.4	94.3	92.8	93.7
Telford and Wrekin	580	95.3	96.7	90.9	90.2	90.7	90.8	90.9	91.0	89.7	90.0

Table 3: Percentage of children vaccinated by their fifth birthday by Country and Local Authority in Q2 2021-22 and in year 2020-21

Region/Country	5y denominator	DTaP/IPV/Hib%		MMR1		MMR2		DTaPIP%		Hib/MenC%	
		Q2 (21/22)	20/21	Q2 (21/22)	20/21	Q2 (21/22)	20/21	Q2 (21/22)	20/21	Q2 (21/22)	20/21
England	178,424	94.6	95.2	93.7	94.3	85.5	86.6	84.0	85.3	92.0	92.3
Shropshire	805	96.0	97.4	95.9	96.3	91.1	91.2	89.8	90.3	94.5	95.5
Telford and Wrekin	626	94.7	96.7	93.1	95.9	85.3	88.0	85.8	87.6	92.8	95.3

### Shropshire Council Public Health MMR Elimination Action Plan

Where	What	Timescales	Comments/status of action	Reach
Early Help Hubs	Information displayed and signposting	September 2019	Information disseminated to Early Help Commissioner who will action.  To order posters etc attempted 08/08/2019 but publication order online down  8/8/2019- Information sent to be included in September Early Help newsletter  December 2019 Posters and leaflets ordered and disseminated to all 6 Early Help Hubs for display	Professional- Public children and families
Maternity Hubs	Information displayed and signposting	When maternity hubs come on line- timescale will be dependent upon these	TBC to await hubs to be developed-  15/02/2022- Maternity hubs work delayed due to the Covid-19 pandemic.	Professional- Public children and families

		being identified and up and running but will provide information for maternity asap.		
Integrated 2 year review	Checking immunisation status and signposting	November 2019	This does happen and is part of the public health discussion with parents.	Children and families and Early Years professionals
2 year review	Checking immunisation status and signposting	September 2019	As above	As above
Early Years Foundation Stage progress check	Checking immunisation status and signposting	November 2019	Early Years Lead to ask Early Years re this email sent 8/8/2019 also to add information into early years newsletter- complete Early Years settings all reviewing immunisation status at admission to setting. Presentation to Early Years Practitioners on 27 <sup>th</sup> November 2019- complete	Professionals Early Years Practitioners and children and families
School readiness leaflet	Add in line re ensuring immunisation schedules are completed	End July 2019	Complete	Children, families and professionals
Housing	Add in immunisation status check on housing provider checklist where  Look at ways in which Housing Teams can promote awareness and what they require to enable them to do this	December 2019	6/01/2020- email sent to housing providers regarding including immunisations in tenancy information. 5/02/2020 teleconference with LF. Actions to include: AMS to attend team meetings to update on immunisations Homeless families- <ul style="list-style-type: none"> <li>question re immunisations to be added to assessment</li> <li>information to be sent out re immunisations along</li> </ul>	Children, families and professionals

			<p>with other advice information</p> <ul style="list-style-type: none"> <li>posters re immunisations to be displayed in interview rooms</li> </ul> <p>OT Team-</p> <ul style="list-style-type: none"> <li>question re immunisations to be added to assessment</li> <li>information to be provided re immunisations as part of assessments</li> </ul> <p>Homepoint-</p> <ul style="list-style-type: none"> <li>have access to families with children on waiting list can send email out with immunisation information to all on list</li> <li>add information re immunisations on to Homepoint website</li> </ul> <p>15.02.2022- Partially completed. Arrangements yet to be made to attend meetings as above.</p>	
Safe and Well visits by Fire Service	Include information and signposting to safe and well visit for vulnerable families	December 2019	06/01/2020- email sent to F&R to see if immunisations are or can be included In safe and well information.	Children and families
First Point of Contact (FPOC) Shropshire Council	Ensure that FPOC have information on immunisation schedule and aware of signposting	October 2019	<p>Complete 15th July 2019: Community Directory contacts updated and sentence regarding vaccinations included with advice to contact GP should they be required.</p> <p>8/8/2019 Customer Service Lead emailed in relation to</p>	Children, families and professionals

			further information required by FPOC.	
Health Needs Assessments by Public Health Nursing service (PHNS)	Include immunisation status and signposting and information on web pages	December 2019	This does happen and our Looked After Vaccination rates are demonstrable of this  This will also be included in HNA's for YR, Y6 and age 13 and backed up by CHAT web pages.	Children and families
Web pages	Add in information and signposting on health web pages Shropshire Council and Public Health Nursing Service	December 2019	Web being updated; already on current pages but these are being updated by end of Dec  Will also be part of the CHAT website	Children, families and professionals
Baby Buddy App	Explore opportunity to add in to Baby Buddy App as reminder	September 2019	Push notifications go out via Baby Buddy app up to 6 weeks postnatal this is localised	Children, families and expectant parents
GP newsletter	Add information re immunisations and boosters to GP newsletter	October 2019	Link with CCG for information to go to GP's which will be distributed through locality meetings and newsletter. This will include wording from contract  13/01/2020 Information sent to DC for dissemination to GP's. Also included GP campaign comms plan and links to resources	GP's and practice staff
Schools/Early Years	To explore with school/EYS what they do if parent/carers complete admissions forms and indicate that immunisations are not up to date	December 2019	Email sent to Early Years' service manager to check this.- complete  To also check whether signpost and how frequently do they recheck – looking to check status more frequently  Schools do check immunisation status prior to school trips particularly abroad.	Early Years and school settings

			To speak to schools in September- awaiting date  15/02/2022- Signposting to be addressed along with posters and other promotional materials.	
Schools Newsletter	Add information re immunisations and boosters to school newsletter	December 2019	Schedule for September newsletter  Complete	Children and families and professionals
Parent mail	Add information re immunisations and boosters to go out on parent mail	December 2019	To be explored in September- not yet complete  15/02/2022- This was completed, however needs to be revisited to ensure parent mail updates are sent regularly, as appropriate.	Children and families
Independent Schools	Send information regarding immunisations out with vision screening emails	October 2019	Information to be sent January 2020	Children, families and professionals
Home Educated	Explore ways to send information out to Home Educated		PH Registrar trainee to look at possible media platforms  CYP Programme Lead to send this out with other LA information to Home Educated.  Information sent to Education Access to disseminate	Children, families and professionals
Apprenticeships/FE colleges and Universities	Awareness raising to staff to enable them to provide information and signposting.  Provide information in different formats to promote.	December 2019	To be explored in September- delayed due to workload  15/02/2022- This will be revisited following initial conversations which have not yet been actioned due to Covid-19 pandemic.	Young people, families and professionals
HCPPB	Present action plan at Healthy Child Programme Partnership Board	Initial meeting in July completed	Presented at Partnership Board- partners asked to	Board members and their organisations



	and ask partners for additions and commitment to support action plan and	action plan by December 2019	provide additions by 2 <sup>nd</sup> August 2019  This will be on-going agenda item at this meeting to ensure information and actions continue.	
Foodbanks	Add information re immunisations and boosters in Foodbank venues	December 2019	06/02/2020- email sent to Food Poverty Alliance to discuss ways of getting information to families.  15/02/2022- This will be revisited following initial conversations which have not yet been actioned due to Covid-19 pandemic.	Children families and volunteers
Energise	Awareness raising and exploring how can impart information and signpost	December 2019	06/01/2020 email to Energise to look at how this can be actioned.  15/02/2022- This will be revisited following initial conversations which have not yet been actioned due to Covid-19 pandemic.	Professionals
Early Help/ Strengthening Families incl. Enhance	Ensure immunisation status is recorded and signpost where required	September 2019	Complete and information provided	Professionals
Early Years Forums	Awareness raising at early years forums to provide information and signposting to families	December 2019	Presentation planned 27 <sup>th</sup> November- complete	Early Years practitioners
GP Locality meetings	Provide information and updates on data and immunisations	TBC		
Sexual Health	Check immunisation status for MMR and HPV at SXH contacts and	From April 2020	Sexual Health Commissioner asked to include in new service specification.	Professionals

	signposting if not vaccinated ( to be added to new service specification which will commence April 2020)			
Parenting Programmes	Ensure that information and signposting is available at all parenting programmes	September 2019	To discuss with Parenting Coordinator  06/01/2020 email sent to Parenting Coordinator to discuss how to action this.  Parenting Team to undertake online ELearning module to increase own knowledge and skills to then raise awareness with parents	Children and families
After school clubs	Awareness raising to staff to enable them to provide information and signposting	December 2019	Schools have had information via newsletter but need to contact services that are not undertaken by schools.	Professionals
Link to large employers in area to raise awareness	Awareness raising to all and provide information and signposting		email sent 8/8/2019 to see if this is part of traded service of occupational health to major employers  Not currently offering this service to major employers therefore need to look at alternative ways of raising awareness for this area.	
Screen savers (computers)	Link with communication teams to develop screen savers that can be used in organisations with key vaccination messages	VC/MJ	8/8/2019 Emailed communications to look at designing this –on-going	
School lesson plans	To check that key information is included	AC	Information is included in lesson plans but mainly those related to sciences. PHSE Curriculum advisor currently on secondment so unable to progress further at this point.	
Communications	Work with communication	VC/MJ	In progress	

	<p>teams to look at alternative ways of promoting e.g. Roald Dahl, testimonials, social media (particularly young person social media)</p>		<p>Information sent out via social media and communication networks</p>	
<p>Health and Well-Being Board</p>	<p>Present paper to HWB and ask that Elected Members and partners promote to communities sand organisations</p>	<p>AMS/DC</p>	<p>Scheduled for November Board meeting- complete will update Board regularly on progress</p>	
<p>Communication through Churches</p>	<p>To link with Churches in local area to help raise awareness to parishioners</p>		<p>To be commenced</p>	
<p>Staff</p>	<p>Are staff immunisation status routinely captured as an outbreak will impact on staff</p>		<p>Need to check with SCHAT Information provided at HCPPB and NHS and LA were present and will look at this within their own organisations.</p>	