

COVID VACCINATION UPDATE FOR SOUTH EAST LONDON COUNCILLORS AND MPS

A regular Bitesize Bulletin, providing the latest updates and news

22 November 2021 – issue 29

LATEST NEWS

Announcement on COVID-19 booster vaccines for those aged 40 to 49 and second doses for 16 to 17 year olds

The Joint Committee on Vaccination and Immunisation (JCVI) has this week advised that, in addition to those aged over 50 years or at higher risk from Coronavirus, all adults aged 40 to 49 years will also be offered a booster vaccination. [Find out more about the coronavirus booster vaccine here.](#)

The JCVI have also advised that all 16 to 17 year olds who are not in an at-risk group should be offered a second dose of the Pfizer vaccine. The second vaccine dose should be given 12 weeks or more following the first vaccine dose.

[People aged 40 – 49 years old will be able to book their booster on the National Booking System from Monday 22 November.](#) Taking up the offer of a booster or a second dose is vital for helping to protect our communities from the spread of COVID-19 this winter, so please do encourage local people to take up these offers.

Three million vaccines delivered

Three million COVID-19 vaccinations have now been delivered across general practice, pharmacy and hospital-led sites in south east London as part of our vaccination programme. This is a significant achievement and we'd like to thank all of our staff, volunteers, partners and members of the public for their continued support.

Dr Andrew Parson, Clinical Lead for the vaccination programme in south east London, said: "This is a huge milestone to have reached, and everyone across our six boroughs has worked incredibly hard to get us this far. However, there is still some way to go, and I would encourage everyone to come forward to have their second vaccine if they haven't already and their booster if they are eligible. It's never too late to make sure you are protected."



ENGAGING YOU

South East London Covid Vaccination briefing: Celebrating successes and looking ahead one year on

On the eve of the anniversary of our first Covid vaccination given on 8th December 2020, please join us for a celebration of our successes, an update on the vaccination programme and a look ahead to the coming challenges and priorities over the winter period.

Tuesday 7 December from 6 – 7pm. Teams invitation to follow.

HEADLINE PROGRESS TO DATE

**3.01 million
vaccinations administered
in south east London
overall**

**1.29 million
people are now fully
vaccinated with two doses**

**286,400 booster doses have been
administered and over
14,750 vaccinations have been
given to 12-15 year olds at schools
in south east London**

**1.44 million people
have now had at least one dose of COVID-19 vaccine
in south east London**



ENCOURAGING RESIDENTS TO GET VACCINATED

Reassuring residents around the Moderna vaccine and booster jabs

Most people who are eligible for a COVID-19 booster will be offered a messenger RNA (mRNA) vaccine – either Moderna or Pfizer. This means that for some people, the vaccine offered for the booster dose may be different from the vaccine offered for their first and second doses.

We recognise that people may be less familiar with the Moderna vaccine and that they may have questions about it. We would appreciate your support in reassuring the public that the Moderna vaccine is safe and effective.

More than 250 million doses of the Moderna vaccine have been given worldwide. In London, more than 450,000 doses of Moderna have been given to date. It works by triggering an immune response and creates antibodies in the human body able to fight the virus – the same way that the Pfizer vaccine works. It is recommended for all adults age 18 and over, including women who are pregnant and breastfeeding.

Approved by the Medicines and Healthcare products Regulatory Agency (MHRA) following thorough and rigorous assessment in January 2021, Moderna does not contain the virus, so it cannot give a person COVID-19. It is suitable for people of all faiths and for those who do not consume animal products.

The Moderna vaccine has previously been deployed in some vaccination centres and community pharmacies in London. It will soon be available in some GP-led local vaccination sites across London too.

[Find out more here.](#)

Successfully reaching children and young people

Our 'Don't Miss Your Vaccine' campaign to motivate children and young people across south east London to take the vaccine continues to perform well. We would like to share some of the highlights from the campaign as well as to thank you for your ongoing support in helping to share our messages through your platforms and contacts.



The campaign has been informed by local data and behavioural insights into why children and young people have not been accessing the COVID-19 vaccine. It uses a mix of social media and digital channels we know have a high reach with children and young people aged 12-17 and their parents or guardians.

Some of the highlights of the campaign are:

- We have reached 618,195 people (almost 400% of our target) and generated 3.7m digital impressions
- We have achieved high engagement rates on Facebook and Instagram, particularly with 12-15 year olds, with interaction rates at 6.5 times the average for healthcare
- We have seen extremely high engagement rates on Snapchat, with reach at more than 10 times the average for healthcare campaigns with 12-15 year olds

This is down to the combined effort of all our partners – we couldn't have done it without you.



Encouraging vaccine uptake during pregnancy

Our 'Don't Miss Your Vaccine' campaign for expectant families and those considering having children across south east London continues to reach and engage eligible individuals across the six boroughs and encourage them to take the COVID-19 vaccine.

The campaign has been informed by local data and behavioural insights into barriers preventing pregnant women and expectant families from accessing the COVID-19 vaccine. It uses a mix of social media and digital channels we know have a high reach with pregnant women and those considering having children, as well as their reference network (peers, family and friends).

Highlights include:

- We have reached 955,120 people (530% of our target)
- We have high engagement rates on Facebook and Instagram, including seven times the normal interaction rate for healthcare campaigns with 18-24 year olds



- Our Ask the Expert Q&A has also exceeded benchmarks, with over 4,408 pageviews to our Q&A
- We have received 78 questions through the Q&A, showing good engagement from our audience with the topic

Video case studies are now in production, to launch alongside the second burst of the campaign scheduled for the week commencing Monday 22 November.

Winter vaccinations

With two viruses in circulation this year, it is more important than ever for those who are eligible to have the COVID-19 booster and the flu vaccines this winter.

Many patients who are eligible for a COVID-19 booster will also be eligible for a free flu jab. It is safe to have them at the same time, and we are working to encourage everyone who is eligible to take up both vaccines.

[More information is on our website](#)



Questions about the COVID-19 vaccine?

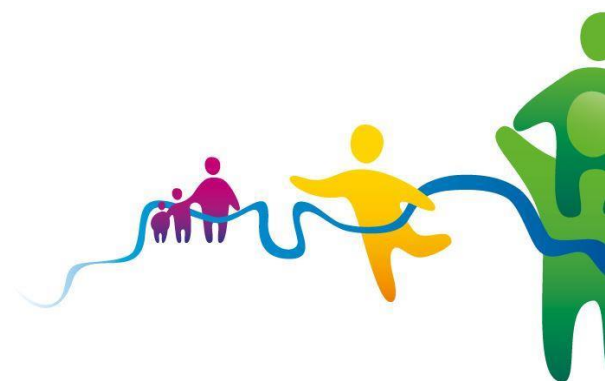
Visit [nhs.vaccinefacts.com](https://nhs.uk/vaccine-facts) for answers to questions you might have, or follow us on Instagram (@our_healthier_sel) or [Twitter](#) to stay up to date with upcoming events.



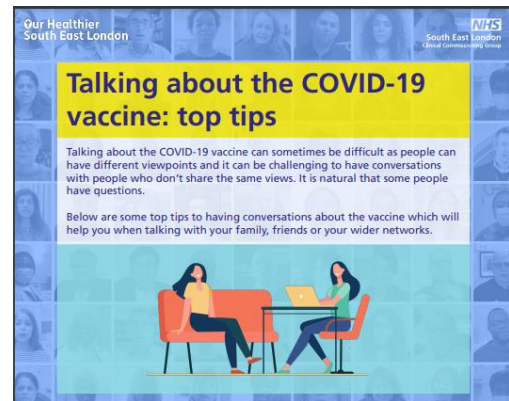
LOCAL MATTERS

Lambeth:

- Access to vaccinations is good across Lambeth, with 13 pharmacies and two GP-led vaccination sites now offering slots that include evenings and over the weekend, in addition to the service offered at St Thomas', King's, Guy's and from the Health and Wellbeing Bus, which is still running daily. Most of these sites offer a walk-in service in addition to booked appointments. Up to date information on all walk-in opportunities is available on the [CCG website](#)
- The Montgomery Hall vaccination centre and Streatham Place Surgery are able to vaccinate 12-15 year-olds. This is in addition to the schools-based vaccination programme which continues, with second visits and phone calls to parents and carers being arranged to support take-up.
- Around 7,000 COVID-19 vaccines are being delivered weekly in Lambeth, largely boosters, but residents are still coming forward for their first or second doses. The offer to these groups is 'evergreen' and we are reinforcing the message that it is never too late to get your jab.
- Since all staff working in Lambeth care homes are now required to have had their first and second dose of the Covid-19 vaccine, the emphasis is now on delivering booster and flu vaccinations for staff, plus ongoing facilitation of Covid-19 first, second and booster jabs and flu vaccines for residents.



- Our work to increase vaccine confidence and improve take-up continues with our 'motivational interviewing' training programme which has now been delivered over 15 cycles to 241 individuals drawn from health and care occupations (e.g. pharmacists and care home staff), from the voluntary and community sector, housing associations, Council staff, COVID ambassadors and from elected members, all of whom we hope will feel more equipped to initiate a helpful conversation with people about vaccination and its benefits. Thank you to everyone who has participated in this initiative to make every contact count. If you'd like to talk about the vaccine with family, friends and neighbours, start at the [NHSSSELvax site](#) and download the [conversation starter](#).



- On Board the Health and Wellbeing Express opportunities continue for people to have a conversation about vaccination alongside wider interests including alcohol use, mental health and how to make best use of your expert community pharmacist.

- 'Boost your immunity' is one of our key messages as Lambeth heads into winter. If you are having your COVID-19 booster or your flu jab soon, please consider taking a selfie and tagging [@NHSLambethCCG](#) or [@LambethTogether](#) on Twitter, [@nhsselondonccg](#) or [@our_healthier_sel](#) on Instagram. Head to the Lambeth Together website for more tips on [staying well through winter](#)

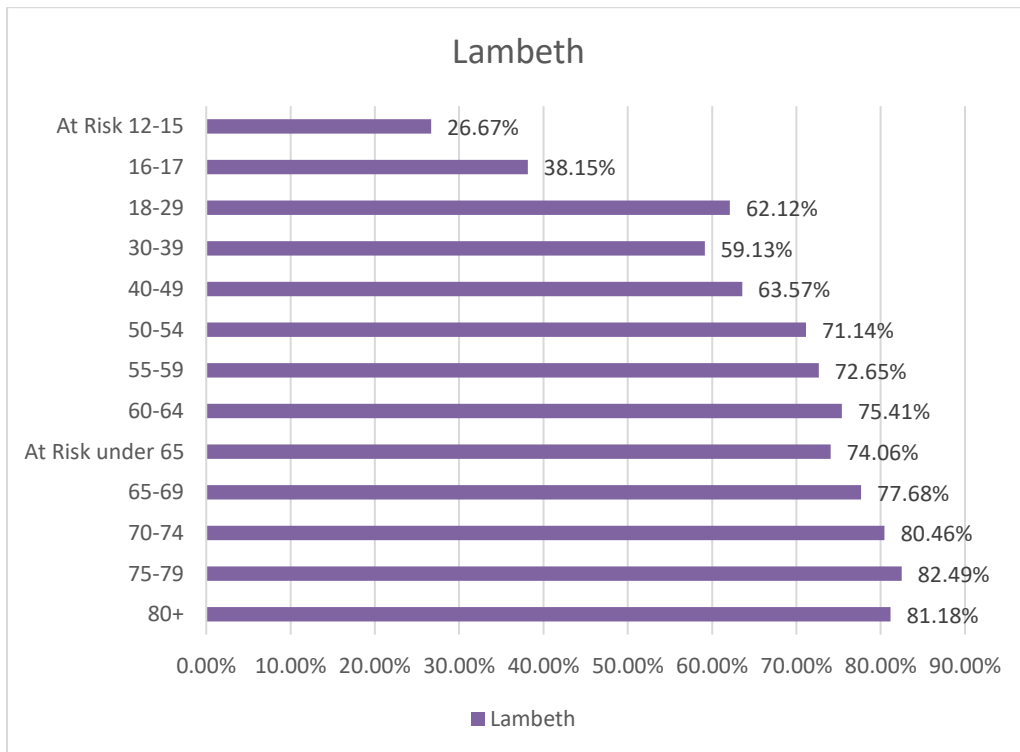


Get vaccinated to protect yourself and others!
It's key for us to protect COVID-19 or flu when without knowing. Most adults and children will be eligible for a flu jab, COVID-19 booster, or both. It is safe to have both jabs at the same time. It's the most effective way to boost our clinical immunity and protect ourselves from these viruses.
If you haven't yet had your first COVID-19 vaccine, especially if you have a health condition such as heart disease or diabetes, now's a good time and it could save your life.



COVID-19 VACCINATION STATISTICS BY AGE GROUP

The following graph shows the number of residents who have been vaccinated by age group in Lambeth up to 17 November 2021.



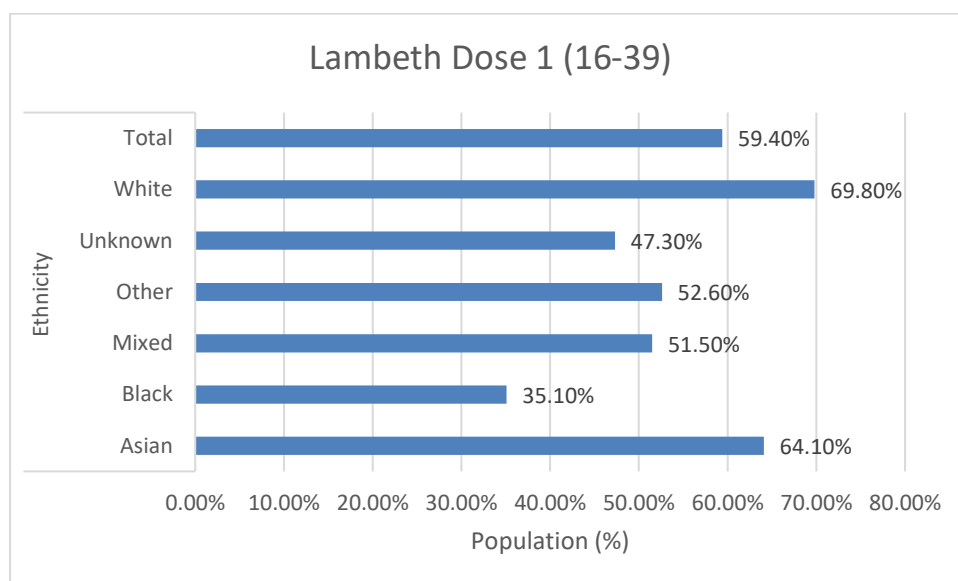
COVID-19 VACCINATION STATISTICS BY ETHNICITY

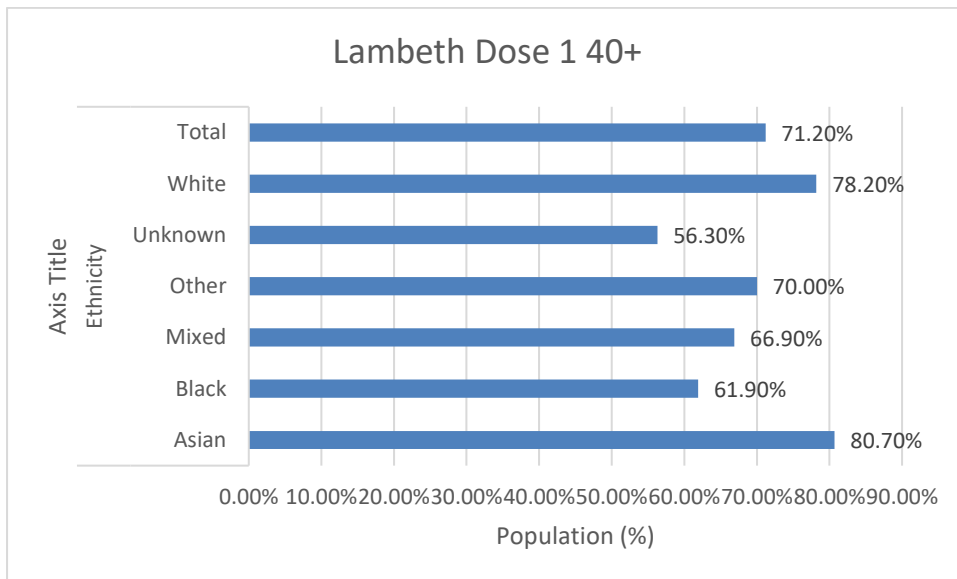
Integrated Care System (ICS) partners have worked together to develop a dashboard to help provide a more detailed 'picture' of vaccine uptake across south east London, by borough and at ward level.

The data highlights that uptake of COVID-19 vaccinations is lower among people from ethnic minority backgrounds compared to White ethnic groups. The ICS is working with Councillors and MPs to build vaccine confidence and reduce the disproportionate impact of COVID-19 on ethnic minority communities.

The following data is taken from the National Immunisation Management System (NIMS) and includes the number and percentage of people aged 16 and over who have had the vaccine, within each broad ethnic grouping.

Source: NIMS Dashboard – 17 November 2021.





COVID-19 VACCINATION UPTAKE AT WARD LEVEL

The following tables show borough-level vaccination uptake at ward level. The data suggests that there are differences in vaccination coverage with different levels of deprivation.

This table includes data for the whole adult population where eligible, including health or social care professionals, unpaid carers, and young adults at higher risk from COVID-19 as a result of their own health conditions.

Source: information held in GP systems – 17 November 2021.

Dose 1

Ward Name	16-17	18-29	30-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80+	Total
Bishop's	29.8%	42.4%	51.3%	57.7%	63.8%	73.3%	75.4%	79.0%	77.2%	84.8%	84.1%	86.8%	56.2%
Brixton Hill	35.8%	68.1%	60.9%	60.2%	65.2%	71.0%	72.8%	72.9%	75.6%	79.2%	84.8%	82.1%	66.0%
Clapham Common	50.0%	75.1%	59.4%	61.8%	70.7%	78.3%	78.0%	79.4%	84.9%	88.4%	89.4%	86.9%	70.2%
Clapham Town	34.4%	72.1%	56.8%	58.4%	67.7%	72.9%	74.1%	79.6%	81.8%	87.6%	84.4%	81.5%	66.8%
Coldharbour	23.7%	53.0%	52.4%	55.9%	62.9%	64.3%	65.6%	69.1%	71.9%	73.2%	78.9%	73.6%	57.7%
Ferndale	25.4%	70.3%	54.9%	49.9%	62.0%	66.6%	67.1%	70.6%	74.2%	75.6%	76.1%	76.7%	62.8%
Gipsy Hill	31.6%	50.8%	64.1%	67.3%	71.3%	73.0%	74.1%	78.4%	77.8%	83.1%	85.8%	78.6%	66.1%
Herne Hill	46.0%	63.6%	66.5%	64.2%	67.9%	73.5%	74.1%	78.3%	77.6%	86.4%	88.9%	84.6%	68.7%
Knight's Hill	32.9%	52.6%	62.8%	66.8%	73.1%	73.1%	73.8%	78.6%	81.9%	84.6%	89.6%	86.3%	66.7%
Larkhall	28.2%	64.9%	55.0%	55.7%	61.5%	69.7%	69.0%	70.7%	74.7%	75.2%	81.7%	82.1%	62.0%
Oval	37.4%	62.1%	55.3%	54.8%	65.0%	69.3%	71.5%	76.5%	77.5%	82.5%	83.7%	87.0%	62.5%
Prince's	31.5%	58.4%	55.6%	59.2%	71.9%	73.1%	77.5%	78.7%	81.2%	81.4%	85.0%	83.7%	64.5%
St Leonard's	39.0%	61.7%	63.2%	62.5%	69.2%	71.8%	75.8%	74.0%	82.1%	85.7%	86.5%	87.5%	66.7%
Stockwell	27.7%	60.2%	52.3%	53.7%	61.6%	67.2%	73.8%	74.8%	81.1%	80.1%	79.9%	84.5%	61.2%
Streatham Hill	40.1%	61.0%	63.2%	62.1%	66.4%	73.7%	75.4%	77.6%	78.5%	84.3%	86.2%	85.5%	66.4%
Streatham South	35.4%	52.4%	58.1%	61.5%	67.1%	70.0%	72.4%	76.8%	80.9%	84.6%	82.2%	88.4%	63.9%
Streatham Wells	39.8%	57.2%	63.4%	65.1%	70.2%	72.9%	72.3%	78.4%	82.8%	82.8%	86.7%	86.1%	66.5%
Thornton	31.5%	63.6%	62.0%	62.5%	69.7%	72.6%	75.5%	77.3%	79.8%	85.4%	87.9%	87.2%	66.6%
Thurlow Park	45.3%	64.3%	68.1%	70.8%	75.1%	78.2%	80.7%	84.4%	87.1%	89.6%	87.8%	88.6%	72.8%
Tulse Hill	31.2%	58.7%	56.0%	59.5%	66.3%	69.4%	72.9%	76.1%	74.7%	78.3%	77.1%	80.4%	62.4%
Vassall	27.6%	58.8%	55.2%	56.7%	62.6%	67.9%	68.3%	69.0%	75.3%	77.4%	84.2%	84.3%	61.0%
Total	34.1%	61.1%	58.5%	60.1%	67.1%	71.2%	73.0%	75.8%	78.8%	82.3%	84.3%	84.0%	64.4%



Dose 2

Ward Name	16-17	18-29	30-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80+	Total
Bishop's	9.3%	39.1%	48.0%	53.6%	62.1%	71.5%	72.5%	76.9%	75.8%	83.6%	82.7%	82.9%	52.9%
Brixton Hill	13.9%	63.6%	57.8%	57.4%	61.9%	67.2%	70.8%	69.8%	74.3%	77.1%	83.9%	82.1%	62.4%
Clapham Common	22.0%	71.9%	56.4%	58.5%	67.2%	75.9%	75.3%	78.0%	84.0%	87.1%	88.9%	86.1%	67.0%
Clapham Town	13.4%	68.8%	54.4%	55.8%	65.3%	69.8%	71.2%	76.8%	80.0%	86.4%	83.8%	79.0%	63.8%
Coldharbour	8.8%	47.2%	48.4%	52.2%	59.4%	61.0%	61.9%	64.8%	69.2%	70.6%	76.6%	72.4%	53.3%
Ferndale	10.3%	66.9%	52.1%	47.6%	58.9%	63.5%	63.9%	67.5%	72.9%	73.4%	75.7%	73.7%	59.7%
Gipsy Hill	10.0%	42.8%	59.7%	63.5%	68.5%	69.7%	71.6%	76.1%	75.4%	81.1%	84.4%	77.6%	61.5%
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Larkhall	11.8%	60.5%	52.1%	52.5%	58.5%	66.9%	65.4%	68.9%	72.2%	74.2%	81.7%	79.9%	58.5%
Oval	20.1%	58.0%	52.9%	52.4%	62.3%	66.9%	68.8%	74.3%	75.9%	82.2%	81.3%	84.8%	59.4%
Prince's	11.1%	53.6%	52.5%	56.5%	68.6%	70.5%	74.3%	75.6%	78.9%	79.8%	82.4%	81.1%	60.8%
St Leonard's	8.2%	56.5%	59.8%	59.8%	66.6%	68.3%	73.6%	71.7%	80.2%	82.6%	84.8%	86.2%	62.9%
Stockwell	13.7%	54.5%	49.1%	50.7%	58.9%	64.6%	70.9%	73.1%	78.2%	78.8%	78.3%	82.7%	57.5%
Streatham Hill	13.7%	55.4%	59.6%	59.2%	64.3%	70.9%	72.6%	74.9%	74.6%	81.7%	84.1%	83.6%	62.3%
Streatham South	8.0%	45.7%	54.5%	57.6%	64.6%	66.8%	69.9%	74.3%	80.3%	84.6%	79.9%	87.2%	59.7%
Streatham Wells	10.8%	51.1%	60.1%	62.5%	67.0%	70.5%	70.6%	76.0%	79.9%	80.5%	82.7%	83.3%	62.4%
Thornton	9.5%	58.1%	58.1%	58.6%	67.2%	68.9%	74.1%	74.8%	77.4%	83.9%	84.4%	84.5%	62.4%
Thurlow Park	19.0%	59.2%	64.8%	67.2%	72.8%	76.1%	78.2%	83.6%	85.5%	89.1%	87.1%	86.7%	69.1%
Tulse Hill	12.5%	53.4%	52.2%	55.7%	62.9%	66.5%	69.4%	72.5%	73.3%	76.0%	76.1%	79.4%	58.2%
Vassall	13.9%	53.4%	51.7%	54.1%	59.4%	65.0%	65.6%	66.7%	74.3%	75.0%	82.9%	81.7%	57.2%
Total	12.6%	56.2%	55.2%	57.0%	64.2%	68.3%	70.2%	73.3%	76.8%	80.7%	82.6%	81.9%	60.6%

