

Vaccination Optimisation Team

Clinical Lead- NHS Devon

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Key functions of the Vaccination Optimisation team



Management of the Covid seasonal vaccination programme for Devon



Support increase in immunisation uptake for Devon with a focus on Core 20 plus 5



Vaccine support function for Devon stakeholders



Vaccine incidents section 7a and Covid



Workforce and Finance oversight

Who we work with

Maternity
services

Vaccination
centres

Hospital trusts

GP surgeries

Sexual health
providers

NHSE/VAST

Local authorities/
public health and
social care
teams

Community
pharmacy

SAIS

Vaccine leads

VCSEs

Vaccine
champions

“The vaccination optimisation team have fostered system collaboration, establishing wider access in an effective way to reach the underserved communities and for those that would not have accessed routine health services.”

RDUH Outreach team

- Covid 19 vaccine support in care homes and housebound
- Outreach clinics in GP/CP opted out areas
- Bespoke clinics for health inequality communities
- Children's clinics 6months+
- Frontline health and social care workers
- Interseasonal newly immunosuppressed offer
- MECC
- Health checks
- Education team
- Vaccine support line
- Mpox, HPV, RSV, Pertussis, Flu

Clinical role

- Clinical leadership for the VO team
- Support to outreach team
- Support to GP surgeries - children's vaccinations
- Safeguarding/specialist vaccinations
- ICARs Devon representative
- Patient support
- Clinical lead vaccine champions
- Vaccine leads meetings
- VIF projects
- Sharing communication materials
- Children in care pathway review
- HPV educate
- Education
- Podcasts
- Asylum hotel vaccine confidence/education

ICB Led Project Updates

Projects Continuing or Transitioning to BAU

- Education offer to address vaccine confidence
- Vaccination Champions
- Children in Care Pathway Review
- International Migrant Workers engagement
- Operational delivery of spring Covid Programme
- Delegation responsibility moving to Devon ICB for the commissioning of section 7a vaccinations.

Projects Concluding

- VIF2 – GP projects for 0-5s data cleansing and Health Inequalities (April evaluation)
- HPV acceleration for 16-25s (April evaluation)
- Pilot of HPV Educate Resource Pack (April impact assessment)
- VCSE Outreach Funding (April evaluation)
- Operational delivery of winter covid and flu programmes

Completed Projects

- Mobilise Trusts for maternal RSV launch
- Develop comms plan for RSV launch
- Develop a rolling comms plan to support vaccination programmes
- Research and analysis of pre-school booster low uptake
- MMR acceleration project
- Support GP to mobilise 75-79 RSV vaccinations

VIF2 – GP Projects Overview

- 5 targeted vaccination/data cleansing projects
- Ran October 2024 – February 2025
- 81 of 118 Devon practices participated
- Focus: 0–5s vaccination uptake, underserved populations and data accuracy
- Over 14,000 patient records corrected
- Notable hesitancy tackled via education, nurse calls, community events
- 5545+ hours invested across practices

Projects Included:

1.0–5s Data Cleanse

2.75+ Data Cleanse

3.Addressing Vaccine Hesitancy (0–5s)

4.Core20PLUS5 – bespoke innovation to reduce inequalities

5.University Student Data Cleanse

VIF tranche 3

We would love to hear from you!

Some areas of focus are currently under consideration, however, we would also like to understand how can we support practices with innovational ideas to increase uptake in the 2 & 3 year olds flu programme?

Please email hollie.kidby@nhs.net



Any Questions?

Thank you