

Monday 11 November 2024
Public Health information briefing for Libraries, Leisure, Family Hubs and VCS

1. Reminder of the Winter Strong Campaign - vaccinations and health check pop ups



The Flu and COVID-19 programme information

- **Free flu and COVID** vaccinations are available for all **eligible adults at GPs and pharmacies and at some community locations** via the **NHS Roving Team**. This includes all adults over 65 years old, all children and adults with a medical condition that puts them at increased risk, carers and pregnant women.
- All front-line health and social care workers are also encouraged to get vaccinated. For more details on eligibility and how to book a vaccine:
 - <https://www.nhs.uk/vaccinations/flu-vaccine/> and <https://www.nhs.uk/vaccinations/covid-19-vaccine/>
- **Children aged 2-3 years old** are being offered a flu vaccine at their GP practice, school aged children (Reception to year 11) are offered a flu vaccine at school via the new School Immunisations provider – **Vaccination UK**. **Children will be offered a nasal spray, which contains gelatine, or an injected alternative which is gelatine free.**
- **In partnership with NHS North West London** roving team we are running **vaccination and health check pop-up sessions** in the community, no appointment needed.

Our asks to you:

- Please have a look at the winter Flu and COVID vaccination programme [joint communications toolkit](#). Please get in touch if you need support accessing

promotional resources on the [Search | Campaign Resource Centre \(dhsc.gov.uk\)](https://www.dhsc.gov.uk) We can send you posters to display if necessary

- Please promote the dates below – we can provide resources:
 - [Health check and vaccination pop up dates in Westminster](#)
 - [Health Check and vaccination pop up dates in Kensington and Chelsea](#)

2. MMR vaccinations at local pharmacy - our ask to you:

- Please use the following text in your newsletters and emails where appropriate:
 - Is your child **up to date with their MMR**? Being fully vaccinated with two doses of the MMR vaccine is the best way to prevent measles and protect your child.
 - **Catching up on your MMR** has just got even easier. You can now book or walk-in to Hodgetts Chemist in St John's Wood if your child is aged 5-19.
 - **Hodgetts Chemist** - 79 Abbey Road, London, NW8 0AE. Please contact **0207 624 1033 to book an appointment.**

More information: [Measles, Mumps and Rubella \(MMR\) :: North West London ICS](#)

3. A reminder of **RSV**, two new 'respiratory syncytial virus' (RSV) vaccination programmes are in place:

- A programme to protect infants by vaccinating pregnant women (from 28 weeks) **Pregnant women** should have the RSV vaccine in every pregnancy'
- A programme for older adults aged 75 to 79 years old. are being encouraged to have the vaccine now in the Autumn, this is a year-round offer



Key messages reminder - what is RSV and is more than one dose of the vaccine needed?

Respiratory syncytial virus (RSV) is a major respiratory virus that is most common over the winter period, typically October to February.

While the symptoms are mild for many, RSV accounts for around **30,000 hospitalisations of children** under five in the UK annually, and **for 20 to 30 infant deaths.**

RSV can also be **severe in older adults.**

It causes around **9,000 hospitalisations** in those aged **over seventy-five** in the UK each year.

Our ask to you

- Here is the [UKHSA and NHS England's joint toolkit](#) click on the link for full information, digital assets and posters that you can order to display in your site and to share this vital information. The latest data shows RSV vaccinations are reducing antibiotic prescribing.
- **Be part of the solution to serious complications for vulnerable people from respiratory virus' in the winter months!**

4. Way to Wellbeing campaign



Kensington and Chelsea and Westminster have now launched their mental health and emotional wellbeing campaign called **'Way to Wellbeing.'** The campaign celebrates the new online mental health wellbeing hubs and training offer.

- The Wellbeing Hubs aim to support good mental health by providing directories of mental health and wellbeing services, and training opportunities from community groups, the NHS, Westminster City Council, and private organisations. It is for residents, health professionals, and the voluntary community and faith sector.
- We invite residents and partners to get in touch for training to get the most out of these new resources.
 - [Wellbeing Hub in Westminster](#)
 - [Wellbeing Hub in Kensington and Chelsea](#)

Cold Weather Alerting system is live

On Friday 1 November, the Cold-Health Alerting system jointly provided by UKHSA and Met Office went live.

We are advising stakeholders to sign up to Weather-Health Alerts which are distributed via email. If you would like to receive the alerts, [please register and share the link with anyone you feel should be receiving them.](#)

A reminder that to support you communicating cold weather messaging this winter, United Kingdom Health Security Agency have updated the [cold weather communications toolkit for 2024/25](#). The communication material in this toolkit relates specifically to cold



weather and is intended to provide basic health information that can be communicated before and during cold spells, so the right messages reach the right people at the right time.

Our ask to you:

- Ahead of cold weather we recommend using messaging included in the toolkit on how best **to prepare for** cold weather. **We ask that cold weather messaging is not used until alerts are issued.**
- Read more about the [Weather-Health Alerting system](#) and the [Adverse Weather and Health Plan \(AWHP\)](#) on gov.uk.

Further information

Please contact Kate Gielgud at kgielgud@westminster.gov.uk if you have any questions or would like further information on any of the above.