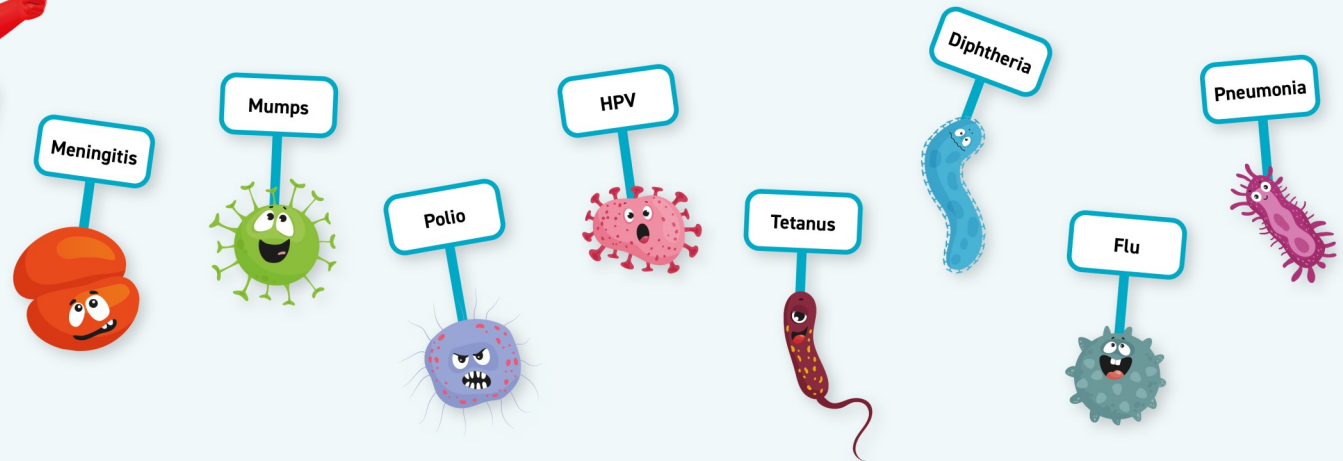


Immunisation protects!

Every hero needs a shield.
Don't forget to give your child theirs.



The Childhood immunisation campaign aimed to raise awareness of the importance of vaccination and the protection provided by the Childhood immunisation programme. The campaign ran throughout August and September 2023. Two leaflets were available for dissemination—the “Childhood immunisation” leaflet and the “Measles” leaflet.

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“A family from Eastern Europe engaged well with pharmacy. We were able to advise and refer. Vaccination is seen as a bad thing in their home country due to perceived risks and we were able to help with some of the myths.”

“I spoke to a parent refusing to give the MMR vaccine to their child because of a fear of autism. I discussed the facts and myths along with the growing concern of a measles outbreak and the serious impact if her child contracted measles. Mum booked her child in for the vaccine.”

“Our pharmacy is close to a hotel where refugees are placed so we were ideally suited to counsel mothers on the infant/ childhood vaccines.”

“A young mother was not going to vaccinate her child against MMR as she was told it led to autism. After speaking with her, she was a lot happier leaving the pharmacy and said she would now have her child vaccinated.”

“A worried father was unsure of vaccinating his infant son. Addressing his concerns with empathy and providing evidence-based information, I alleviated his fears. He chose to vaccinate his son after our conversation, appreciating the importance of protecting his child from preventable diseases. This positive interaction highlights the campaign's success in dispelling misinformation and fostering informed decisions for the health and well-being of children.”

“We used the fact that very young babies can deal with multiple simultaneous vaccines to argue against vaccine hesitancy and dismissal from many adults. I also used the example of the consequences of contracting Polio and how some children were left with long term health conditions in my childhood days as a result. I used the phrase that childhood vaccination is as important as clean water/sanitation in preventing disease and protecting the NHS.”


“A mother presented to the pharmacy concerned about her baby. She was worried about measles. Her child had received the MMR vaccine. I looked at the baby and there was a small red rash likely to be an allergic reaction. The mother said she had used a new moisturiser on the baby. I gave her a measles leaflet and explained that cold-like symptoms were common and high temperature if measles were present alongside rash. I also showed her what the rash may look like and told her to contact GP if she noticed any warning signs.”

“A young mum saw the poster and wanted to speak about vaccinating her new born. She had heard information online which was making her think twice about vaccinating. I was able to talk her through the importance of vaccination, the benefits of it and to point her towards reliable resources so she could make an informed decision based on factual material.”

187 pharmacies signposted patients to nidirect.

76 pharmacies referred patients to their GP.

50 pharmacies referred patients to their health visitor.



362 pharmacies reported the public's feedback to the campaign to be positive or very positive.

473 pharmacies felt campaign resources supported them to answer queries or know where to signpost patients to.

294 pharmacies handed the childhood immunisation leaflet to individual patients who would benefit from it.

The main query addressed was the importance of vaccination.

Over 49,550 patients were engaged with through **518 pharmacies** on campaign messages.

Over 47,850 childhood Immunisation leaflets were distributed.

Over 7,930 measles leaflets were distributed.

470 pharmacies provided campaign information directly to young families.

14 pharmacies completed extra training with one or more staff accessing PHA vaccination presentation and the Green book.

The main age groups provided with campaign information were those aged 16-30 and 31-50 years old.

How did pharmacy engage?

475 Pharmacies had the childhood immunisation leaflet available for self selection

302 Pharmacies reported pharmacy staff verbally engaged and informed patients

153 Pharmacies handed the measles leaflet to individual patients that you knew could benefit from it e.g., those parents/ guardians with babies, children starting school, etc.

81 Via social media/ website

9 Disseminated information to schools or other educational settings