COVID-19 BOOSTER VACCINES BRIEFING – 31 DECEMBER

Performance

- The NHS across Suffolk and north-east Essex has given booster vaccinations to over 80% of eligible people
- Since 12 December, over 204,000 people have been vaccinated.
- Broken down these include 184,415 (boosters); 6,847 (first dose) and 13,475 (second dose)
- There has been an additional 19,000 people who now have some form of protection against this virus. They have received a first, second or third dose vaccination
- Over the past week, there has been a reduction in the number of people attending our clinics, particularly around the bank holiday period
- This is not to do with capacity – it is to do with demand visiting the vaccination sites
- The system will get as near to the target as it can. To reach the national target, it would require the NHS to vaccinate around 9,000 people today (31 December)
- Through our communications work, the system continues to encourage take up and urge people to visit one of the many available clinics across Suffolk and north east Essex
- SNEE – as well as Norfolk and Waveney – remain in the top five within the country for vaccination delivery performance
- This position nationally is tantamount to NHS staff and volunteers who have worked hard – especially during this past fortnight. Many of whom worked during their Christmas break

Communications

- Our Communications cell continues to meet with good levels of support from partners who have been amplifying our messages to local people through their networks and support groups.
- A series of adverts appeared in local newspapers during the Christmas period which promoted the sneevaccine website and the process for eligible people to book their booster jab.
- Posted two videos on the website which promotes the importance of pregnant women receiving their vaccination after an increase in the number of expectant mums who were unvaccinated
- Booster vaccination messages issued to thousands of Suffolk businesses – through the Suffolk Chamber of Commerce
- Translated mythbusting information about the covid booster vaccination shared with community groups across SNEE
- New social marketing animation created – shared through Facebook, Insta and Snapchat platforms targeting 18-30 year olds and a separate campaign targeting 18-50 year olds – please see below table for reach statistics
- Further work to remind frontline health and care workers to come forward for their vaccination. National deadline set – 3rd February for first dose and 1 April for second vaccine jabs.

- The system has attracted significant local and regional press coverage. Over the past seven days, the following items have appeared in the media:
- 2 millionth vaccination given to a 14-year-old student
- High levels of booster availability across the system – with various interviews on radio, television and newspapers
- Don't start the new year with covid – get your vaccination now
- A profile story on Great Cornard Surgery in Sudbury outlining how the practice has been managing walk in slots.

Social media campaigns
A number of social media campaigns have featured during this accelerated period to encourage take up. These have been amplified by our system partners. The below campaigns give details of impact and reach

Facebook & Instagram 18-50 campaign	
Impressions	381,488
Reach	101,151

Facebook & Instagram 18-30 campaign	
Impressions	217,969
Reach	82,768

Facebook & Instagram 18-50 campaign	
Impressions	103,142
Reach	34,538

Facebook & Instagram 18-30 campaign	
Impressions	142,365
Reach	42,843

Snapchat 18-30 campaign	
Impressions	117,092
Swipe ups (visit to the site):	1,012

Background
The coronavirus (COVID-19) booster vaccine programme is continuing to be rolled-out across the country. A booster dose helps improve the protection following the first two doses of the vaccine and gives people longer-term protection against getting seriously ill from COVID-19.

In response to the Prime Minister's statement on Sunday 12 December, the NHS across Suffolk and north east Essex has established thousands of additional appointments for eligible people to receive their vaccination.

BOOSTER VACCINATIONS

Who is eligible for the COVID-19 booster vaccine?

Anyone over 18 who have had a 2nd dose of a vaccine at least 3 months ago can receive a COVID-19 booster vaccination. Appointments can be booked online via www.sneevaccine.org.uk which includes links to the National Booking System website. If people would prefer to attend a walk-in clinic, there are details about available clinics across Suffolk and north east Essex on the site. This page is updated at regular intervals each day.

Eligibility

Those eligible for a booster vaccine include:

- people aged 18 and over
- people who live and work in care homes
- frontline health and social care workers
- people aged 16 and over with a health condition that puts them at high risk of getting seriously ill from COVID-19
- people aged 16 and over who are a main carer for someone at high risk from COVID-19
- people aged 16 and over who live with someone who is more likely to get infections (such as someone who has HIV, has had a transplant or is having certain treatments for cancer, lupus or rheumatoid arthritis)
- people who are pregnant and in one of the eligible groups can also get a booster dose.

When can I book my COVID-19 booster vaccine?

Anyone aged 18 years or over can now pre-book their booster dose if it has been 2 months since their 2nd dose. They will be offered appointments from 3 months after the date of their 2nd dose.

Which vaccine will I be offered?

Most people will be offered a booster dose of the Pfizer/BioNTech vaccine or Moderna vaccine. This means their booster dose may be different from the vaccines they had for their 1st and 2nd doses. Some people may be offered a booster dose of the Oxford/AstraZeneca vaccine if they cannot have the Pfizer/BioNTech or Moderna vaccine.

How can I get a COVID-19 booster vaccine?

Anyone over 18 can book an appointment online via the National Booking Service. They will be able to choose from a range of sites (e.g. hospital hub, large vaccination centre or pharmacy). Their GP may also invite them to receive the vaccine at their local surgery.

Alternatively they can attend a walk-in clinic which are advertised on the Suffolk and North East Essex Vaccination Service website – www.sneevaccine.org.uk and Find a walk-in coronavirus (COVID-19) vaccination site - NHS (www.nhs.uk). Locations are subject to change. People are encouraged to check the website on the day they plan to attend. They will be offered a vaccine on a first come first served basis. Please also be advised those who attend a walk-in clinic may experience a queue – we are grateful for their patience.

Transportation

- **Suffolk**

In Suffolk, arrangements are being finalised to offer free bus and taxi services for those needing transport to a vaccination clinic. The offer is open to anyone in the county who needs help getting to their appointment or a drop-in clinic for a first, second, third or booster vaccination.

- **Essex**

If individuals are struggling to get transport to their booster vaccination appointment in Essex, they can contact the Essex Wellbeing Service (EWS) as a single point of access. They would need to provide their booking reference or screenshot of appointment confirmation. The contact details for the service are: telephone 0300 303 9988, email: provide.essexwellbeing@nhs.net. This service is open to everyone with a booked appointment. There is also a number of community transport options available that individuals can contact themselves (details on https://sneevaccine.org.uk/information-and-support/transportation-support/)

Cancelling your appointment

People should cancel their appointment if they are not able to attend.

SECOND DOSES

Eligibility

- People aged 12 or over are eligible for a 2nd dose.
- People aged 18 or over should have their 2nd dose from 8 weeks after their 1st dose.
- Most people aged 16 or 17 should have their 2nd dose from 12 weeks after their 1st dose.

Vaccinations for 16 and 17 year olds

Young people, who had their 1st dose of the vaccination more than 12 weeks ago, are now eligible for their 2nd dose. The 1st dose has been shown to provide 80% protection against hospitalisation. Protection could be even higher as younger people respond better to vaccines and some will already have had the COVID-19 infection, meaning they will have an even better response to a first dose. Parental consent is not required to be vaccinated. People also do not have to be registered with a GP or have an NHS number to be vaccinated, although it will make the process easier so they should bring this if they can.

CHILDREN AGED 12 TO 15 YEARS

Most children aged 12 to 15 can:

- get their COVID-19 vaccine at school
- book their COVID-19 vaccination appointment online for an appointment at a vaccination centre or pharmacy
- check if there is a walk-in COVID-19 vaccination site near them to get vaccinated without needing an appointment

The medicines regulator, the Medicines and Healthcare products Regulatory Agency (MHRA), has confirmed the Pfizer vaccine is safe and effective for children in this age group, following a rigorous review of the safety, quality and effectiveness of the vaccine.

What to do if you contract Coronavirus
People need to wait 4 weeks (18 years and above) or 12 weeks (12-17 year olds) to receive their vaccine if they contract COVID-19. They should not attend if they have symptoms or test positive for Coronavirus.

EVERGREEN OFFER (1st – 3rd dose)
As the national vaccination programme moves through the different priority groups, people who might have been hesitant to be vaccinated initially would be approached again and invited to take up the offer of vaccination. Our system and the national programme will keep the offer of vaccination evergreen which means there is a 1st, 2nd, 3rd dose (for individuals who are immunosuppressed and household contacts) and booster vaccine for everyone, when they are ready to receive it.

Ends