



Planning tomorrow **today**

# Adult Vaccination in an Ageing society

## Moving the social norm

David Sinclair, International Longevity Centre – UK @ilcuk  
@sinclairda

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# ILC-UK Planning Tomorrow, Today

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# The ILC Global Alliance



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Unravelling the debate on funding long-term care  
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Malcolm Small  
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**Older Workers, The Myths and Realities**  
Notes of Dinner debate hosted by BT,  
17<sup>th</sup> November 2009  
January 2010  
ILC-UK  
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**The Future of Retirement**  
An ILC-UK discussion paper  
Dr Craig Berry  
June 2011  
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**CREATING SUSTAINABLE HEALTH AND CARE SYSTEMS IN AGEING SOCIETIES**  
Phil Hope with Sally Marie Bamford, Stephen Beales, Kieran Bell, Dr Orlan Kinoshita, Michael Macdonnell and Andy McKean  
Report of the Ageing Societies Working Group 2012  
The Global Health Policy Summit  
Imperial College London  
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**The Golden Economy**  
The Government's Ambitions for an Ageing Society  
Research by ILC-UK for Age UK, October 2009  
Age UK  
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**Retirement Policy**  
Craig Berry  
December 2011  
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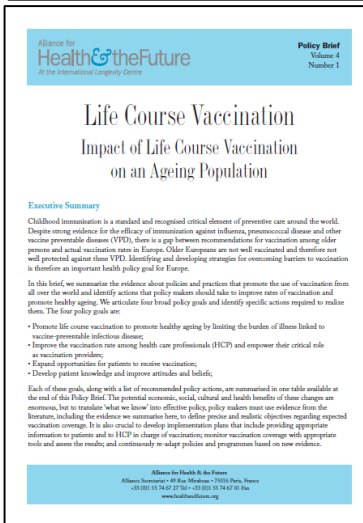
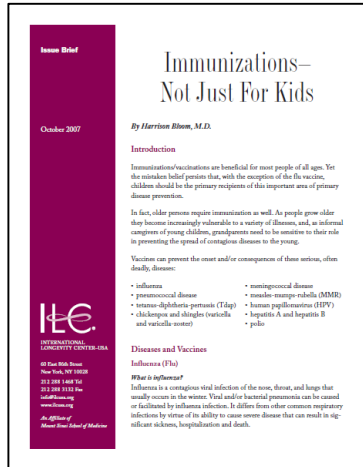
**Being Society**  
Sinclair  
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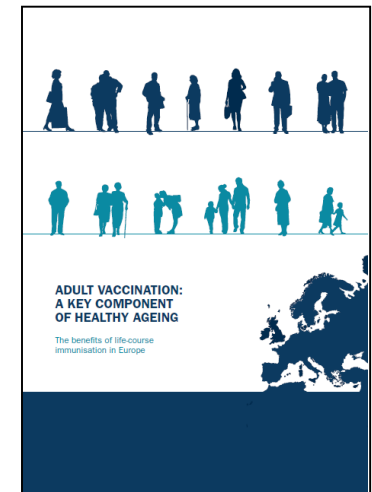
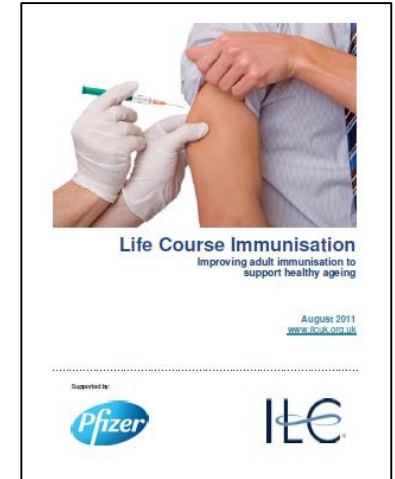


# 10 years of working on adult immunisation



- A founding and leading member of **SAATI** (Supporting Active Ageing Through Immunisation)
- UK and international reports on adult vaccination

■ <http://www.adultimmunisation.eu/>



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# Life course immunisation

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## Cancer vaccine having impact

New research by the University of Aberdeen suggests the vaccine against Human Papilloma Virus has seen a significant reduction in abnormal cervical screening tests 20 years earlier than anticipated.

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## Study finds being in a good mood for your flu jab boosts its effectiveness

New research by a team of health experts at the University of Nottingham has found evidence that being in a positive mood on the day of your flu jab can increase its protective effect.


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## Government urged to improve uptake of shingles vaccine amongst older people

05-Dec-16  
Article By: Melissa McAlees, News Editor

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The Department of Health has been urged to change its eligibility guidelines for the shingles vaccine following a decline in the uptake of the vaccination amongst older people.



The International Longevity Centre UK (ILC-UK) has advised the Government to make the changes following Public Health England's (PHE) report.

The report reveals a decline in the uptake of the vaccination in both the routine (70-year-old) and catch up (78-years-old) cohorts, from 61 per cent in 2013/14 to 54 per cent in 2015/16 and from 57 per cent in 2014/15 to 55 per cent in 2015/16, respectively.

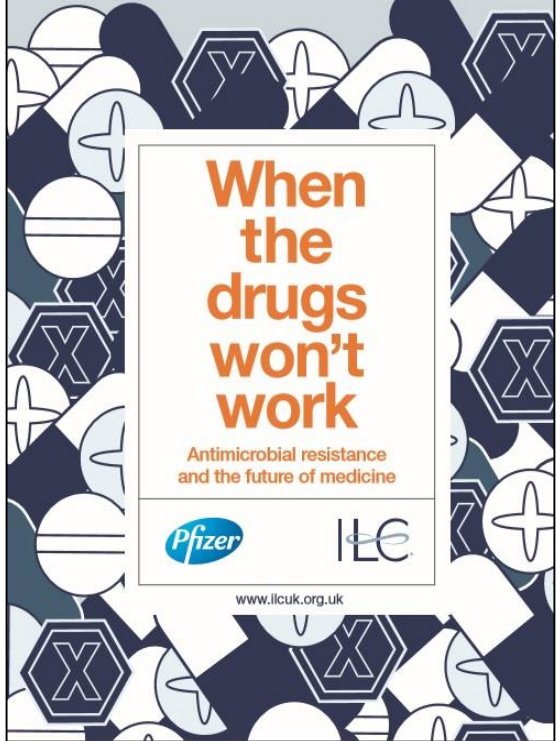
David Sinclair, director at ILC-UK and editor of the European Adult Immunisation Hub said: "Vaccination is not just for kids. In an ageing society we need a much greater focus on improving awareness and uptake of vaccination among adults. Anything we can do to reduce likelihood of pain is of huge importance in old age, with six in ten people in their mid-70s suffering from pain.

"Shingles can be a significant cause of pain in old age and vaccination is an effective way of reducing the likelihood that we will suffer from it. We must ensure that older people eligible for the shingles vaccination take up their right to receive it."

The shingles vaccination programme aims to reduce the incidence and severity of shingles in those targeted by the programme by boosting individuals' pre-existing varicella zoster virus immunity.



According to the NHS, around one in four people will have at least one episode of shingles during their life, which most commonly occurs in people over the age of 70.

Early symptoms of shingles can include a headache, burning, tingling, numbness or itchiness of the skin in the affected area, a feeling of being generally unwell as well as a high temperature (fever).



## When the drugs won't work

Antimicrobial resistance and the future of medicine



www.ilcuk.org.uk

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# Working across Europe on adult vaccination

- ILC-UK were a founding member of **SAATI** (Supporting Active Ageing Through Immunisation)
- SAATI aimed to: Increase public and policy maker awareness of the need for adult vaccinations.
- The SAATI partnership produced a consensus statement (2012)
- In November 2013, SAATI published **Adult vaccination: a key component of healthy ageing.**



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# The world is ageing



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# There is a lot of investment going in to healthy ageing



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But there are some really easy things we can do. But we don't!



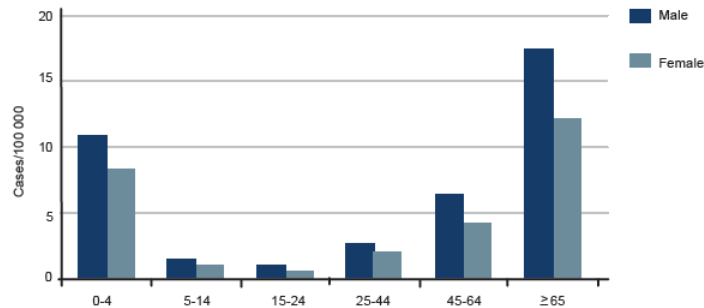
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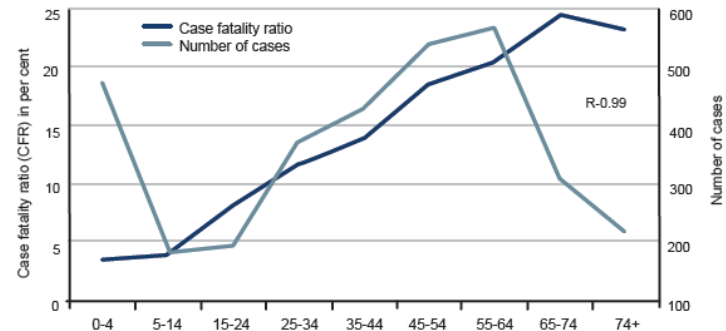


# And there is a need for vaccination

Rates of reported confirmed IPD cases, by age and gender, EU/EEA countries, 2006–10 [ECDC 2013]<sup>82</sup>



Distribution of influenza-related severe acute respiratory infection cases and case-fatality ratio by age group, 2010–2011 season, EU/EEA countries [ECDC 2013]



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# Vaccination, a good health story to tell

- Immunisation has a good story to tell
- Ageing society strengthens case for a life-course approach to vaccination
- Vaccination is cost effective
- We “do” childhood immunisation well (and adults in UK)



<http://www.flickr.com/photos/48039948@N02/6070071650/sizes/m/in/pool-92307085@N00/>

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## Antimicrobial resistance adds urgency



### **Professor Dame Sally Davies, Chief Medical Officer**

“The continuing increase in organisms that are resistant to one or more antimicrobial drug is one of the greatest threats that we face today...

“While a new infectious disease has been discovered nearly every year over the past 30 years, there have been very few new antibiotics developed leaving our armoury nearly empty as diseases evolve and become resistant to existing drugs.”



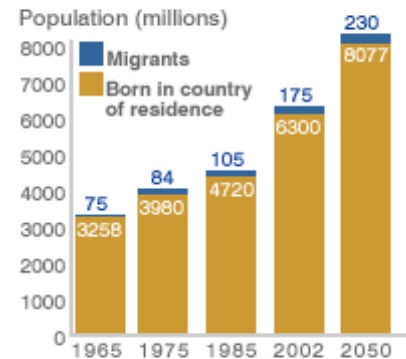
## So does migration

### Professor Dame Sally Davies

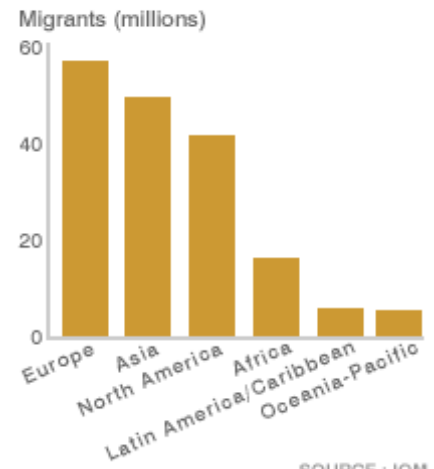
*“It is now possible for a person to travel around the globe in less time than it takes for symptoms to appear following an infection.”*

In 2010, 12% of the total UK population were born abroad, whereas in 2001 the figure was nearer to 8%.

World's foreign-born population



Migrants per region in 2000



SOURCE : IOM

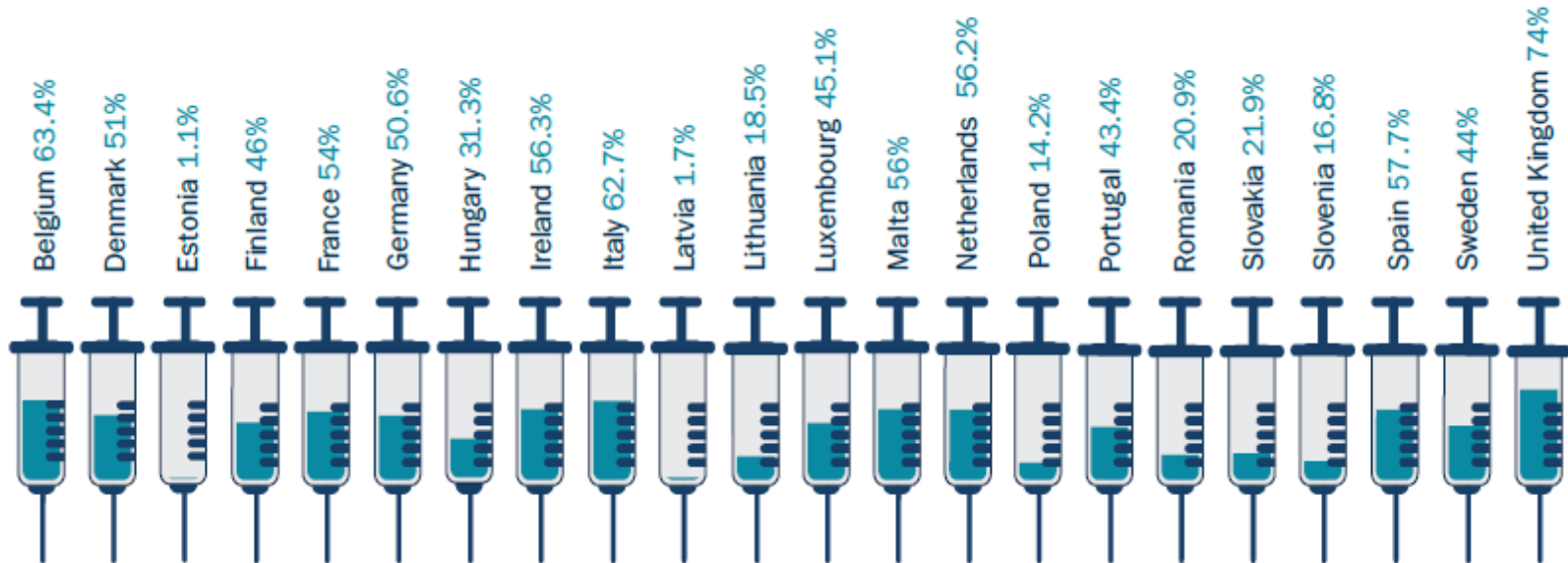
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# Yet we think there is more we can do to increase uptake of adult immunisation

RECORDED SEASONAL INFLUENZA UPTAKE DATA FOR THE SEASON 2011-12



[See Adult Vaccination: A Key Component of Healthy Ageing]

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# Older Consumers are pretty well informed aren't they?

*“They have fewer ties to family responsibilities... With their homes paid for their major housing concern is for property taxes and repairs... Being essentially free from obligation, they may spend their income and assets as they wish. Here is a potential market, therefore for those marketers who wish to appeal to it. It is a new market, almost unrecognised which must be developed with care as it depends upon the changing role of older persons in our society and the realisation that they are more free than their predecessors in the past century.”*



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Dodge,  
1962

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# We need an informed consumer



“Carers should be targeted with information about adult vaccination.”

“People tend to know where their passport is. We could encourage people to keep a slip of paper with their passport detailing their vaccination history.”

“We should use travel vaccination clinics and general health checks as an opportunity to inform adults about vaccination more generally.”

“It can be difficult for consumers to find out what the UK immunisation guidelines are. Not many people are going to delve into the Green book. There should be a simplified check list for those aged over 18.”

**ILC-UK Focus group participants**

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# Making every contact matter



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## Better informed Health and Social Care professionals

***“When I was doing the rounds as a nurse, teams used to come around and offer vaccination to myself and other healthcare workers. But some members of staff still refused.”*** ILC-UK Focus group participant

Levels of vaccination of healthcare professionals varies significantly by NHS Trust. In 2011, some trusts achieve almost 95% coverage of staff whilst others only achieved around 5% of staff vaccinated against seasonal flu.

## There is some good practice

**South Staffordshire and Shropshire Healthcare NHS Foundation Trust<sup>97</sup>** saw the number of frontline staff receiving flu vaccinations rocket from 10 per cent to 52 per cent in 2010/11 by using a combination of flexible ways to deliver the vaccine. The Trust, which employs 3500 staff, used a wide range of techniques as part of their campaign.

- They trained 50 nurses to administer the vaccines.
- Clinics were set up on an appointment system from 9.30am to 4pm. Several early morning clinics, commencing at 7am, were set up for night staff.
- Information about the programme was updated on the intranet and via email and inpatient areas were telephoned daily to remind staff.
- The team walked the wards as the numbers attending the clinic decreased, leaving leaflets and contact details for those staff unable to get out at our allocated times. They also changed the clinic to a drop-in arrangement.
- The team commenced a programme to vaccinate long-stay patients on the wards.

**A**ndrew was fast running out of excuses as to why he couldn't have his free staff flu jab



**G**ary couldn't help show his surprise when he heard the flu jab was free



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# We should go where consumers go – a role for pharmacy?



**FREE NHS FLU JABS**  
for at risk groups

Pregnant? Over 65?  
Weakened Immune System?  
Carer? Asthmatic?  
Heart Disease? Health Condition?

If you have any of the above  
you could be entitled to a  
**FREE FLU JAB**

Speak to your Pharmacist Today!

NHS England + Immunisation Services NPA

The poster features a blue header with the text 'FREE NHS FLU JABS for at risk groups'. Below this, several eligibility criteria are listed in red text: 'Pregnant?', 'Over 65?', 'Weakened Immune System?', 'Carer?', 'Asthmatic?', 'Heart Disease?', and 'Health Condition?'. A central illustration shows a hand holding a blue flu vaccine syringe. Below the illustration, it states 'If you have any of the above you could be entitled to a FREE FLU JAB'. At the bottom, there is a green call to action 'Speak to your Pharmacist Today!' and logos for NHS England, Immunisation Services, and NPA.

## ILC-UK recommends

- ILC-UK believe that it is vital to expand the range of settings which provide vaccination to include, for example, community pharmacies.
- Clinical Commissioning Groups and Public Health Departments should pilot the use of vouchers which could be used by those eligible for the seasonal flu vaccine. These could be used not just in GP surgeries but also in registered high street pharmacies.

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# We should “nudge” people towards vaccination

The concept of Nudge was developed by Thaler and Sunstein (2008) and is based on the field of behavioural theory which suggests that individuals’ actions and decisions don’t result simply from a rational overview of external circumstances. Instead they are equally likely to be based on systems of habitual behaviour based on learned traits and biases.



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## Potential “nudges”

- The use of ‘declination forms’ by health services and employers could encourage employees to think twice about turning down vaccination.
- Play on the strong sense of civic duty which might encourage vaccination to protect others, particularly if advised to do so by their physicians.
- Creating a social norm of adult vaccination (beyond flu) through investment in communications.
- Research should be commissioned to explore what messages are most likely to result in greater uptake of adult vaccinations.

## We should communicate (and deliver) through employers

- The Government and the private sector are increasingly interested in how we extend working lives.
- A fear of a skill shortage in some countries
- But there have been few initiatives in the private sector which have considered the case for adult vaccination of staff.
- Yet the vaccination of older workers could not only be cost-effective (reducing the number of days lost due to ill health) for employers, but could also contribute to a healthier workforce.

# The role for employers

## ILC-UK recommends

- Government should seek to encourage a group of companies to undertake vaccination of their over 50s against seasonal flu vaccine.
- Companies who are interested in vaccination of their staff should share best practice.
- The Institution of Occupational Safety and Health should review the potential role vaccination could have in terms of the occupational health of older workers.



<http://www.flickr.com/photos/europedistrict/4092903450/sizes/z/in/photostream/>

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## We should communicate through insurance companies

- Some health insurers provide incentives for individuals to join a gym. Putting in place similar incentives to vaccinate may prove useful.
- One focus group participant argued that there is demand from some insurance consumers for life and health insurance to become more integrated and centred around the policyholder. Such a change may result in the industry needing to reinvent its offer to meet the demands of this new consumer. And vaccination might form part of this offer.



# We should use new technology

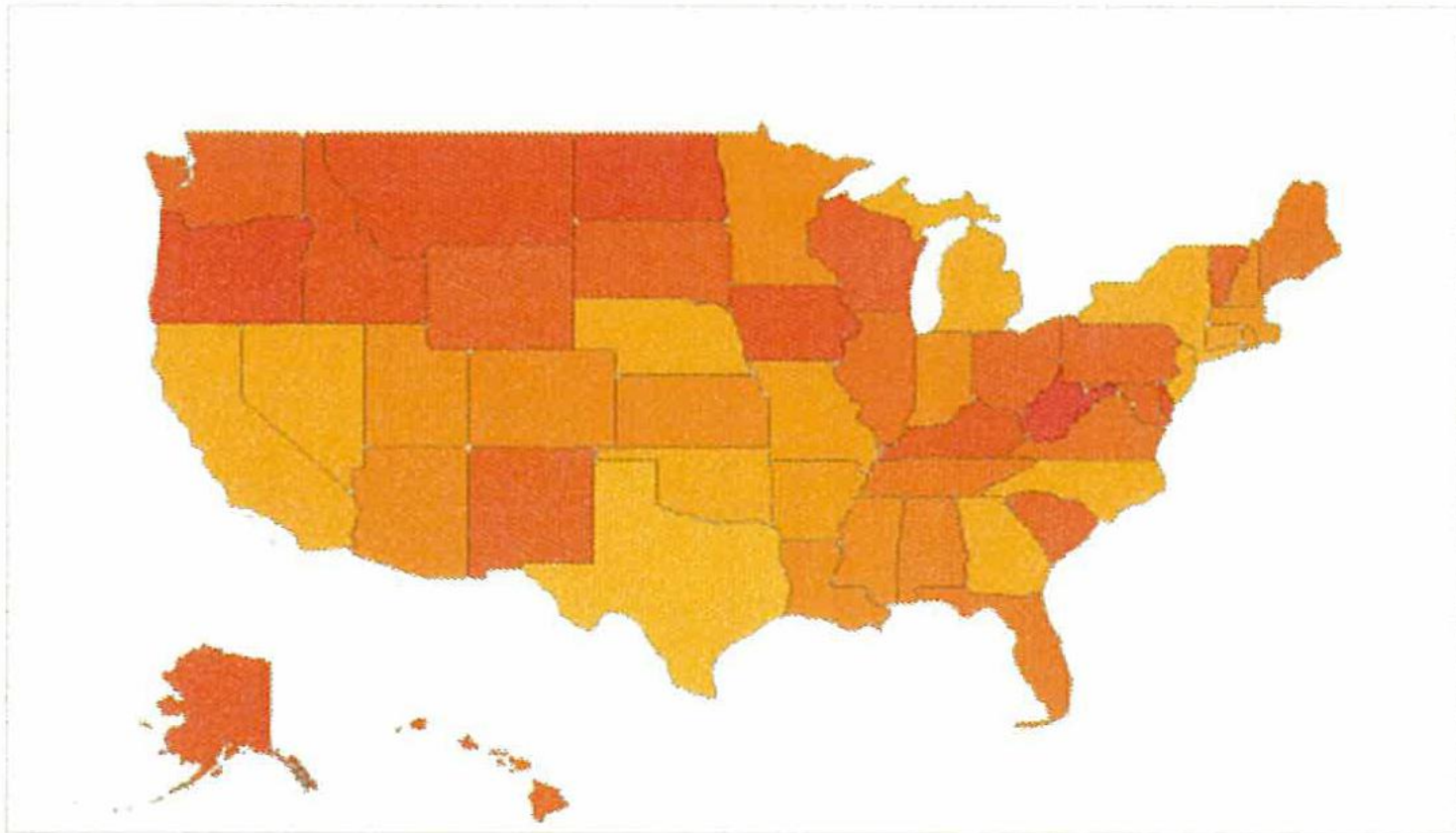


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# Google knows! Location Based Services



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## And finally – Guidelines, good practice important but we also need to incentivise action.

- Guidelines are vital. But so is vaccine reimbursement
- Health structures best should support adult vaccination.
- Regular monitoring of uptake is important and can be used to incentivise.
- The right incentives need to be in place to support vaccination.
- Financial incentives for healthcare professionals

Please feed in ideas

<http://www.adultimmunisation.eu/>



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EUROPEAN ADULT IMMUNISATION HUB

IN ASSOCIATION WITH

About

The European Adult Immunisation Hub is led by the International Longevity Centre – UK (ILC-UK). It has been made possible by financial support from Pfizer.

For regular updates, follow the European Adult Immunisation Hub on Twitter at @AImmunisation, like the Hub's Facebook page at <https://www.facebook.com/adultimmunisation/timeline> and join the Adult Immunisation LinkedIn group at <https://www.linkedin.com/groups/8358969>

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Many thanks



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