

Citizen's Panel

What local residents have told us about the flu

“Just” the flu?

Each year the flu kills on average 11,000 people and hospitalises thousands more. There's no “just” about it.

Yet in north east London last year, only half of those eligible for the flu jab were vaccinated. This was even lower in ‘at risk’ groups like pregnant women, children aged 2 and 3 years old, carers, and those living with long-term health conditions.

This year, with COVID-19 in circulation, it's more important than ever that those eligible are vaccinated to protect them from flu. We asked our Citizen's Panel to share their opinions and perceptions of the flu vaccine so that we can start a meaningful conversation within our communities about the importance of protecting yourself and others.

Our key takeaways from the study...

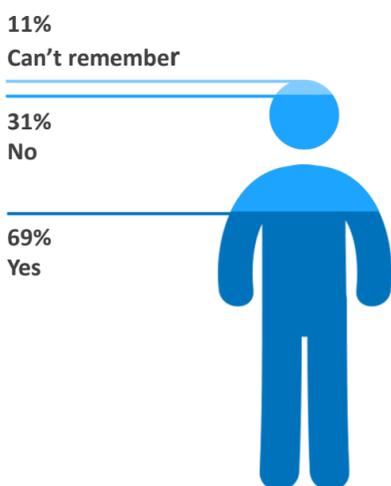
1. Around four in five people that we spoke to intend to get their flu jabs this year – however 24% have said that chosen not to have it, or have yet to make a decision.
2. Nearly two in five people said that the pandemic has made them more likely to get their flu jab this winter.
3. Perceived negative side effects, a sense of not needing the jab despite being in at-risk groups, and not believing in the flu vaccine are the key barriers for not getting their flu jabs.
4. Of those we spoke to, nearly four in five people were confident in their perception of the flu vaccine's effectiveness.

Taking action on these insights...

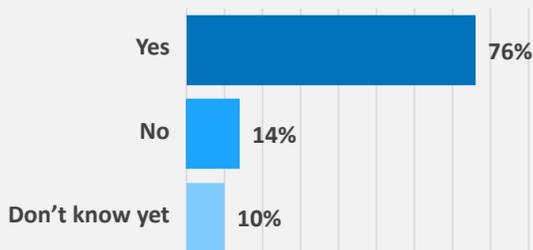
- Be clear on who is at-risk of the flu virus and their eligibility for getting the flu jab.
- Promote the importance of getting the free flu jab in this unprecedented year.
- Explore the perceived barriers stopping at-risk patients from getting vaccinated and work directly with community groups and trusted voices within our communities to address concerns at a grassroots level.

Intentions to get vaccinated

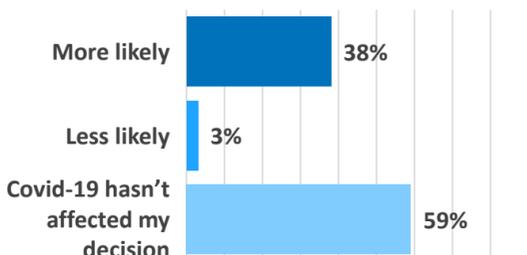
- Did you get vaccinated against the flu last winter?



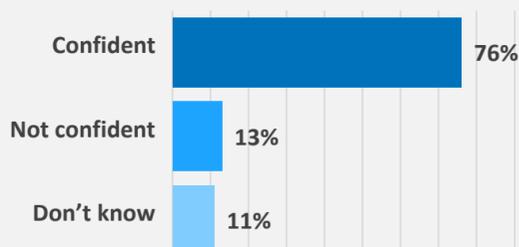
- Do you intend to get vaccinated against the flu this winter?



- Has Covid-19 made it more or less likely that you will get vaccinated this winter?



- How confident are you in the effectiveness of the flu vaccine?



Top barriers to not getting vaccinated

- You said that you did not have the flu vaccine last winter, why did you choose not to have it? (Base: Respondents who didn't have the flu vaccine)



37%
negative side effects



9%
“I don't need it”



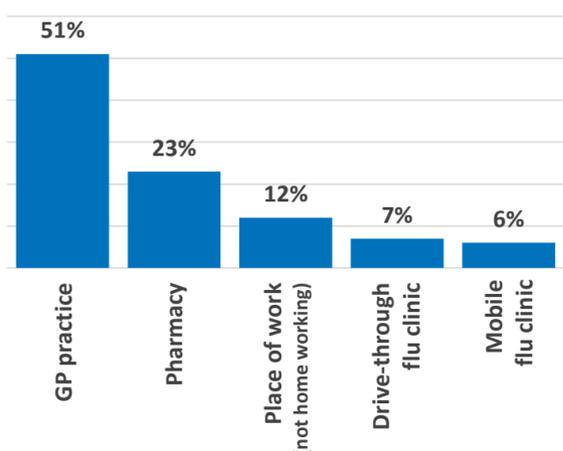
8%
“I don't believe in it”



5%
“I don't like needles”

Where residents wish to get their vaccinations

- The NHS is considering offering the vaccine in different places this winter. If all the options below were available, where would you prefer to get vaccinated?



Interpretation of findings:

Between the 28 August – 13 September 2020, 1067 people who live in north east London completed an online questionnaire about the flu vaccination programme. The sample was recruited through the ELHCP Citizen's Panel, as well as open source. Attempts were made to ensure a wide spread of demographics. Results are unweighted. Therefore, results should be referenced as “X% of respondents surveyed”.

For more information on the study, please contact thccg.nelcommunications@nhs.net.