

RSPH vaccination 1, 2, 3, 4

What can we all do collectively as practitioners and policymakers to improve vaccine uptake?

RSPH hosted a webinar with vaccine experts about what we can collectively do to tackle health inequalities and improve vaccine uptake. Three key points to help services and policymakers are:

1

Convenience: Vaccine services should be where people are, and go where people go. This includes being opportunistic and considering offering vaccines in non-traditional settings, such as A&E, supermarkets and shopping centres. Vaccine services could help tackle health inequalities by offering vaccines in settings that are convenient to the public and attend the needs of underserved communities by being where they are.



2

Communication: The more we talk about vaccines, the better. Different vaccines prevent different diseases and have different side effects. Helping people access reliable information can address concerns and empower them to make decisions for their health. Some people don't have a vaccine simply because they don't know where to go, or what to do. Supporting them could make a real difference. Listening to people and understanding what they need is also crucial to optimise services and support communities.



3

Community: Communities know what they want and what they need from vaccine services. Considering the histories and diversity of different communities is important. In other words, what works for one underserved community might not work for another. Different groups have different needs, and they require different solutions. Tailored approaches and the creation of bespoke delivery services can help us reach them more effectively. Listening and co-production are key.



4

Workforce: The vaccination workforce offers vaccines, reassures and provides information to members of the public, and collects data. Ensuring they have the training and materials they need to communicate properly with communities, valuing their work and offering career progression, and creating CPD and upskilling opportunities would help alleviate pressures and support them to develop. Strong leadership and support for decision-making are important too. Appropriate funding and a joined-up approach to data and technology from local and regional services would also help streamline delivery and support this workforce.

