

19th May – 1st June 2021

Covid-19 Vaccination: Summary of insight from public engagement

Patient experience survey: **96%** would recommend to friends & family --

The majority of people continue to state they want to receive the vaccine. Of the majority who have had the vaccine, feedback from their experience continues to be positive.

Included in this report is an overview of feedback from vaccination clinics for people with learning disabilities. People told us that they appreciated the time and space given to them before and after the vaccinations to ask questions and talk about any concerns they had. Staff at the clinics created a bespoke plan for everyone including a range of distraction techniques, which resulted in a positive experience for people being vaccinated and support and reassurance for their relatives.

Emerging themes

Preference for Pfizer: people have told us they would prefer to be vaccinated with the Pfizer brand of vaccine. People from Asian communities in particular have fed back that they trust the Pfizer vaccine more. There is anecdotal evidence that people would be more likely to attend pop-up vaccination events if they were sure they would be receiving Pfizer vaccine. People have also been asking questions around mixing brands of vaccine, e.g. wanting Pfizer for their second dose after receiving Oxford Astra Zeneca for their first.

10% of people in hospital have been fully vaccinated: messages are circulating in communities via WhatsApp groups about the number of people ill in hospital, who have also received both doses of the vaccine. Although this has not been linked to vaccine hesitancy specifically, it links to concerns that people have told us they have around how effective the vaccine is and how it works.

Continuing themes

Delta Strain (previously known as 'Indian strain' of the virus: we continue to hear that people are concerned about the risk posed by the Delta strain of the virus. We have not heard that this is specifically affecting vaccine confidence. However, one of the more common queries people asked via our survey was "will the vaccine protect me against new variants of the virus?"

Other themes

- **Younger cohorts** – feedback from several different sources suggests that younger cohorts want to weigh up the potential risks of being vaccinated vs. not being vaccinated, as they perceive the risk of becoming seriously ill from COVID to be lower to them. Potential barriers include work, concerns around fertility, side effects etc. There is also some feedback to suggest younger cohorts are less likely to book through their GP.

- **Fertility and maternity** - concerns around the long-term effect of the vaccine on fertility, on pregnant women and women who are breastfeeding, particularly from young Asian women. Several comments that guidance is confusing or difficult to access.
- **Side effects** – concerns around what common side effects and/or allergic reactions are, and how to find reliable information on this. Blood clots following the Oxford Astra Zeneca vaccine are one of the main concerns. Some feedback that people feel much more poorly than they expected to following the vaccination. These stories spread anecdotally within communities and cause vaccine hesitancy.
- **Safety** – some people still feel that the vaccine was developed too quickly and don't feel assured that it is safe.
- **Validity of the vaccine** – small groups of people who believe they do not need the vaccine as they are not at risk (people in their 20s/30s), that the virus simply does not exist, or that the vaccine has little value against new variants.
- **Understanding the vaccine** – many people do not know how the vaccine works or what is in the vaccine.

Understanding your views survey

This survey has now closed after 483 responses. These responses helped us to identify the themes above, as well as give us further information about the different communities in Calderdale and what their views were on COVID-19 vaccines.

As the vaccination programme moves on to younger cohorts, people have also told us that work, transport and caring responsibilities might make it difficult for them to attend a vaccination appointment. To understand why these things might make it difficult for people to get to appointments, we need to ask different questions. We will also focus the next phase of the engagement around conversations with trusted members of the community, who may be able to reach some communities that we haven't heard as much from previously.

The mechanisms for the next phase of community engagement include an anecdotal feedback chart, for recording insight from conversations happening in communities. We also have a survey to ask for further detail on some of the things people have already told us are a barrier, e.g. work. The responses from this survey will be reported on fortnightly in this insight report, replacing the 'understanding your views' section.

Patient Experience Survey Summary

(x102 responses completed 16/05/2021 – 31/05/2021)

Positive sentiment

Examples of patient comments:

“Thought the system was brilliant and staff really helpful - well done!!”

“I received an ad on Facebook and happened to be going into town for husbands lens appointment and to the Piece Hall so it tied in nicely.”

“Quick, friendly people, drop-in centre great idea”

“Extremely well organised. Full one-way system and a number of individual queues, all marked out in different colour tape, so you simply get allocated a colour and then follow that line when called.”

“A fantastic service, professional, quick and easy. Easier than trying to book.”

“Walk in vaccinations are a great idea and allowed me to have my second jab at 8 weeks.”

“Really good idea to offer this service when and where people are relaxed and have the time to slot it into their day without hassle”

The vast majority of comments were positive in sentiment. Patients most frequently commented about the staff using words such as friendly, welcoming, caring and reassuring. Patients also frequently commented about the smooth running of the service, describing it as well organised and efficient. Patients also reported that venues were clean and social distancing measures were in place including the availability of hand sanitizer, wiping down touch points in between patients and mask wearing.

In relation to the walk-in sessions held at the Piece Hall people frequently commented about how accessible and convenient it was, as well as quick and efficiently run.

Negative sentiment

Examples of patient comments:

“Felt rushed, I had no opportunity to ask questions. I was told the nurse would run through some questions with me, but she just did the vaccine and left.”

“A little more privacy. I'm not great with injections. Wasn't a problem in the end but I find it very embarrassing if I pass out.”

“I wanted to wait 12 weeks because research suggests that you get 3.5 times the antibodies. Felt under pressure to come in earlier.”

“When I first booked my appointment, I booked online. I got the date and time for my first vaccination, but I could not be offered my second as there was no availability. At

this point I was not informed of if any change to my first appointment. I went to my first appointment only to be told I had not been booked in ... I was told at this point that if you cannot book both vaccinations at the same time your first booking would automatically be cancelled. This needs to be made clear at the point of booking to avoid wasted journeys to get the vaccine. I found myself very anxious after being let down with my first appointment. I was very anxious about having the vaccine - having a fear of needles and psychological anxieties about having something unnatural being put into my body - it had taken the good part of two months for me to overcome this anxiety only to be told to rebook the whole thing again."

A small number of comments were negative in sentiment. Patients commented about communication difficulties. For example, the wrong information being added to a vaccine card that led to confusion over which vaccine to have for the second dose. A further comment stated they would have preferred more time to ask questions and go through the side effect. Like in previous reports, there were comments about booking difficulties particularly the online process.

Suggested improvements from respondents

"Better information on the booking process - let people know that both vaccines have to be booked at the same time or the first booking will be cancelled."

"Would have been good to have been asked if I had any questions/concerns or even been given the chance to ask"

"I only came upon this by chance, it should be wider advertised" [regarding a walk-in session at the Piece Hall]

Survey responses

- 97.1% found travelling to the site easy or very easy
- 85.3% found booking their appointment easy or very easy
- 98% were happy with waiting times
- 98% felt confident and safe at their appointment
- 99% reported that they are aware and willing to continue using social distancing measures, face masks and washing hands after their vaccination.

Survey responses per site

- Todmorden Health Centre 52.9%
- Other 34.3%
- Boots the Chemist 6.9%
- Bankfield 2.9%
- Spring Hall 2.9%
- Northowram Surgery 0%
- Nursery Lane 0%

There were 35 responses listed as other, and of these 30 listed the Piece Hall.

Highlights from survey equality question responses

- Postcode 27.3% were from HX7, 18.2% from OL14, 17.7% from HX2
- Gender 52.9% were female, 45.1% were male
- Age range 19 to 66 with 42% aged 30-39 and 25% aged 50-59
- Country of birth 94.1% born in UK, 5.9% other
- Ethnicity 90.2% British
- Religion 51.5% no religion, 36.6% Christianity
- Disability 2% Yes, 97% No
- Carer 91.2% No, 8.8% Yes
- Long Term Conditions 14.7% stated they had 1 or more long term conditions

Anecdotal feedback (19/05/2021 – 01/06/2021)

Feedback provided by: voluntary and community groups, Park & Warley COVID co-ordination group, COVID Community Champions and Community Cohesion team at Calderdale Council.

Preference for Pfizer: people have told us they only wish to be vaccinated if it is with the Pfizer brand of vaccine. People from Asian communities in particular have fed back that they trust the Pfizer vaccine more. There is anecdotal evidence that people would be more likely to attend pop-up vaccination events if they were sure they would be receiving Pfizer vaccine. People have also been asking questions around mixing brands of vaccine, e.g. wanting Pfizer for their second dose after receiving Oxford Astra Zeneca for their first. This was fed back by voluntary and community groups, through Park & Warley COVID co-ordination group and has been successful in other areas e.g. Lancashire.

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10% of people in hospital have been fully vaccinated: messages are circulating in communities via WhatsApp groups about the number of people ill in hospital, who have also received both doses of the vaccine. Although this has not been linked to vaccine hesitancy specifically, it links to concerns that people have told us they have around how effective the vaccine is and how it works. This was fed back the Equality & Community Cohesion team at Calderdale Council.

Younger cohorts: there is some anecdotal evidence of lower uptake of GP clinic vaccinations by younger cohorts. This was fed back by the social prescribing team. It is unclear whether this is because younger people are booking through the National Booking System, or using alternative routes e.g. pop-ups. The next phase of engagement should give us more detail on this.

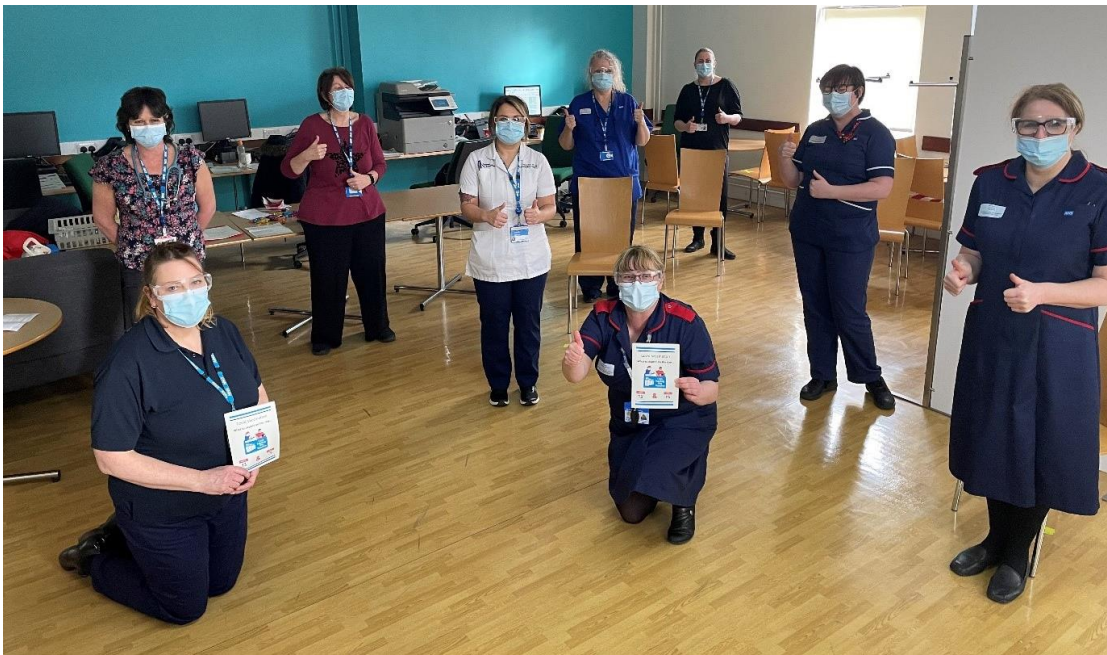
Covid vaccination clinic for people with learning disabilities

“You are doing a great job for people with learning disabilities (LD), ensuring they are protected from the virus.”

“Everyone helped to put Suzanne at ease., Staff knew how to deal with people with special needs and had the time to enable the vaccination to be carried out.”

“A lot of thought had been put into the clinic: a safe, calm, and welcoming environment that addressed the needs of a diverse group of people.”

Just some of the fantastic feedback we’ve had from our LD vaccine clinics. Here is a more background and feedback.



CHFT hosted two special vaccination clinics at CRH: on 13th March and a follow-up on 15th May for people with a learning disability.

Amanda McKie Matron lead for learning disability worked in partnership with both Kirklees and Calderdale community learning disability health teams (South West Yorkshire Partnership NHS Foundation Trust) to identify who would benefit from a such a bespoke service. As part of the process we:

- Adopted paperwork developed by another Trust for capacity and best interest documentation.
- Created a social story to help people prepare with photos of the building, car park, rooms and the staff who would be at the clinic on the day to help reduce anxiety and fear.
- Held it on a Saturday when the hospital is much quieter and car parking was available.

- Made a bespoke plan for every individual to meet their needs, which included distraction techniques, including listening to Abba and Cliff Richard on YouTube.
- Set up the lecture theatre so it was like going to the movies with the Greatest Showman playing and snacks which included popcorn and chocolates.

The first clinic had an 83% success rate and all those who had the first vaccine came to the second clinic, which had a 100% success rate.

Here is some of the feedback the bespoke clinic received:



“Amanda arranged 2 sessions for people with a learning disability to have the vaccine. This was perfect for my daughter who is happy to have a vaccine, but can't wait, and becomes challenging in her behaviour if she is in a busy place. This had the potential for her to be very distressed by the experience if in a vaccination centre and might have impacted her complying with the vaccination. In addition, this would have been difficult for other vulnerable people awaiting their turn and anxious about being in a centre with

other people after we have been complying with lockdown and shielding expectations.

Amanda was welcoming on arrival, ensured disabled parking was available and the clinic was at a time when there were no other people attending. We chose the first appointment, which was best for my daughter, and the provision of chocolates and the Greatest Showman streaming ensured a happy experience for us both.

Thank you, Amanda. You are doing a great job for people with learning disabilities, ensuring they are protected from the virus, as well as raising awareness with other health professionals. Of course, this is also of huge benefit to carers, so that we are not having to navigate difficult situations for our relatives and can also be assured that their needs are taking into account and we are supported with their health care.”

Jackie Hughes mum of Sally (pictured with Linda Denham)



“First of all, I would like to say thank you for running the special needs vaccination clinic. I was very unsure how my daughter would be having her vaccination- I had visions of her getting very upset, shouting, and then refusing the vaccination in front of a long queue of people and probably upsetting some of them too. I was so pleased to hear of your clinic, Suzanne - my daughter- knew you from attending your blood collection clinic which made it much

easier. She was frightened the first time but everyone helped to put her at ease, there was no waiting, Staff knew how to deal with people with special needs and had the time to enable the vaccination to be carried out. Please pass on our thanks to the Staff Team.”

Linda Wrigley, mum of Suzanne. Pictured: Suzanne with Vaccinators Louise Taylor and Jackie Squire



“Excellent service, staff were amazing. My son was relaxed, and all went well.”

Diane Sanderson – mum of Jarrod, pictured with Linda.



“Sam came for his first vaccine today. He was a little apprehensive but fine after talking to Amanda he had a really positive experience”

Gerard Wainwright – dad of Sam, pictured with Linda.



Stephen pictured with Amanda, Linda and Cassie Smyth from the learning disability health team in Calderdale who supported him on both days.

Stephen said:

“Everyone was lovely and brilliant. I was not nearly as nervous about having second vaccine, as I had been looked after so well the first time.”

Cassie said “you all did an amazing job”



John Vasey Scott's dad said:
"It was very streamlined easy and quick. It was friendly, Scott hates needles but he looked forward to going back for the second one."

Scott is pictured with his Dad and Jackie Squires.



Marilyn Hayden Lee's mum feedback:

"Your service and staff were amazing and without your input we are sure Lee's Covid injection would not have taken place. We are very grateful for all your help and support."

Here's Lee pictured with Amanda.

Feedback from PALS compliment:

"I Supported a young man with learning disabilities to attend Calderdale Royal Hospital for his Covid vaccine. A lot of thought had been put into the clinic: a safe, calm, and welcoming environment that addressed the needs of a diverse group of people. The organisers obviously had a thorough understanding of those with additional needs and catered for them fantastically. A true example of good practice, well done!"

Feedback Calderdale Council leaders:

Dear Melaine,

I am writing on behalf of all Com, the leaders of the Comm
CWSmith, the CCG and the hai Dr Steve Clewsby to thank you
and your team for the amazing work you have done delivering the
programme. We are very grateful for all efforts you have

THANK YOU

with whom determine how you have adopted
creative approaches to engage, the session with the with learning
disabilities. It's really inspiring see represents the vision and
values of Calderdale.

Thank you for all you have done
Robin Tindall
Accountable Officer CCG and Chief Executive
Calderdale

Resources

Fertility:

[FACTSHEET: COVID-19 vaccines and your fertility | Calderdale Clinical Commissioning Group \(CCG\) \(calderdaleccg.nhs.uk\)](https://www.calderdaleccg.nhs.uk/FACTSHEET:COVID-19vaccinesandyourfertility)

Fertility, in community languages:

[COVID-19 vaccines and fertility | Calderdale Clinical Commissioning Group \(CCG\) \(calderdaleccg.nhs.uk\)](https://www.calderdaleccg.nhs.uk/COVID-19vaccinesandfertility)

Maternity/pregnancy:

[JCVI issues new advice on COVID-19 vaccination for pregnant women - GOV.UK \(www.gov.uk\)](https://www.gov.uk/jcvi-issues-new-advice-on-covid-19-vaccination-for-pregnant-women)

[COVID-19 vaccines, pregnancy and breastfeeding \(rcog.org.uk\)](https://www.rcog.org.uk/COVID-19vaccinespregnancyandbreastfeeding)

Side effects:

[COVID-19 vaccination and blood clotting \(leaflet\)](#)

[JCVI statement on the use of the AstraZeneca Covid-19 vaccine: 7 April 2021](#)

[MHRA advice on possible link between Oxford AstraZeneca vaccine and blood clots](#)

[COVID-19 vaccination: blood clotting information for healthcare professionals](#)

Health conditions and COVID vaccination:

[Health conditions and coronavirus \(COVID-19\) vaccination - NHS \(www.nhs.uk\)](#)

Understanding vaccines:

[FACTSHEET: What's in the Covid-19 vaccines? | Calderdale Clinical Commissioning Group \(CCG\) \(calderdaleccg.nhs.uk\)](#)

British Society of Immunology guide of vaccinations:

[BSIresource A guide to vaccinations for COVID19.pdf \(immunology.org\)](#)