What are the priorities for the polio incident response?

Inequalities in coverage & vaccine engagement

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Short term priorities

Deliver IPV booster programme to children aged 1-9 in London
How? Access & engagement
Hackney as a case study with broader implications

I. Background & Context

- Demographics: United Kingdom
  - 2011 Census: UK Jewish population was approx 271k
    - Haredi Jews constituted 12-16%[1]
  - Higher total fertility rates 7 births per woman (3x national average 1.8)[1]
  - London Borough of Hackney: largest Haredi neighbourhood in UK[2]
    - Approx 7% of population, but 22% of Hackney's child population
    - Challenges & considerations for vaccination & primary care services

I. Background & Context

UK vaccination coverage[3]

- 2020-21 DTaP/IPV/Hib coverage at 1 year:
  - England: 92%
  - Hackney: 67.8%
  - Salford: 89.4%
  - Leeds: 90.7%
  - Bury: 92%
  - Gateshead: 95%
- 2020-21 DTaP/IPV/Hib coverage at 2 years:
  - Hackney: 77.8%
  - London: 89.4% / England: 93.8%

Local VPD outbreaks

- 2012-13 measles outbreak
- 2015 pertussis (whooping cough) outbreak
- 2018-19 measles outbreak
- 2022 poliovirus incident: vulnerable

I. Background & Context

- WHO Regional Office Europe methodology to integrate research into vaccine delivery
- 2014-16 WHO Tailoring Immunisation Programme North London's Haredi minority[4]
  - Unmet information needs (less digital access and need for printed info)
    - COVID-19: Shift in digital access since TIP study
  - Barriers: inaccessible and inflexible services
    - Sunday clinics / local points of delivery

- Limited translation of recommendations into action: Commissioning and funding constraints[5]

- Less vaccine delivery via Haredi school system

- Localised and co-delivery models[6]
  - Hatzola & GPs co-delivered clinics, generate opportunity for local-level & shared delivery
  - Explore sustainability of local delivery methods to benefit routine child vaccinations

I. Background & Context

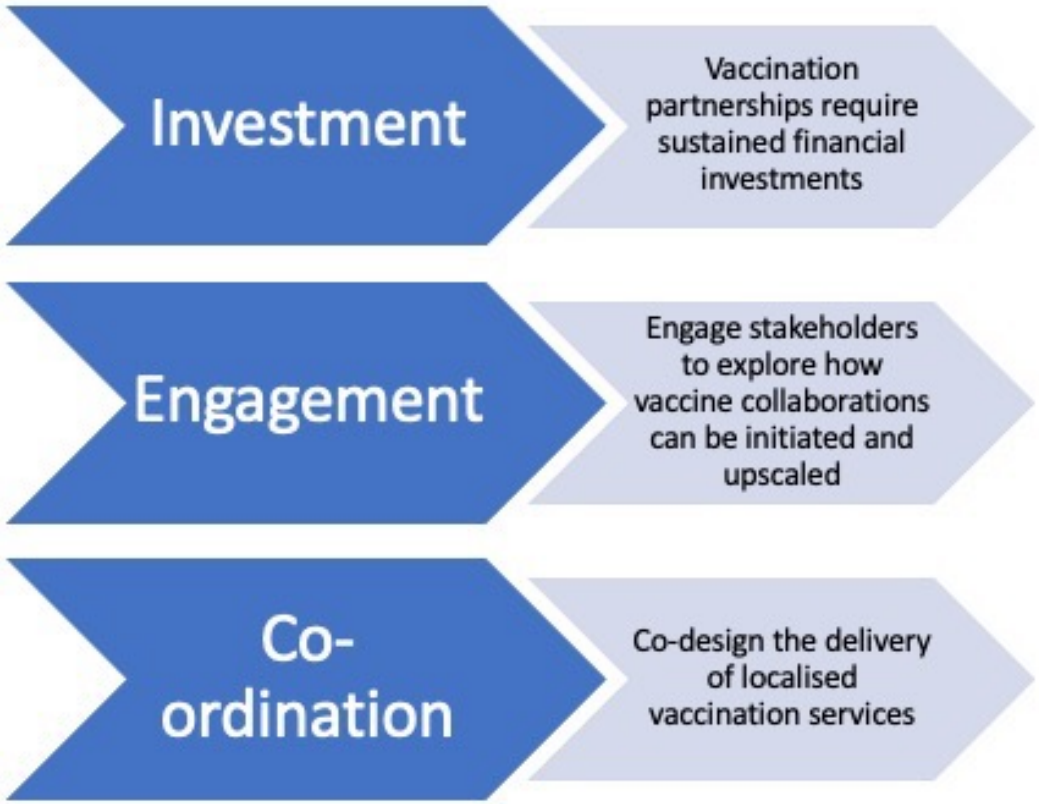
Ultra-Orthodox Londoners roll up sleeves to fight COVID

Hundreds of elderly members of particularly hard-hit community line up for vaccines, in hopes of reuniting with grandchildren

By **DANICA KIRKA**
14 February 2021, 7:45 pm | 0

43 shares

https://www.timesofisrael.com/ultra-orthodox-londoners-roll-up-sleeves-to-fight-covid/



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II. Polio Incidents & Responses: London/UK

- IPV delivery
  - Offer children aged 1-4 IPV boosters via primary care services
  - Offer children aged 5-9 IPV boosters in designated vaccination sites / concentrated delivery-points in target areas (e.g. community pharmacies / vaccine centres)
- Designated vaccination sites can serve numbers but less equipped to address inequalities in tailored ways
- Designated vaccination sites viewed as being less convenient by local-level public health professionals during COVID-19 vaccination programme[6]
- Localised services considered to increase convenience and confidence, and hence uptake, among risk groups in Hackney[6]
- Are designated vaccination sites the most effective way to approach polio vaccine engagement in the underserved minorities that are most vulnerable to circulation?
  - Past learning and on-going incident management
  - Localised delivery is not cost-neutral but may be an investment against backdrop of VPD outbreaks

III. Vaccine Engagement

Increase in Scarlet Fever

Public Health England

Public Health England's (PHE) latest report shows a high number of scarlet fever notifications across England, with a total of 2615 new cases reported in the first 6 weeks of 2015. Steep increases in scarlet fever activity are being seen across the country, with over 300 cases reported last week (2 - 8 February). Increases in scarlet fever are normal at this time of year as the annual high season between March and April. However, the numbers of cases currently being reported are above what is typical for this time of the year. Whilst this might reflect heightened awareness and improved diagnosis and/or notification practices, the high number of cases currently being notified are of concern. Last year in England, over 14,000 cases of scarlet fever were notified, the highest total since the late 1960s.

24-45%

Potential reduction in your risk of developing heart disease and stroke if you eat fruit every day. A study of half a million people in China, presented at the European Society of Cardiology Congress, looked at the links between cardiovascular disease and fresh fruit. The researchers found that those who ate fresh fruit every day had significantly lower blood pressure than those who rarely or never ate fruit. Eating fresh fruit daily was also linked to a lower risk of cardiovascular disease.

THE OUTBREAK OF MEASLES

In the USA and Germany recently, and the subsequent articles in the press have highlighted the importance of childhood immunisations at the prescribed times. The consensus of most poskim is that the vaccination of children to protect them from disease, and that the vaccination of children who can be medically vaccinated is absolutely the only responsible course of action. Dr Jackie Lewis of the Healthy Communities Collaborative (HCC) in Salford strongly recommends all eligible children should be fully vaccinated following the NHS schedule. This prevents outbreaks of dangerous illnesses, and ensures the safety of the whole community. The risks and worries of immunisations are far outweighed by the benefits.

Clever Mediterranean Mothers

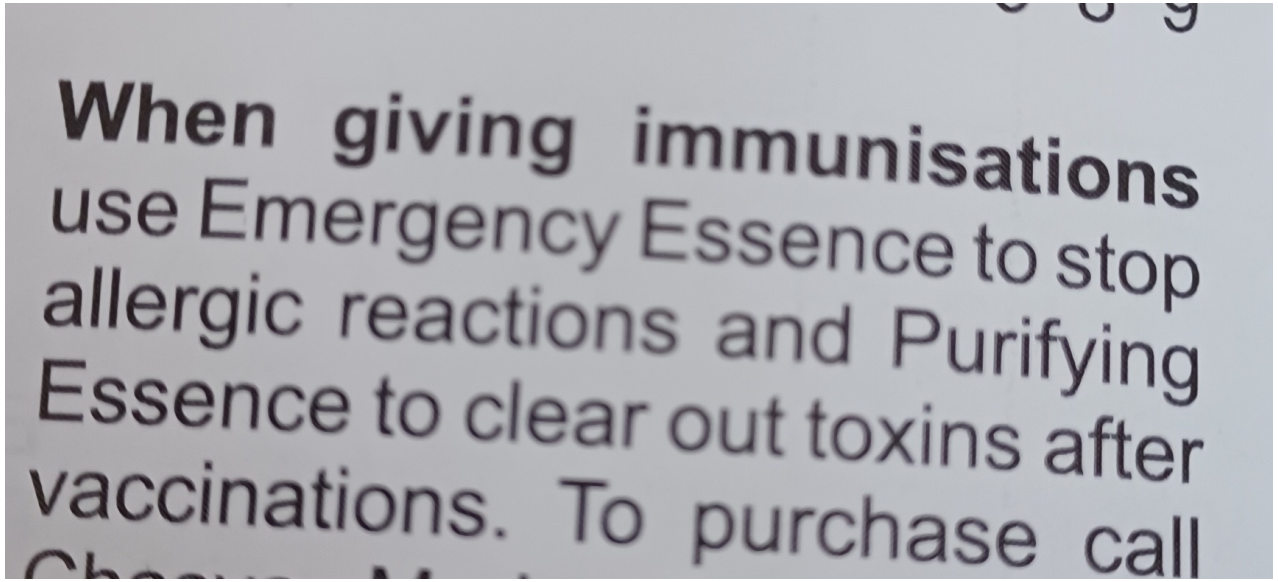
Children who consume Mediterranean diet (Olive Oil, fish, fruit and veg, not too much meat) are 15 per cent less likely to be overweight than kids who don't, according to a study by the University of Gothenburg that was presented at the 2014 European Congress on Obesity. The study's findings were based on data - height, weight and body fat mass percentage - collected from children from eight European countries, as well as interviews with parents about their children's dietary habits.

HCC Salford Healthy Communities Collaborative

Salford HCC are looking for new volunteers, both male and female to help spread health information to the Salford Orthodox Jewish community. They aim to raise awareness and educate people about earlier recognition and presentation of cancer symptoms or risks of cardiovascular disease. Please contact the team leader elizabeth@uni.uk.net. Volunteering for the HCC is good fun and rewarding, and people are well trained in how to support people to live more healthily.

Eating peanut products as a baby dramatically cuts the risk of allergy, a study suggests.
Trials on 628 babies prone to developing peanut allergy found the risk was cut by over 80%.
The King's College London researchers said it was the "first time" that allergy development had been reduced.
Specialists said the findings could apply to other allergies and may change diets around, but warned parents not to experiment at home.
The research team in London had previously found that Jewish children in Israel who started eating peanuts earlier in life had allergy levels 10 times lower than Jewish children in the UK.
The trial, reported in the New England Journal of Medicine, focussed on babies as young as four months who had already developed eczema – an early warning sign of allergies.

Children should eat peanut products rather than whole peanuts because of the risk of choking



Heimisher Circular, Manchester. 2022.

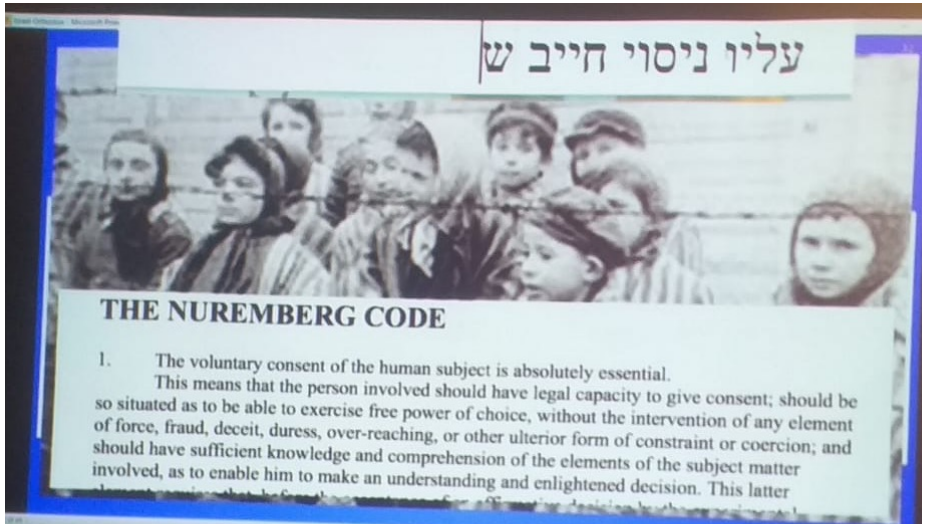
- What information is counterbalancing harmful messages?
- Sustainability/continuity in resources

- Discontinued

Take Care, Manchester. Spring 2015

III. Vaccine Engagement

- Targeted misinformation: Israel/USA[7]
- Non-Haredi activists inspiring distrust and religious objections
- Reach/impact is difficult to measure > is this the primary issue?
  - Delayed uptake and timeliness may be a more strategic priority



"We cannot let history repeat itself, we are not the property of our governments, we are a free people, controlled only by God himself" (Jerusalem, 2019)[7]

IV. Service Evaluation

Service Evaluation of the IPV booster campaign for children aged 1-9 in London: Qualitative Study of Delivery in Hackney and Haringey

- Evaluate vaccine delivery models to increase uptake
- Has delivery of the IPV booster campaign been informed past learning in outbreak responses?
- How can the lessons of the IPV booster campaign be integrated into a long-term strategy for vaccine engagement?

UK Health Security Agency

NIHR | Health Protection Research Unit in Immunisation at London School of Hygiene and Tropical Medicine

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Long Term Approach To Vaccine Engagement

Addressing persistent vaccine inequalities through localised approaches.

Routine services must be accessible to facilitate uptake and that is the overarching goal of delivery,

But also need to appraise what funding and provisions are required to offer tailored services for underserved populations and ensure sustainability

V. Vaccine Engagement Strategy: Developing the Knowledge We Have

- Routine delivery of vacc programme: Clear requirements of clinics (space, flexibility)[5]

- Targeted activism against vaccination (US/Israel)[7]
  - Reach is difficult to measure
  - Focusing on this 1 issue can influence interventions

- Women key decision-makers around vaccination[8]
  - Delayed uptake > timeliness rather than mass refusal
  - Parental vaccine engagement can be specific (MMR safety vs HPV adolescent sexuality > dif to IPV)

- Male religious authorities are rarely consulted and are not cited as key influences
  - Female networks consulted[8] > placing women at the heart of the strategy

VI. Summary: Short & Long Term Goals

- Priorities of parents
  Understand how Haredi parents perceive vaccination and poliovirus response as a priority (timeliness), whose opinions they value most

- Targeted communications
  Urgent but reliable information. Vaccination as a way to protect the Haredi way of life. A *talmid chacham* learns best in *yeshivah*, not the sickbed

- Sustainable and complementary delivery
  Integrate complementary delivery-pathways into existing service beyond a one-off “pop-up” clinic with specific funding arrangements

- Healthcare systems: proactive not reactive (long-term)
  Mechanisms to translate documented knowledge into action

Thank you!

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