

Health and Healthcare Equity – Closing the gap matters

Learning from the COVID Vaccination Programme

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Pharmacy and Health Inequalities - Mind the Medicines Gap



Closing the gap matters

- What does health and healthcare inequality look like?
- Why is it so important to understand and act
- Lesson learnt from the COVID Vaccination Programme
- What does this mean for Pharmacy?

What are health inequalities?

Health inequalities are avoidable, unfair and systematic differences in health between different groups of people.

They are differences in

- **health status**, for example, life expectancy
- **access to care**, for example, availability of given services
- **quality and experience of care**, for example, levels of patient satisfaction
- **behavioural risks to health**, for example, smoking rates
- **wider determinants of health**, for example, quality of housing.

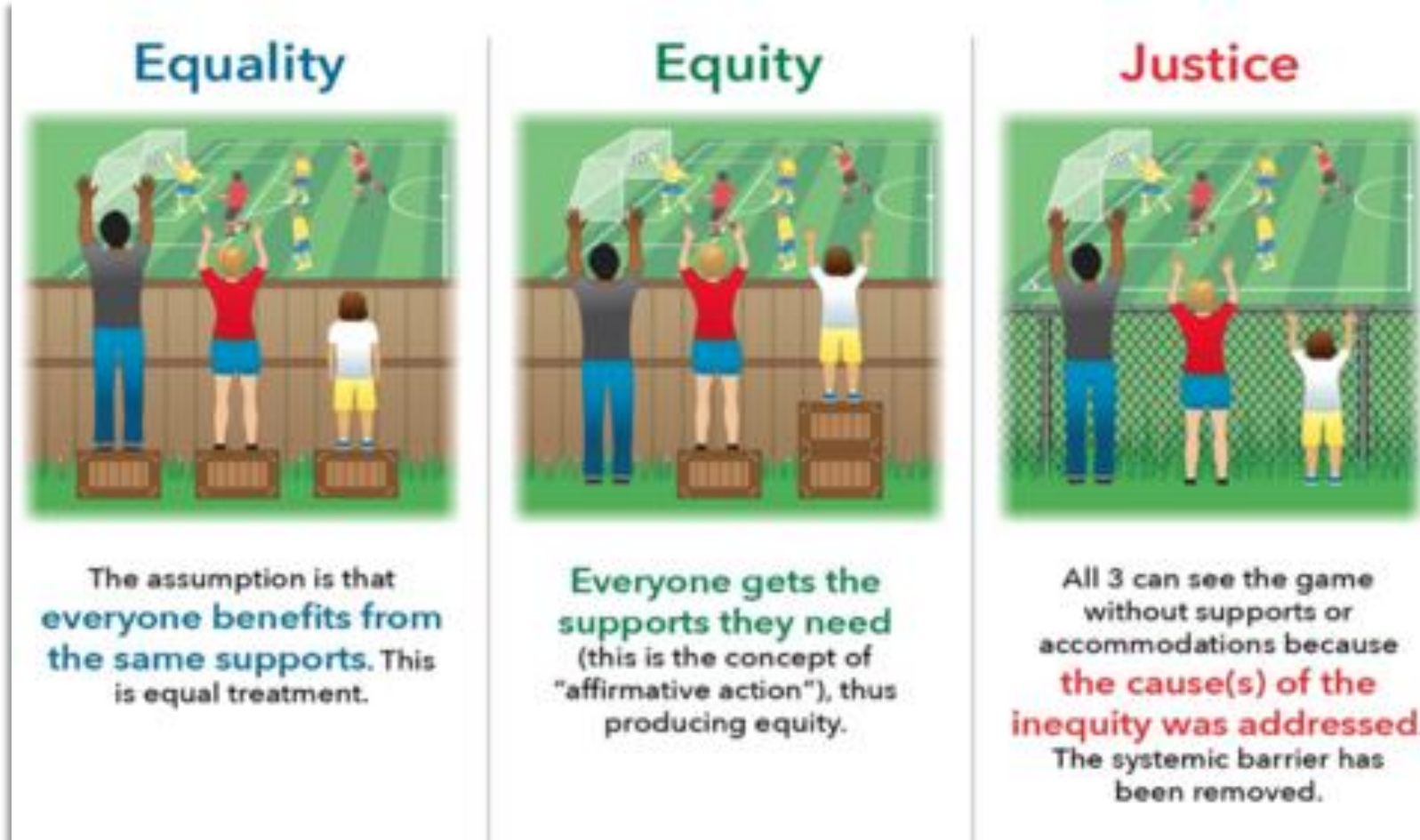
Equality



Equity



What are health inequalities?

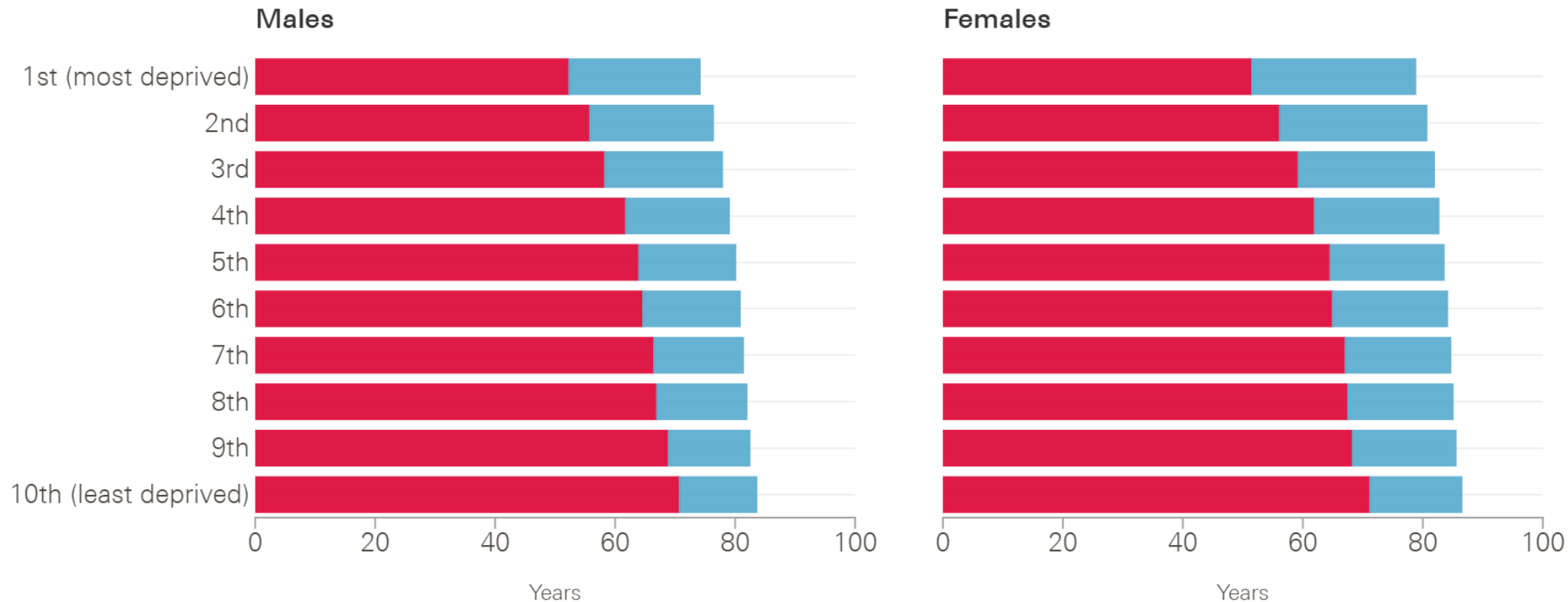


Health inequalities are avoidable, unfair and systematic differences in health between different groups of people
Health equity means thinking about individual/community needs to bring everyone to the same level of health.

CONSEQUENCES

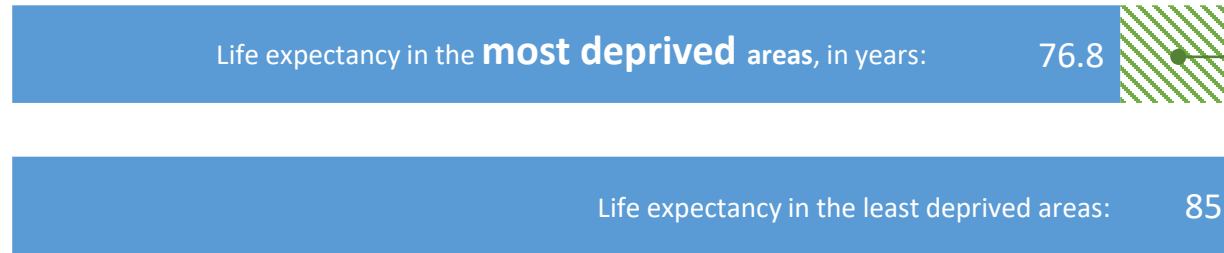
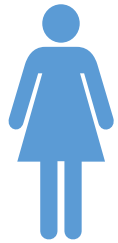


Health inequalities by deprivation: Life expectancy nationally



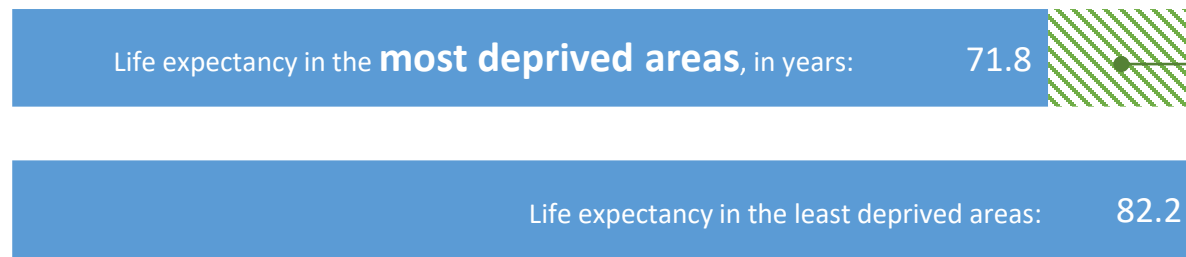
Source: Health Foundation; Jan 2022-Office for National Statistics, Health state life expectancies by national deprivation deciles, England: 2017 to 2019

Health inequalities by deprivation: Life expectancy in the region



8.1 years

difference in life expectancy between women living in the least and most deprived areas.
North East 2020 to 2021



10.4 years

difference in life expectancy between men living in the least and most deprived areas. North East 2020 to 2021

Health inequalities are avoidable, unfair and systematic differences in health between different groups of people. There is a large body of evidence that shows wide differences in death rates and life expectancy by area deprivation (1), confirmed by the latest data for the North East:

What are “underserved communities”?

- Not “hard to reach”.....we need to try harder!
- Might be invisible – care using databases included GP registers
- It’s about poverty
- And other communities – cultural differences, minority ethnic communities, Travelling community
- Community Pharmacy – impact opportunities



COVID Vaccine

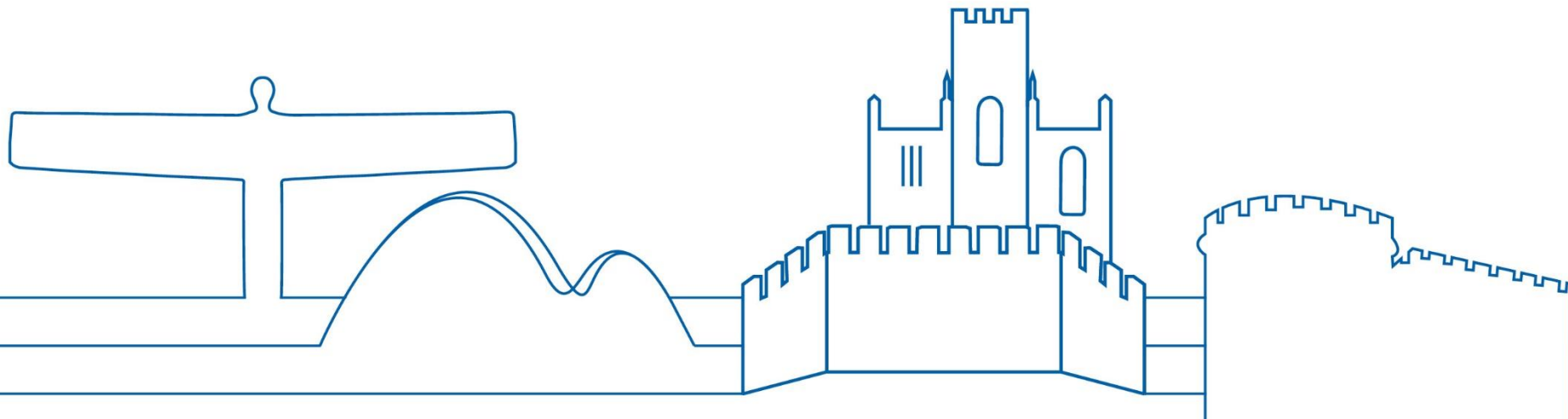
North East and North Cumbria

Provided by
The Newcastle upon Tyne Hospitals
NHS Foundation Trust



**North East and
North Cumbria**

Covid Vaccination Programme



The challenge

Newcastle upon Tyne NHS Foundation Trust led the Covid-19 Vaccination programme for the North East and North Cumbria (NENC).



Total eligible population

3,154,836

Spring boosters

308,257

Autumn Boosters
Cohorts 1 – 6

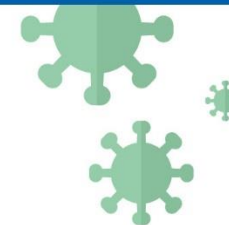
1,339,145

Autumn Boosters
Cohorts 1 – 9

1,679,194

Evergreen offer
for Cohorts 1

3,550,551









COVID Vaccine
North East and North Cumbria

Provided by
The Newcastle upon Tyne Hospitals
NHS Foundation Trust


Delivery points

Covid-19

 Schools	331
 Community pharmacies	254
 Primary care networks	69
 Hospital hubs	19
 Mobile services (buses and vans)	8
 Large vaccination centres ²	3

² Hexham and Penrith stood down Sept 2021.
Nightingale and Arnison stood down March 2022.

Flu only

 Community pharmacies	523
 GP surgeries	2

Care settings

 Residential Care Homes ³	580
 Mental Health Learning Disability and Autism	224
 Detained Estates	8

³ 16,522 registered patients

System Partners

Integrated Care Board Integrated Care System		Fire Services	4
Local Authorities	12	Northumbria, Cleveland, Durham, Cumbria	
Directors of Public Health, Adult Services and Children's Services		Ambulance Services	2
Clinical Commissioning Groups	8	NEAS (North East Ambulance Service) NWAS (North West Ambulance Service)	
North of England Commissioning Support Unit Northumberland, North Tyneside, Newcastle and Gateshead, South Tyneside, Sunderland, Tees Valley, County Durham and Darlington, North Cumbria		Port Authorities	3
Local Medical Councils	8	Newcastle, Tees and Hartlepool, Tyne	
Local Pharmaceutical Committees	4	Coast Guards	2
North, Centre, South, Cumbria		Ministry of Defence Liaison Networks	2
School Age Immunisation Services Multiple teams	5	Cumbria, North East	
Local Resilience Forum	4	Schools (Years 7–12)	331
Northumbria, Cleveland, Durham, Cumbria		NHS Provider Trusts	11
Police Forces	4	Integrated Care System Vaccination Board	
Northumbria, Cleveland, Durham, Cumbria		Integrated Care System Vaccination Equalities Board	
		North East Equalities Board	
		NHS England and Improvement North East and Yorkshire Flu Immunisation Service	
		Integrated Covid Hub North East	
		National and Regional Vaccination Operations Centre	

Business and Intelligence

North of England Commissioning Support Unit
System Vaccination Operations Centre
Newcastle University

Support and Transformation for Healthcare
UK Health Security Agency
South, Central and West Commissioning Service



Ambition

- ✓ Vaccinate as many people as possible as quickly as possible
- ✓ Authentic system partnership – listening and responding
- ✓ Stretched and add to national targets
- ✓ Created data sets
- ✓ Prioritised low up take areas



“The programme team in particular have been very responsive to the need to engage us as providers - increasing and reducing sessions as needed.”

[Primary Care Network respondent](#)




Outcome

- ✓ Health inequalities at the heart
- ✓ First mobile vaccination service
- ✓ Toolkit for health inequalities
- ✓ Omicron surge 500,000 in 10 days
- ✓ Change of Heart campaign bucked national trend
- ✓ Agile response to PCN withdrawal
- ✓ Supported under pressure school teams



“At the first webinar event and I expected you would tell us what to do, but that’s not what happened. You shared the most up to date information, then asked us what further help and support we needed to help us vaccinate our local population. It was a breath of fresh air.” [CCG lead](#)



NHS

I've had a change of heart

My midwife showed me the latest advice and now I know that getting my Covid jabs is the best choice for me and my baby.

Book your Covid jabs now at [NHS.uk](https://www.nhs.uk) or text CHANGE to 66777.

The advertisement features a woman in denim overalls and a green top, looking slightly to the side. The text is overlaid on the right side of the image. The NHS logo is in the top right corner. The overall background of the advertisement is white with a blue border.



Vaccine Inequalities

Learning from Covid-19 &
Best Practice Examples

North East and North Cumbria

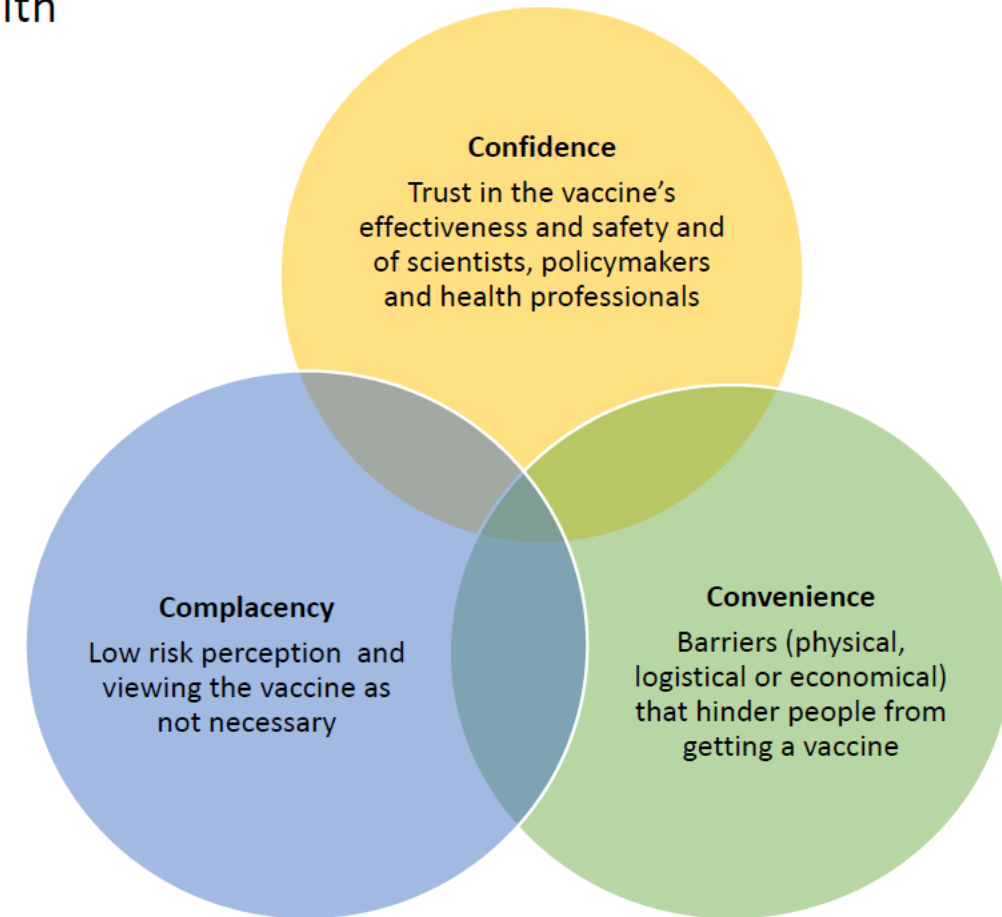


Introduction

Introduction to Vaccine Inequalities & the 3 Cs

- Variation in vaccine uptake is driven by multiple factors e.g. health status, environment and socio-economic deprivation
- The 2014 WHO Report on Vaccine Hesitancy provides a useful framework to describe the determinants of vaccine hesitancy
- They describe three main factors influencing vaccine hesitancy: **Confidence**; **Convenience** and **Complacency**

A North East North Cumbria **Vaccine Equalities Board** to cover the ICS was established to ensure no one was left behind in the Covid-19 vaccine programme. The capturing of approaches and sharing best practice was a key role for this multi-agency group.



[Introduction](#)[Key Learning from COVID-19](#)[Better Information](#)[Increasing Accessibility](#)[Empowering Communities](#)[Partnership Working](#)[Learning Disabilities](#)[Ethnic Minorities](#)[Inclusion Health](#)[Workplaces](#)[Prison Settings](#)[Severe Mental Illness](#)[Community Based Approaches](#)[Young People](#)[Further Information & Resources](#)[Get in touch with Feedback](#)

Key Learning from COVID-19 Vaccine Programme

From collating information and examples of work happening across the North East and North Cumbria to address inequalities in the COVID-19 vaccine programme, four key learning points were identified.

Click on each heading for more information and examples of practice.

Better Information for communities and professionals (based on insight)



Enabling people to make an informed decision via the provision of appropriate and targeted information tailored to meet the needs of different populations.

Increasing Accessibility – taking the vaccine to people



Removing common barriers (including location, booking of appointments, transport and cost) by providing clinics in community venues enhanced by support and information to make taking up the vaccine as easy as possible.

Empowering Communities – asset based, community champion approaches



Mobilising communities to support each other to promote the importance of the vaccine using local people as a potential trusted voice.

Partnership Working and collaboration

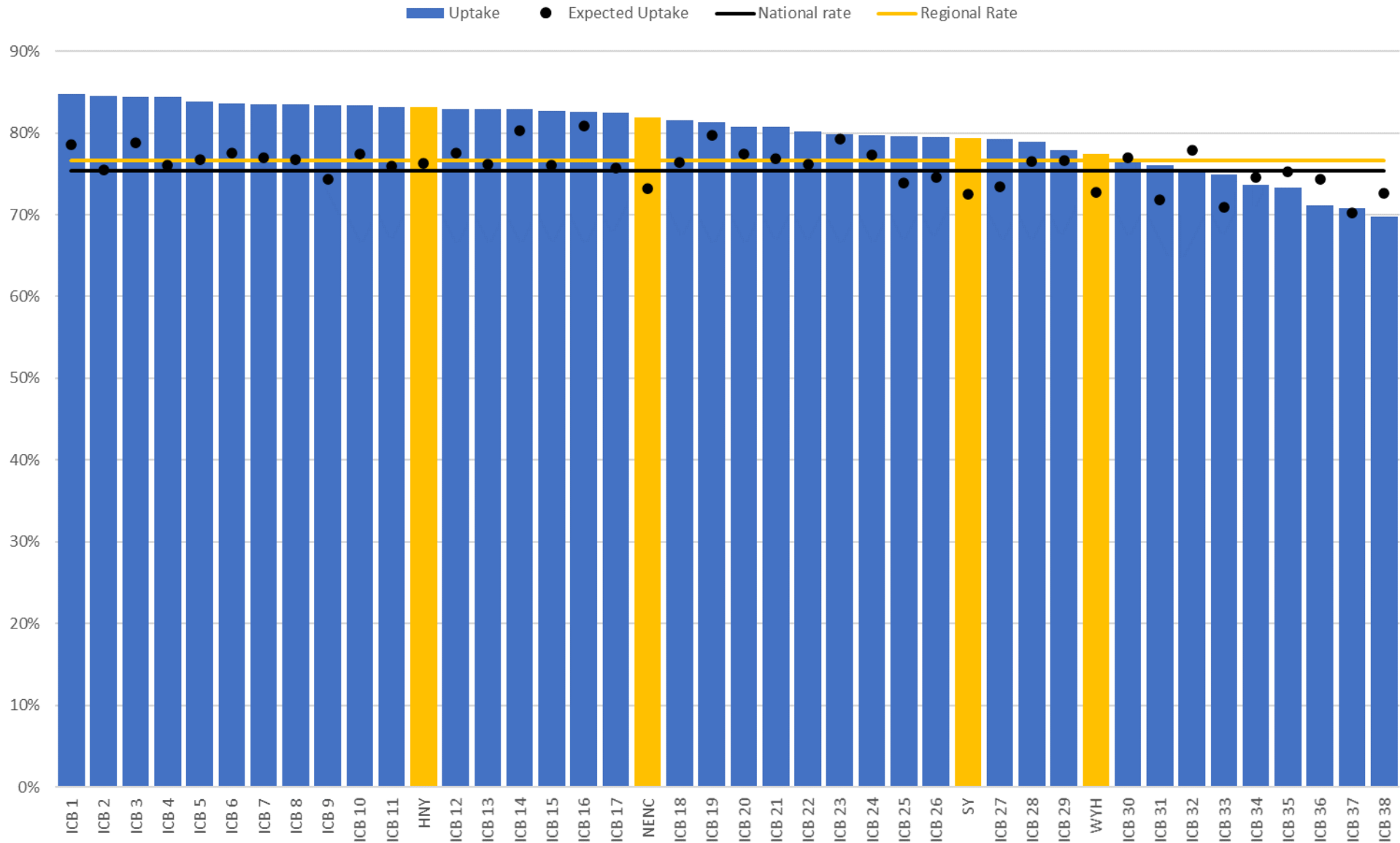


Multi-agency partnership working to engage the hardest to reach using existing relationships to build trust and confidence in the vaccine programme and collaboration across the NENC to share best practice and resources.

These can be applied as key principles to the planning and roll out of further COVID-19 vaccination and other screening and vaccination programmes.



2+ Doses @13/12/2022



Inequality in action: Autumn/Winter Seasonal Covid-19 Vaccination Uptake By Ward

Rank	Ward	Local_Authority	IMD_Avg*	Eligible	Vax	%
1	Christchurch	Allerdale	7.9	2,040	1,678	82.3%
2	Hexham West	Northumberland	9.5	2,005	1,634	81.5%
3	Bamburgh	Northumberland	5.1	3,085	2,511	81.4%
4	Skelton	Eden	5.0	851	691	81.2%
5	Hartside	Eden	5.0	835	677	81.1%
6	Crummock & Derwent Valley	Allerdale	6.4	1,779	1,438	80.8%
7	Wooler	Northumberland	5.8	2,169	1,753	80.8%
8	Dalton	Allerdale	7.0	1,066	858	80.5%
9	Dacre	Eden	7.0	830	668	80.5%
10	Eamont	Eden	9.0	921	741	80.5%
11	Warnell	Allerdale	6.0	1,166	933	80.0%
12	Greystoke	Eden	5.0	864	691	80.0%
13	Amble West with Warkworth	Northumberland	7.0	2,816	2,252	80.0%
14	Langwathby	Eden	6.0	906	722	79.7%
15	Lazonby	Eden	8.0	825	656	79.5%
16	Barnard Castle West	County Durham	6.6	4,725	3,755	79.5%
17	Ullswater	Eden	5.0	745	592	79.5%
18	Hummersknott	Darlington	9.4	2,127	1,684	79.2%
19	St Mary's	North Tyneside	9.8	5,180	4,096	79.1%
20	Longhoughton	Northumberland	7.2	1,863	1,472	79.0%
21	Barnard Castle East	County Durham	5.9	5,588	4,413	79.0%
22	All Saints	Allerdale	7.5	2,734	2,156	78.9%
23	Penrith Carleton	Eden	9.0	1,173	924	78.8%
24	Morpeth North	Northumberland	6.7	3,954	3,112	78.7%
25	Warcop	Eden	4.0	786	618	78.6%
26	Alnwick	Northumberland	6.8	5,948	4,650	78.2%
27	Shilbottle	Northumberland	6.6	3,824	2,988	78.1%
28	Ponteland South with Heddon	Northumberland	9.4	1,780	1,389	78.0%
29	Kirkoswald	Eden	6.0	837	653	78.0%
30	Appleby (Bongate)	Eden	8.0	1,043	813	77.9%

392	Parkfield and Oxbridge	Stockton-on-Tees	2.7	3,702	1,930	52.1%
393	Benwell & Scotswood	Newcastle upon Tyne	2.9	5,150	2,684	52.1%
394	Longlands & Beechwood	Middlesbrough	1.3	5,221	2,718	52.1%
395	St Anne's	Sunderland	2.6	4,355	2,264	52.0%
396	Manor House	Hartlepool	1.1	4,601	2,385	51.8%
397	Redhill	Sunderland	1.5	5,089	2,622	51.5%
398	Newtown	Stockton-on-Tees	1.4	2,743	1,412	51.5%
399	Dunston and Teams	Gateshead	2.8	3,864	1,989	51.5%
400	Bridges	Gateshead	2.5	3,020	1,549	51.3%
401	Park East	Darlington	1.7	2,813	1,441	51.2%
402	Ayresome	Middlesbrough	3.5	2,881	1,473	51.1%
403	North Ormesby	Middlesbrough	1.0	1,079	540	50.0%
404	Millfield	Sunderland	2.8	4,888	2,428	49.7%
405	Hendon	Sunderland	1.1	5,149	2,515	48.8%
406	High Fell	Gateshead	1.7	4,256	2,077	48.8%
407	Northgate	Darlington	2.0	1,657	807	48.7%
408	Stockton Town Centre	Stockton-on-Tees	1.0	2,584	1,241	48.0%
409	Saltwell	Gateshead	2.8	3,379	1,582	46.8%
410	Blakelaw	Newcastle upon Tyne	1.4	5,176	2,397	46.3%
411	Ouseburn	Newcastle upon Tyne	4.8	3,394	1,571	46.3%
412	Grangetown	Redcar and Cleveland	1.0	2,301	1,064	46.2%
413	Wingrove	Newcastle upon Tyne	3.8	3,949	1,819	46.1%
414	Byker	Newcastle upon Tyne	1.0	4,604	2,119	46.0%
415	Walker	Newcastle upon Tyne	1.1	4,782	2,168	45.3%
416	Monument	Newcastle upon Tyne	3.1	3,065	1,376	44.9%
417	Berwick Hills & Pallister	Middlesbrough	1.0	3,729	1,669	44.8%
418	Newport	Middlesbrough	1.1	2,880	1,266	44.0%
419	Brambles & Thorntree	Middlesbrough	1.0	3,618	1,585	43.8%
420	Elswick	Newcastle upon Tyne	1.2	4,836	1,873	38.7%
421	Central	Middlesbrough	1.0	3,415	1,312	38.4%
422	Arthur's Hill	Newcastle upon Tyne	2.8	3,037	1,057	34.8%

Importance of research in this space....

- Ancestry
- Deprivation
- Communities
- Prevention

What does this mean for Pharmacy?

- Must be part of your thinking when caring for
 - individuals
 - populations
- Shift from focus on illness to promoting health
 - Always considering prevention
- System thinking
- Engaging communities in partnership



“Embrace our agency
to act”

Bola Owolabi, NHSE Director of Healthcare Inequalities