



Councillor Ketan Sheth
Chair, Community and Wellbeing Scrutiny Committee
Brent Council
Brent Civic Centre
Engineers Way
Wembley
Middlesex HA9 0FJ

05 September 2018

Dear James Diamond (on behalf of Councillor Ketan Sheth),

Re: Public Health England response to cases of measles

Thank you for your letter regarding PHE's response to cases of measles in the London Borough of Brent. I can provide the following information about what action is being taken locally, most of which is similar to those actions being taken at regional and national level.

The NHS England and Public Health England Screening and Immunisation Team in London have developed a Measles Mumps and Rubella (MMR) vaccination action plan which sits under their Immunisation Strategy for London. The aim is to improve uptake rates across all London boroughs, including Brent, by ensuring that all commissioned immunisation services are geared up to check and offer MMR where necessary. It will focus on:

- Improving the utilisation of commissioning and contractual levers to improve delivery of MMR vaccination through general practice;
- Ensure that commissioned school aged vaccination providers are checking MMR status of pupils and offering additional doses to those who missed out in the past;
- Identifying variance and under performance in general practice through commissioners, e.g. working collaboratively with the Clinical Commissioning Group (CCG) and the Local Authority to ensure improvement targets are met;
- Working with community pharmacies, health protection teams, universities, MyHealthLondon and CCGs to promote MMR in 18-25 year olds. This includes the use of social media.

Regarding working with under-vaccinated communities to increase uptake, the PHE NW London Health Protection Team (HPT) works closely with national and local partners to support and implement immunisation and vaccination strategies. Identifying local opportunities in collaboration with the Director of Public Health has resulted in approaches

being made to a Brent Romanian Saturday School, and establishing links with local community groups to promote MMR vaccination.

Throughout 2018, PHE has delivered a national awareness raising campaign for the MMR vaccine targeting young people and their parents. This has included a three-phase proactive communications approach to reach people travelling to Europe for the summer (as well as those going to festivals, and students starting or returning to university). Communications channels have included paid marketing across social media channels: Snapchat, Twitter and Facebook; working with online YouTube influencers to communicate our messages, and proactively working with print, online and regional media to raise awareness of the importance of getting two doses of the MMR vaccine.

Yours Sincerely

A handwritten signature in cursive script that reads "Mary Ramsay". The signature is written in black ink on a white background.

Dr Mary Ramsay
Consultant Epidemiologist and Head of Immunisation and Countermeasures
National Infection Service
Public Health England