

Vaccinations Programme

Inclusive approach

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Vaccination daily update

COVID-19 vaccination in Scotland Daily update



Last updated: **23 August 2021**

COVID-19 Vaccination Open Data: [OPEN DATA](#)

This page shows the latest available figures on COVID-19 vaccinations. More information about the vaccination programme can be found at: <https://publichealthscotland.scot/our-areas-of-work/covid-19/covid-19-vaccinations/>

Scotland	Newly reported	Total	Total (18+ years)	% coverage (18+ years)
First dose	3,202	4,082,698	4,033,998	90.9
Second dose	15,095	3,572,042	3,562,868	80.3

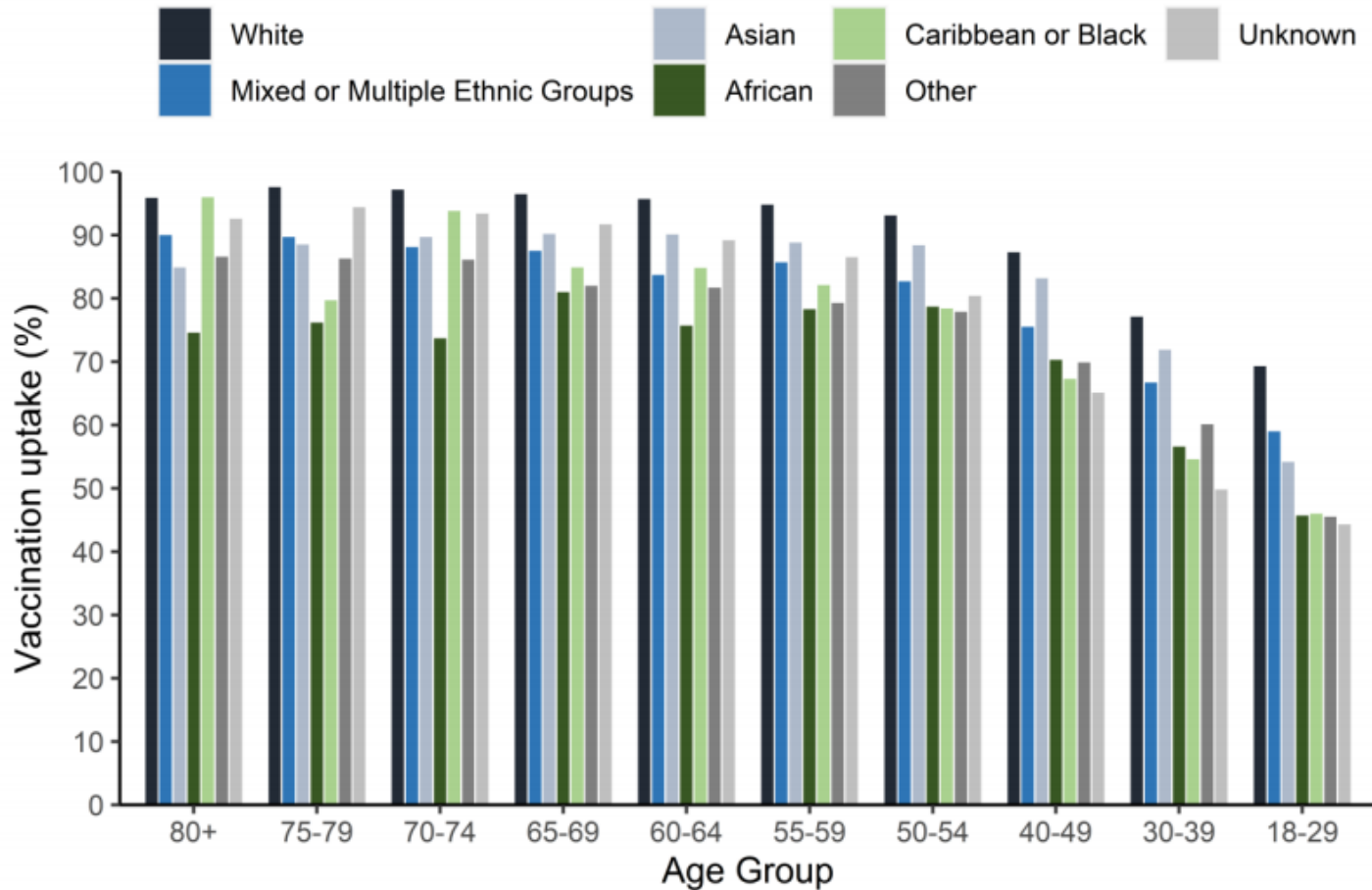
The **“newly reported”** figure is the new number of reported vaccinations since the dashboard was last updated. These figures may include some new historic data due to delays in the data being received. Overall percentage uptake is based on the target population aged 18+ years. The newly reported and total number vaccinated include 16 and 17 year olds and a small number of 12 to 15 year olds who are at higher risk of COVID-19.

Source: [COVID-19 Daily Dashboard | Tableau Public](#)

Uptake equalities data - ethnicity

Vaccination uptake equalities report

% Uptake of first dose of COVID-19 Vaccination as at 13 July 2021, by age group and ethnic group.

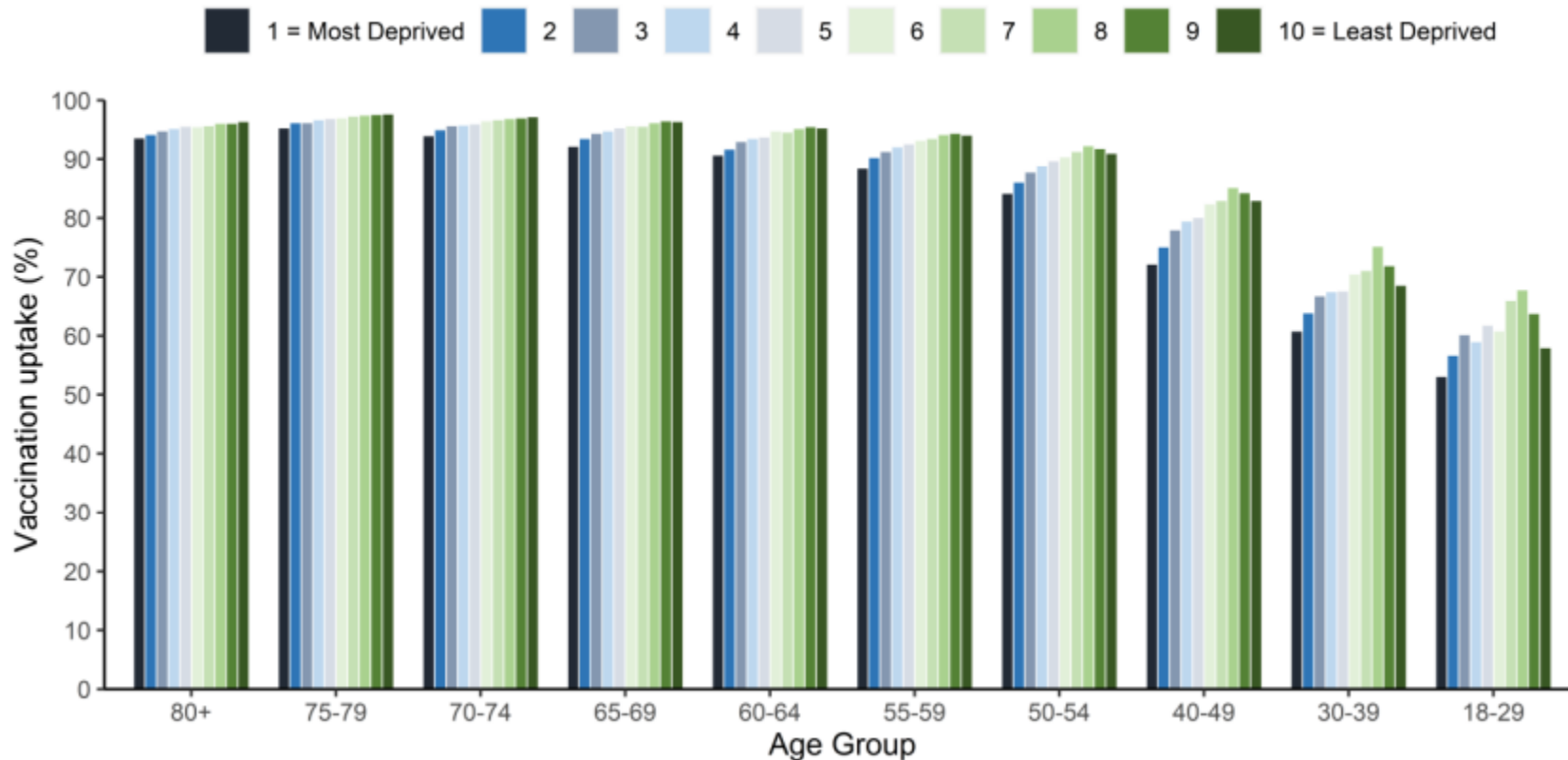


SOURCE: 13 July data [Public Health Scotland COVID-19 Statistical Report](#)

Supporting data [Public Health Scotland Ethnicity Data](#)

Uptake equalities data - deprivation

Uptake of first dose of COVID-19 Vaccination as at 13 July 2021, by age group and SIMD decile (1=Most Deprived, 10=Least Deprived)



SOURCE: 13 July data [Public Health Scotland COVID-19 Statistical Report](#)
Supporting data [Public Health Scotland Ethnicity Data](#)

Current process

- Ongoing engagement with the Health Boards through fortnightly performance calls to update activity and action tracker and continue to share good practice
- Ongoing engagement with Vaccinations Inclusive Steering Group to get feedback on impact and identification of issues
- Adaptation of communications and approaches in response to engagement and feedback

TIMELINE

Consent and Communication	National picture	National actions	Collaboration	Continuous improvement	Transition to Autumn/Winter
December 2020 Ongoing	March 2021	April 2021	Ongoing	June to September 2021 onwards	
<ul style="list-style-type: none"> • Production and dissemination of consent material • Roll up your sleeves marketing • Translation and accessible information, bespoke material 	<ul style="list-style-type: none"> • National Vaccination Steering group formed • Health Board Inclusive plans collated 	<ul style="list-style-type: none"> • PHS publish equalities data • Key criteria for inclusive planning and delivery created • Priority groups supported • Gap analysis 	<ul style="list-style-type: none"> • Deep dives – African, Polish, migrant workers • Address key action areas • Share practice 	<ul style="list-style-type: none"> • Ongoing HB delivery of outreach • Widespread roll out of drop-ins • Launch of self registration portal for U30s, 16/17,12-15 • Ongoing stakeholder engagement • Performance calls / Business as Usual • Layering of learning • Develop new workstream governance, reporting and milestones 	

Communication & Engagement

Key learning - Clear and unambiguous, up to date, timely, address key questions or concerns, multiple formats and platforms, delivered by trusted individuals.

Accessible information – consent material available in 25 different languages on NHS Inform and in Easy Read, BSL and audio. QR code on all vaccination appointment letters to access this. [COVID-19 Vaccine Information on NHS Information by language](#)

The COVID-19 helpline is available on 0800 030 8013, and is open every day from 8 am to 8 pm. Provides same information as NHS Inform and digital services. linked to Language Line interpreting service.

National Door Drops produced in multiple languages and accessible formats available on gov.scot and NHS Inform. Door Drop created specifically for the Gypsy/Traveller community, which was distributed by COSLA to Gypsy/Traveller sites. Door drop created specifically for prisoners and Q&A on prison TV and radio.

Partner Collaboration and Co-Creation - BEMIS and the Ethnic Minority National Resilience Network (EMNRN) we have gathered feedback from ME organisations to shape inclusive communications. Assets co-produced. Vaccine Explainer Video provides key facts about the Covid vaccines for those who may be hesitant, or for those more likely to have been exposed to myths/misinformation. This video has been produced in BSL and in multiple community languages.

The Unpaid Carers Video featuring Dr Punam Krishan, aimed at ME audiences available in: Arabic, Cantonese, Hindi, Polish, Punjabi, Romanian and Urdu. Widely distributed.

Translated versions of the 'What to Expect at a Large Vaccination Site'

A Ramadan film was developed in partnership with the British Islamic Medical Association and Public Health Scotland to reassure people concerned about getting the vaccine while observing Ramadan.

A Myth busting film fronted by Dr Punam Krishan was created translated into: Arabic, Cantonese, Gujarati, Hindi, Polish, Punjabi, Romanian, Swahili and Urdu.

A communications toolkit specifically created for ME communities for Phase 2 of Roll Up Your Sleeves

Diversity

- HIA identified potential barriers
- Changes had to be made to system to remove barriers - People experiencing homelessness were never going to receive postal invitations
- Pre-established and trusted relationships with healthcare services, Health and Social Care Partnership and third sector organisations (facilitators) enabled the delivery of drop-in clinics at homeless GP practices and temporary accommodation sites.

Flexible delivery models

- Bespoke outreach models were used to deliver COVID-19 vaccinations to population sub-groups who would face specific barriers to mass vaccination centres. Developed and delivered in partnership with HSCP & 3rd sector.
- Housebound at home
- People experiencing homelessness at accommodation, service centres or known GPs.
- Scottish Ambulance Service (SAS) drop-in clinics using a mobile vaccination unit - Gypsy/traveller sites
- Places of worship
- Success –
 - local, familiar and accessible community venues (e.g. places of worship, retail centres);
 - community link workers/HSCP/3rd sector were given adequate notice and time to enable promotion,
 - trusted community members attended clinics on the day (e.g. to provide encouragement and support).

Stakeholder engagement

- National Vaccination Inclusive Steering group
- Specialist 3rd sector and community groups spanning from high-level organisational leaders to ground-level population representatives – buy-in and to understand barriers, joint actions
- Trusted voices and well-established networks
- General messages and targeted responses

Data

- Collect and analyse real-time data on vaccine uptake by basic demographics (postcode, age, gender, ethnicity)
- To understand effectiveness of current delivery models and highlighting geographical areas or population sub-groups for whom additional resources to support and deliver COVID-19 vaccines was required.

Equity

- Populations which experience the greatest barriers require greater resource to promote and support vaccination uptake.
- Outreach clinics require additional time and resources to delivery but reach people who may other wise not attend a clinic (vaccinations in mosques reached populations of undocumented migrants who would)

Inclusion and equalities are embedded:

- A dedicated **inclusive workstream**
- **Leadership and governance** through regular detailed reporting on inclusion milestones, issues and risks to Programme Board and Ministers.
- Engagement with stakeholders through **National Vaccine Inclusive Steering Group** as part of the programme structure
- National programme **equality impact assessment (EQIA)**. Territorial health boards will also develop their own EQIAs.
- Refreshed **Health Inequality Impact Assessment** (Public Health Scotland, end of August)
- Work of Digital and Data workstream includes promoting **accessibility**.
- **Ethnicity and disability data** will be collected via the online booking system, the helpline and at the vaccination appointment.
- Maintain a focus on inclusion through health board **planning and performance process**.

An inclusive approach to vaccination service delivery – recommendations

24 August 2021 – VHS event

Heather Williams, Programme Manager,
Vaccine Confidence & Equity Team



Strategic approach

Optimising access to vaccination

- Provide guiding principles to ensure equitable implementation and optimise reach and impact of the vaccine programme
- Review entire vaccination journey using inequalities lens (issues and solutions)
- Build on well established mechanisms for national/local collaboration - expertise of Third Sector, Local Government, NHS Boards & primary care
- Health Inequalities Impact Assessment and related guidance e.g. age, BAME, disability, faith, poverty, homelessness, caring responsibilities
- Evaluate service delivery of programme - considering equitable access and uptake [e.g. Data & Digital solutions, uptake across eligible groups]



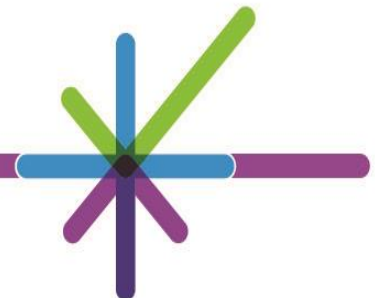
Communications & engagement considerations

- A framework for national and local engagement to ensure underserved communities are informed about and invited for vaccination
- Co-produce vaccine information in appropriate formats/languages (BSL, Easy read, audio visual) - *Once for Scotland* approach
- One national phonenumber and website - www.nhsinform.scot/covid19vaccine
- Toolkits for trusted professionals and local community organisations
- Tackling misinformation and anti-vaccination (vaccine safety, ingredients, side effects, vaccine effectiveness)
- Clear communication about when and how eligible people will access vaccine and what to expect at vaccination
- Consider additional support/reminders to encourage attendance e.g. phone call reminders, community outreach



Service Delivery Considerations

- Appropriately trained workforce to build confidence
- Flexible and accessible appointments e.g. opportunistic vaccination for people not recorded on healthcare system e.g. unpaid carers, those who do not have a fixed address, or who are not registered with a GP practice.
- Vaccinations points close to home / places that people know and trust (e.g. GP surgeries, community venues or pop-up clinics)
- Providing option to attend as part of their household or support network



Recommendations from HIA engagement & consultation

Themes:

- Communications
- Information materials
- Invitations
- Appointments
- Partners
- Promoting uptake
- Advice to professionals
- Data and research



Further information

COVID-19 vaccine information and resources

(to support Third Sector, NHS and Local Authority colleagues)

<https://publichealthscotland.scot/covidvaccineresources>

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