



England

Information for stakeholders on National MMR Call and Recall

February 2024

Context

Measles Mumps and Rubella are highly infectious conditions that can easily spread between unvaccinated people. Getting vaccinated is important, as these conditions can also lead to serious problems including meningitis, hearing loss and problems during pregnancy. Two doses of the MMR vaccine provide the best protection against measles, mumps and rubella.

MMR vaccine coverage has been decreasing since 2013/14, this is demonstrated in the COVER data [Quarterly vaccination coverage statistics for children aged up to 5 years in the UK \(COVER programme\): July to September 2023 - GOV.UK \(www.gov.uk\)](#). In the UK there have been outbreaks of measles. This places those individuals who have not received two doses of MMR vaccine (as advised in the green book at risk of these vaccine preventable diseases) and communities that do not achieve 95% uptake or higher of both vaccines at risk of outbreaks.

The **national ambition to eradicate measles is set out within the Measles and Rubella Elimination Strategy (2019)** and includes several recommendations to maintain measles and rubella elimination going forward which include :

- Achieve and sustain over 95% coverage with 2 doses of MMR vaccine in the routine childhood immunisation programme.
- Achieve over 95% coverage with 2 doses of MMR vaccine in older age groups.
- Ensure easy access to high-quality, evidence-based information for health professionals and the public.

To support improvements in MMR vaccine uptake **there is a planned National MMR Call and Recall** this will be delivered during February and March 2024. National MMR call and recall involves **sending a MMR vaccination reminder/s to patients registered with a general practice in England or resident in England who are unvaccinated or are partially vaccinated according to NHSE records.**

Throughout February (from w/c 05 February) and March 2024, national MMR vaccination reminders will be sent to the parents/guardians of children age 6-11 years. In London, the West Midlands and Greater Manchester, NHSE plans to extend the target age cohorts so that children and young adults age 6-25 years will receive MMR vaccination reminders. This is because these regions are at particular risk of measles outbreaks.

General practices and some school age immunisations services have been asked to:

1. **Prepare to receive enquiries from their registered patients during February and March 2024 who have received a national MMR vaccination reminder,**
2. **Check immunisation records and if required offer vaccination**

Further information on the practice role in support of national MMR call and recall is available in Annex A [here](#).

National MMR Call and Recall – Communications



- MMR call and recall communications will be sent throughout February and March 2024 in advance of the campaign end date of 31 March 2024.
- A digital first approach will mostly be adopted, for those under the age of 16 years this will mean that a text message will be sent to the parents/guardians of eligible children with a valid mobile phone number, a letter will be sent to those for whom there is no mobile phone number available, emails will be received in addition to texts and letters should an email address be available.
- For patients age 16 years and over, the digital first approach will include messaging via the NHS app, if the message has not been accessed after a 24-hr period, then a text message will be sent. A letter will be sent to patients for whom there is no mobile number available, emails will be received in addition to texts and letters should an email address be available.
- MMR call and recall communication key messaging will be translated into x30 languages and will be published on a dedicated NHS web page for linking from digital and hard copy communications. Braille and audio formats will be sent to patients with these contact preferences recorded on their general practice record.

National MMR Call and Recall – Communications



Messaging content includes:

- Flag that measles cases are increasing in England
- Note that a 2-dose course is required for full protection
- Call to action signposting general practice
- Note on registering with a general practice if not registered
- Note on responding to any recent school age immunisation service contact and to ask about MMR
- Consequences of not being vaccinated to the individual
- Note on MMR safety and efficacy

SMS – under 16

Measles cases are increasing in England. Our records show that your child (NHS number xxxxxxxxxxxxxx) may not be up to date with their measles, mumps and rubella (MMR) vaccinations. Please contact your child's GP surgery to confirm their records and book an appointment. Your child needs two doses for the best protection against measles, mumps and rubella. These serious illnesses spread easily between unvaccinated people, so it's important they catch up on any missed doses. For more information, go to www.nhs.uk/mmr. Go to www.england.nhs.uk/mmr-invites for easy read and other languages and formats.

National MMR Call and Recall – Communications

Letter – under 16



Parent/guardian of
[FULL NAME]
Address 1
Address 2
Address 3
Address 4
Postcode

Date: DD MONTH YYYY
Your child's NHS number: XXXXXXX

Dear parent or guardian of [FULL NAME],

Measles cases are increasing in England, so it's important your child is fully vaccinated.

We're inviting you to book your child's free measles, mumps and rubella (MMR) vaccination with their GP surgery. This is because their NHS record suggests they have not completed their **two-dose course** of the MMR vaccine. Your child needs two doses to give them the best protection against measles, mumps and rubella.

These illnesses spread easily between unvaccinated people. Infection can lead to serious problems, including meningitis and hearing loss.

How to book a vaccination

Please contact your child's **GP surgery** to confirm their records and book a vaccination appointment if needed. You can also ask about any other routine vaccinations your child may need. They may be able to arrange these for the same appointment. If you have already booked, please attend this appointment.

If you need to register your child with a GP surgery, go to www.nhs.uk/register for more information.

If your school age immunisation service has recently contacted you, please speak to them. They may be able to give your child their MMR vaccination in school.

More information

The MMR vaccine is the most effective way to protect your child against measles, mumps and rubella. Millions of doses are given every year. Most side effects are mild and do not last long. Visit www.nhs.uk/mmr for more information on the vaccine.

Go to www.england.nhs.uk/mmr-invites to get this information in easy read and other languages and formats.

Yours faithfully,

NHS England Vaccinations Team

Data Protection: NHS England is responsible for processing your personal data for the purposes of national vaccination programmes. To find out more, you can access our privacy notice at: www.england.nhs.uk/contact-us/privacy-notice, or search for "NHS England Privacy Notice" in your website browser.

Practice Nurse Checklist Tool and supporting information (disseminated via NHSE regional teams and Practice Nurse networks January 2024)

National MMR Call and Recall 6-11-year-olds: Practice Action Check List



Identify a **Clinical Lead** who is a **General Practice Nurse** at your practice for immunisations who is responsible for all immunisation programmes, immunisation catch-ups, introduction of new or changes to programmes, uptake/coverage, vaccine management and vaccine incidents including cold chain breaches.

- ⑩ Consider adding immunisation uptake and relevant updates to the practice meeting as a standing agenda item
- ⑩ Plan the practice management process of any contact from patients who have received a national MMR call and recall reminder this will include managing patient calls, planning and agreeing roles and responsibilities across your primary care team.
- ⑩ General practice employers and teams should support practice staff planning and responding to national call and recall



Audit and review patient records to identify patients with incomplete vaccination records and flag

- ⑩ Review and update/amend patient records as a result of immunisation status checks/vaccination resulting from contact with patients who have received a call and recall reminder.
- ⑩ Share audit outcomes with the practice team
- ⑩ Where appropriate update CHIS if there is NOT an automatic CHIS vaccine data upload in your area



Vaccine clinics

- ⑩ Plan sufficient capacity and appointments taking into consideration patients who have been identified as requiring MMR vaccination through the national 'call and recall'.
- ⑩ Consider timing and availability of appointments to improve patient access
- ⑩ Contact your regional Screening and Immunisation Team should you have any clinical immunisation scheduling questions



Patient information

- ✓ Order NHS patient facing information
- ✓ Send invitations tailored for patients. Fully utilize digital communications enabled by your practice system such as Accurx, Mjog and SMS to reduce administration time.
- ✓ Evidence suggests parents trust NHS leaflets or NHS vaccine information links to digital resources
- ✓ Call and recall – evidence suggests this improves uptake when tailored and endorsed by general practice



Vaccine Clinic

- ✓ Order sufficient vaccine in particular MMR, consider if you require Priorix GSK (porcine gelatine free)
- ✓ Record all vaccinations administered in accordance with your local procedures and ensure correct coding
- ✓ Inform CHIS of any vaccines administered to those aged under 18 years of age if there is NOT an automatic CHIS vaccine data upload in your area.
- ✓ Follow up any patients who did not attend to agree another appointment time and/or address their concerns

Immunisation Resources



Topic	Link
UK immunisation schedule	<ul style="list-style-type: none"> • Complete routine immunisation schedule - GOV.UK (www.gov.uk) • A visual guide to vaccines - GOV.UK (www.gov.uk)
Vaccination of individuals with uncertain or incomplete immunisation	<ul style="list-style-type: none"> • Vaccination of individuals with uncertain or incomplete immunisation - GOV.UK (www.gov.uk)
PGDs	<ul style="list-style-type: none"> • Immunisation patient group direction (PGD) templates - GOV.UK (www.gov.uk)
Vaccines and porcine gelatine support	<ul style="list-style-type: none"> • Vaccines and porcine gelatine - GOV.UK (www.gov.uk)
Vaccine incident management guidance	<ul style="list-style-type: none"> • NHS England — East of England » Vaccine and cold chain incident management • Vaccine incident guidance: responding to vaccine errors - GOV.UK (www.gov.uk)
E learning for health Immunisation training- interactive learning	<ul style="list-style-type: none"> • Immunisation e-learning programme now live - eLearning for healthcare (e-lfh.org.uk)
NHS Vaccine Strategy	<ul style="list-style-type: none"> • NHS England » NHS vaccination strategy
Vaccine Update (Please sign up to receive your updates)	<ul style="list-style-type: none"> • Vaccine update - GOV.UK (www.gov.uk)
FutureNHS, MMR shared leaning	<ul style="list-style-type: none"> • MMR Shared Learning, Inequalities & Innovation - Vaccinations and Screening - Futures Collaboration Platform
Immunisation resources, posters, leaflets and online information	<ul style="list-style-type: none"> • Immunisation - GOV.UK (www.gov.uk) • Immunisation - GOV.UK (www.gov.uk) • NHS vaccinations and when to have them - NHS (www.nhs.uk)
Publication- order paper copies of publications	<ul style="list-style-type: none"> • Home - Health Publications

Communications Guidance highlights (disseminated to NHSE regional teams January 2024)



Action for Regional Communications

To support the MMR call / recall campaign it would be great for teams to;

- Where possible circulate the information to encourage stakeholders to amplify messages
- Share content on social media, new assets available
- Share content with regional press, including local statistics for children not fully vaccinated
- Circulate assets for regional and local teams to use
- Encourage primary care teams / ICBs / SAIS to discuss MMR
- Local outreach work with key demographics in your community who are vaccine hesitant
- Contact education settings and head teachers to circulate the information to parents



MMR inequalities

Examples of innovation in low uptake communities

In some communities where the uptake of the MMR vaccine has been lower, some GP surgeries, primary care teams and the inequalities teams have tried new initiatives to try and increase engagement and intimate uptake of the MMR vaccine. This has included;

- Calls to parents of unvaccinated children
- Local outreach to key communities
- Clinics in religious settings
- Working with local community leaders and religious leaders
- Health events in communities

[Here are some case study examples](#) of what has been achieved in some communities, such as in Sandwell and London.

More information on shared learning, inequalities and innovation for MMR uptake can be found [here](#)

Communications Assets (disseminated to NHSE regional teams January 2024)

Social Media Assets

Child focused

- The following assets can be used to support the call / recall for children
- These assets, suggested lines and previous MMR social media assets can be found on Futures [here](#)



Social Media Assets

Adult focused

- The national call / recall will focus on young adults up to the age of 26 years in London, Greater Manchester and the West Midlands.
- Any region can also encourage young adults to come forward and catch up on any missed MMR doses at their GP surgery.
- These assets, suggested lines and previous MMR social media assets can be found on Futures [here](#)



Other assets

More MMR assets have been created to help increase awareness of measles and the MMR vaccine. All can be found on Futures [here](#)

Digital Screens



Email footers



Other assets

Further useful information, reports, shared learning and assets are available on Futures [here](#) including;

[MMR posters \(various languages\)](#)



[UKHSA carousel videos](#)



Useful Links

Social Media Handles

NHS UK

[Facebook account: @NHSWebsite](#)

[Twitter / X account: @NHSuk](#)

[Instagram account: @NHS](#)

NHS England

[Facebook account: @NHSEngland](#)

[Twitter / X account: @nhsengland](#)

[Instagram account: @nhsengland](#)

Department of Health and Social Care

[Facebook account: @DHSCgovuk](#)

[Twitter / X account: @DHSCgovuk](#)

UK Health Security Agency

[Facebook account: @UKHealthSecurityAgency](#)

[Twitter / X account: @UKHSA](#)

Weblinks

[NHS vaccination schedule](#)

[Quarterly Childhood Vaccination Coverage – 2022/23 \(Source: Gov.uk\)](#)

[MMR Shared Learning, Inequalities & Innovation - Vaccinations and Screening - FutureNHS Collaboration Platform](#)

[UKHSA Measles leaflets and posters](#)