

Dear Health Care Provider

Like many of you, we are worried that routine vaccination rates have fallen due to parental anxiety around coronavirus. To help with this issue and support the efforts that you are making, we have created an information pack that you may find useful. We have consulted with many health care professionals and parents and included behavioural insights to make the information relevant and the language targeted to encourage parental uptake of vaccinations.

The pack contains:

1. Advice leaflet for health care professionals.
2. Advice leaflet for parents about routine vaccinations during coronavirus.
3. A cover letter template in both email and letter format for GP practices to send with the parent advice leaflet. The paper letter includes a place for personalised information about the child's appointment. Behavioural insights indicate that a clear and personalised action increases uptake; so please use this version if you can
4. A 159-character text message reminder.
We are aware that a text message has already been sent from many general practices after a recent request from NHSE. Practices can choose which and when to send these text messages

We hope that you will find these resources useful. Feedback is very welcome:
cyptransformationprogramme.nwl@nhs.net

Developed in partnership with Connecting Care for Children