

Blackpool and Fylde Coast CCG: Covid-19 Vaccine Hotline



Overview

Reference: 38

Location: Fylde Coast

Target Group: Digitally Excluded

Initiative type: Information

Contact

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Top Tip

Identify the problem you are trying to solve and keep that as your scope.

Why is this important to us?

There are people who can't or won't access information online and a lot of the information available is not in print form so we are delivering vaccination information through a more traditional information channel. We expected to mainly reach older people who are more often digitally excluded, but we have found that the average age of callers is mid-50, with a range of 17 to 98. Considering all the information in the media every day, people are still confused about what's going on, a lot of people were calling the General Practice or CCG Communications team asking staff to explain the local vaccination process.

What are we doing?

We've set up a COVID vaccine hotline – 7 days a week, 8am to 10pm - so that people can speak to someone about the vaccine on the phone. The team are giving everybody who calls some information about the vaccine so they can make an informed decision about whether or not to get it. The initiative has been shared through GP telephone lines, local authority and Public Health networks and word of mouth. We have also done a press release to promote the service.

The information that the team use is all publicly available online. We have used the FAQ from the Lancashire and South Cumbria ICS website as the core script. About a quarter of calls are about pre-vaccine information. We've recently seen an increase in people asking for information after they've had the vaccine, such as concerns around side effects. The hotline is part of our Urgent Care Service so if there are any medical concerns that come up they are able to escalate it into our 111 service locally.

Who is involved?

Fylde Coast Medical Service provided a call centre team, with 30 trained call handlers around health specifically and a clear script and pathway. We've worked with them, clinicians and many others to develop a script which can support all questions. We made these partnerships through local development work and relationship building on the Fylde Coast. Everyone has been so flexible about making this happen, including the CCG Networks team and Communications team.

What works for us?

The call volumes have been high throughout – approximately 70-100 calls each day and a call back service so people don't have to wait in a queue. We have tailored the script for local elements and added information for small local businesses about the vaccine and testing so that they can inform their staff. This initiative has been running for 5 weeks so we are in the early stage of data collection. **We record at the end of the call 'Are you planning to have the vaccine' and over 90% in previous weeks have said yes.** We are developing a dashboard to record this data and we meet regularly with the vaccine steering group to update on what was going on locally.