

Best practice guide for increasing flu vaccination uptake in people with a learning disability

Top tips for general practice

Introduction

The flu vaccination is a crucial preventative measure, especially for those with a learning disability who may be more vulnerable to severe flu complications. General practices play a vital role in ensuring that individuals with a learning disability receive their flu vaccination. This guide provides best practices and top tips to increase the uptake of flu vaccination in this group.

Why we need your help

- Over the last 5 years, the uptake of flu vaccinations among people with a learning disability has declined by more than 10%.
- As reported through the [Learning Disability Mortality Review Programme](#), people with a learning disability are dying 22 years sooner than the general population from preventable deaths.
- One of the highest contributing factors to early death among people with a learning disability is respiratory illness.

Top tips / best practice

- **Reasonable Adjustments:** Under the Equality Act 2010 some people will need reasonable adjustments to support them to have a successful vaccination. [RA A4 posters 01-Top-Tips-HSC.pdf](#)
- Ensure reception staff are aware of reasonable adjustments and how they can offer support go to www.neclnnetwork.co.uk/work-programmes/reasonableadjustments



- Seek support from the Community Learning Disability Teams for complex cases.
- Look at uptake data from previous season and do some targeted work with individuals that did not receive their flu vaccine.
- Be proactive and use the MECC ([Making Every Contact Count](#)) approach.
- Utilise the Annual Health Check (during Q3) or other appointments as an opportunity to offer the flu vaccine.
- Those who 'who were not brought' to an appointment and consider whether: Follow the NENC Prevention of Adult Not Brought Strategy at www.necldnetwork.co.uk/work-programmes/panb and consider what improvements and reasonable adjustments can be made to best support people to attend
- You can use '**Be Wise, immunise**' campaign assets to promote flu vaccine uptake this autumn/winter <https://northeastnorthcumbria.nhs.uk/here-to-help>
This multi-channel campaign, developed by the North East and North Cumbria Integrated Care Board (ICB), includes ready-to-use assets, videos, social media content, and clear messaging on eligibility, safety, and access, making it an effective tool to support vaccination efforts in your local area.
- Use **Easy Read invitation letters** and information to communicate with patients on the learning disability register: [NHS Easy Read - Protect yourself from flu](#)

