



What was our aim?

To increase the parent/carer usage of the online consent forms (before proactive calling starts) for meningitis and Td/IPV delivered between January 2022 and July 2023.

Td/IPV, also known as the three-in-one, is given to boost protection against tetanus, diphtheria and polio.

Why is it important to service users and carers?

Parents and carers of school age children, in and out of the school environment, are invited to complete an online form in order to consent or decline vaccinations. The process of obtaining consent or decline starts with the invite letter, with a link to an online form, being sent to schools, who then send to their parents, primarily by email. When parents do not use the online consent form, SAIS are required to recruit and train bank staff to undertake proactive calls to parent/carers and complete the form on their behalf (14 days prior to the vaccination date). This approach to gaining consent is resource heavy and inefficient, as parent/carers do not always answer the phone.

In the flu season 2021, SAIS did not know 40 per cent of parents and carers consents or declines prior to vaccination day. This impacts on vaccination day within the school as the team struggle to plan, with vaccination day on site having to be extended because of the need to gather consents or declines.

Ideas and tests of change

Texting parents link to the consent form prior to proactive calls

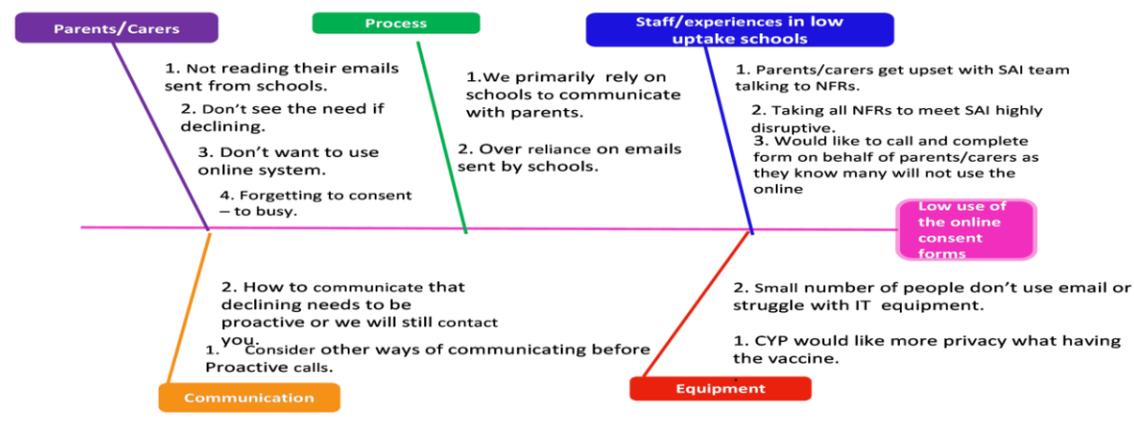
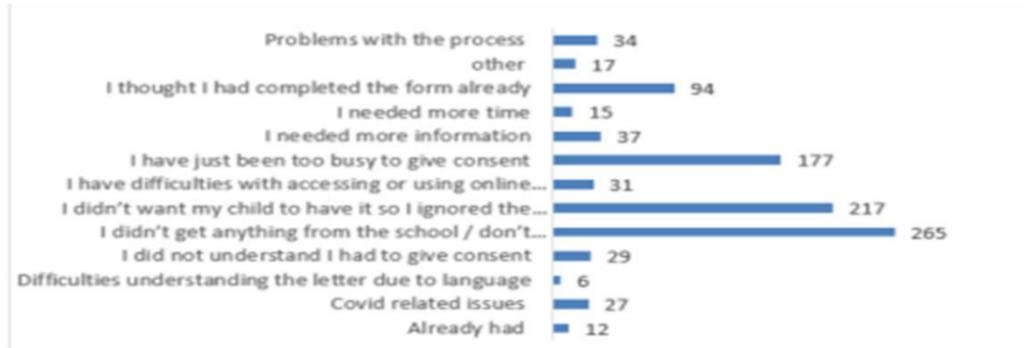
Change idea: No Forms Returned (NFRs) to be texted link to an online form 14 days after invitation letter and prior to proactive calls. Trial start date: 13/06/2022 – 19/07/2022 Trial test area: 34 schools across Kent and Medway Vaccine tested: Td/IPV, MenACWY



* This remaining cohort represents 17% of the total eligible population of 24,185

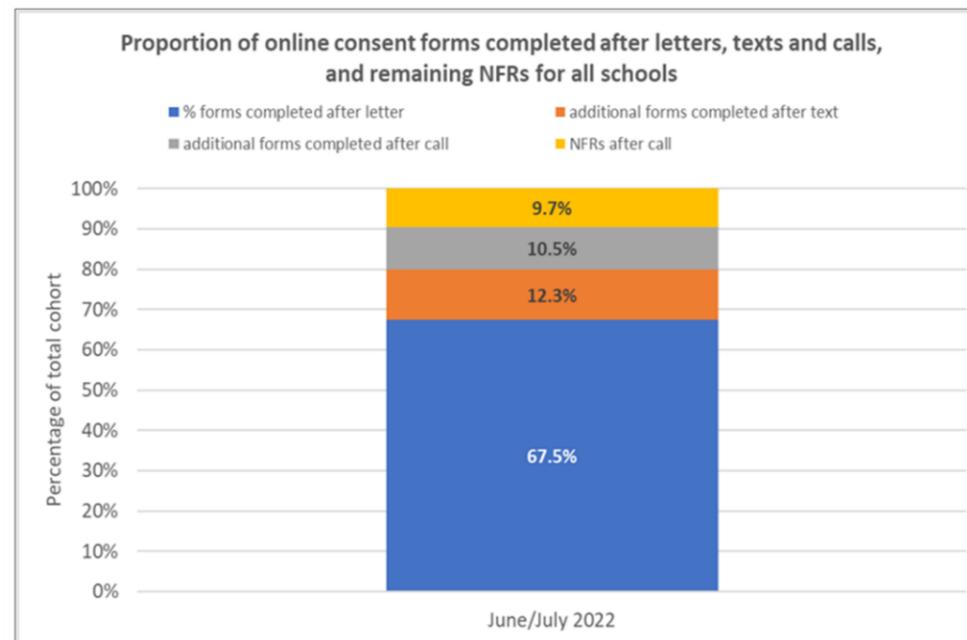
The tools we used

Between November 2021 and December 2021, 961 parents completed the survey reporting why they had not used online consent form. The unexpected findings were that most parents said they had not received a communication from SAIS, as they did not read their emails regularly, with some saying they that they often didn't read emails from their child's school.



Results/How did we do/Anticipated outcome

12.3 per cent of those who used the online consent form, did so after the texts were sent and before calls were made. We do not have the data broken down to allow us to compare like for like, but we can reasonably conclude that texting had an impact in increasing parents use of the online process and reduced the number of parents whom the proactive callers needed to contact.



What we learned and what's next

Learning from first testing cycle: Some parents reported deleting texts as they thought it was a scam.

Using the 8X8 system means that texts no longer show as "NHS no reply".

Steps taken: Text message changed to send people to our website rather than straight to the online form. However, the lack of indication that this is a message from the NHS is likely to impact effectiveness.

A mixed method approach is needed as email, text and calls all had an effect.

The impact might be different if it is clear the texts are from the NHS and if two texts are sent out in future

Next Steps:

SAIS has secured funding to complete a health inequalities project to train staff on the Isle of Sheppey to complete the consent form on behalf of parents and to provide voucher incentive to parents to complete the online form, to start during 2023.

Write directly to children and young people (CYP) to inform them of vaccine and see what impact on uptake is.

Test letters and online form with parents and carers.

CYP transition video to help educate CYP when they start secondary school.