

Vaccination Stakeholder Briefing



14 November 2025

Welcome to the latest edition of our Vaccination Stakeholder Briefing.

This month, our updates include information on the introduction of a routine varicella (MMRV) vaccination programme for children and news of a huge increase in flu vaccination as cases rise.

If you would like any further information or support with any of the items below, please don't hesitate to email us at: ssotics.comms@staffsstoke.icb.nhs.uk

Latest updates



West Midlands people eligible for free flu vaccine urged to get protected as flu season hits early

The call comes as the [latest data](#) confirms this year's flu vaccine offers strong protection, despite the emergence of a new subtype driving an unusually early flu season. Read more [here](#).

Flu vaccine providing important protection despite new subclade

UKHSA's early season data shows vaccination remains best defence alongside good respiratory hygiene as flu activity rises. Read more on the [UKHSA website](#).

Phase 2 of the childhood immunisation schedule changes

The UKHSA has published more information on the introduction of a routine varicella (MMRV) vaccination programme for children at one year and at 18 months, with a catch-up for children aged up to 6 years. Read more on the [UKHSA website](#).

Huge increase in flu vaccination as cases rise

The NHS has vaccinated nearly a million more people against flu so far this autumn compared to last year – providing vital protection ahead of winter as cases start to rise. Read more on the [NHS England website](#).

UKHSA weekly winter surveillance bulletin

Weekly UKHSA report for the 2025/26 season, monitoring respiratory viruses as people are encouraged to take simple steps to protect themselves. Read more on the [UKHSA website](#).

Over 5 million under 65s with a long-term health condition could miss out flu vaccine

The UK Health Security Agency (UKHSA) is concerned that many people at risk may not know they are eligible for a flu vaccine. [Latest figures](#) show less than a third of people with one or more long-term health conditions have had a flu vaccine. Read more on the [UKHSA website](#). Also, read the local media release on the [Staffordshire and Stoke-on-Trent ICS website](#).

57% of the eligible population are missing out on the free flu jab

Read more on the [Staffordshire and Stoke-on-Trent ICS website](#). Following this, Consultant in Public Health Matthew Missen was interviewed on BBC Radio Stoke: [Listen back here \(from 1:43:45 and ends at 1:50:34\)](#).

Vaccination crucial as meningitis cases increase

Latest UKHSA data reveals 378 cases of invasive meningococcal disease (IMD) were confirmed in 2024-25. Read more on the [UKHSA website](#). Also, read the local media release on the MMR vaccine on the [Staffordshire and Stoke-on-Trent ICS website](#).

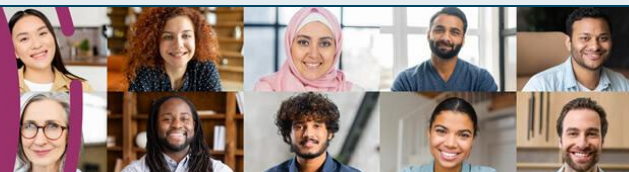
NHS issues flu jab SOS with the worst of winter only weeks away

Eligible adults are being urged to come forward now, so they are fully protected ahead of the usual flu season peak in the winter months. Read more on the [NHS England website](#).

Early flu wave could lead to 'long and drawn out' Winter for NHS

The flu season has hit the NHS more than a month earlier than usual, with cases three times higher than this time last year. The UK Health Security Agency's latest surveillance data shows cases have increased from 6.1% up to 8.2% – largely driven by a spike among school-aged children. Read more on the [NHS England website](#).

Upcoming events



NHS England bite size learning session: flu vaccination campaign

On Thursday 13 November 2025, 1pm – 2pm, NHS England is hosting a bite size learning session for hospital Trusts on how to maximise flu vaccination uptake among frontline staff. [Register here](#).

UKHSA webinar: changes to the childhood immunisation schedule

On Wednesday, 3 December 2025, 2pm – 3.15pm, the UK Health Security Agency (UKHSA) Immunisation Team is hosting a webinar about the second phase of the planned changes to the routine childhood vaccination schedule, to be implemented from January 2026. [Register here](#).

Regional webinar: changes to the childhood immunisation schedule

On Thursday 11 December 2025, 12 – 1pm NHS England West Midlands are hosting a webinar to discuss the forthcoming changes to the childhood immunisation programme. [Register your interest in attending here](#).



Winter vaccine resources

- NHS England has released new assets available to support winter vaccination of people with [long term health conditions](#), [school-aged children](#) and [assets for use in the care sector](#). There are also [RSV assets available](#).
- The NHS England [winter vaccinations campaign](#) is now live with ads targeting people with long term conditions live on TV/on demand, radio, out of home and online.
- Flu vaccination statistics can be reviewed on the NHS England [statistics page](#).

COVID-19 resources

- NHS England have released an easy read [COVID-19 leaflet](#) and also translated materials about eligibility on the [Campaign Resource Centre](#).
- The NHS autumn/winter vaccinations Q&As to support conversations with the public have been updated with clarified wording around COVID-19 vaccine eligibility and are available on [Futures website](#).

General vaccine resources

- Assets to support the [MMR](#) vaccine, maternal vaccinations, HPV vaccinations and childhood immunisations are all available on the [Campaign Resource Centre](#).
- Materials to help non-clinical staff hold vaccine confident conversations - Explore the NHS England [Vaccine Confidence Hub](#) for guidance and tools.
- Carers UK have some helpful advice for carers about vaccination [on their website](#).

If you have any ideas or requests for support for your audience or community or any issues accessing links or information in this newsletter, please email us at ssotics.comms@staffsstoke.icb.nhs.uk