



Department
of Health &
Social Care

CARE

To: Employers and their Staff in Adult Social Care

*Stuart Miller
Director of Adult Social
Care Delivery
39 Victoria Street
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10 February 2021

Dear Care Colleagues,

Supporting frontline social care workers to receive their Covid-19 Vaccination

For the safety of social care users and care workers it is vital that all eligible social care workers are supported to take up their vaccine as soon as possible.

The Prime Minister set a target to offer vaccines to everyone in the top four priority groups, as outlined by the Joint Committee on Vaccination and Immunisation, by 15 February. This includes all frontline social care workers, including care home workers, home care workers and those working in day centres and supported living, who have close personal contact with those who are clinically at risk from COVID-19.

If you employ frontline care workers who fall into these priority groups and have not yet been contacted about supporting access to vaccination, please contact your Local Authority who will be able to confirm eligibility and support you in making the necessary arrangements. **A list of Local Authority contacts is attached.**

In addition, I am pleased to let you know that from 11th February, initially for a period of 2 weeks, all eligible frontline care workers can also access their first vaccination via the **National Booking Service**. This provides an additional option for employers and eligible frontline social care workers to access an appointment at a time and place that is convenient for them. The National Booking Service can be accessed via: <https://www.nhs.uk/conditions/coronavirus-covid-19/coronavirus-vaccination/book-coronavirus-vaccination/> or by phone: 119.

As with the current process, social care workers can access their vaccination appointment with a Local Authority-issued Notice of Eligibility. They can now also use a recent letter from their employer, along with photo identification which confirms their place of work. For those who do not have a work photo ID, as a minimum, a letter from their employer with another form of photo ID will be needed. Frontline social care workers should also be encouraged to inform their employers of their vaccination to enable this to be included in data returns to help us target support where needed.

I am aware that there may be some frontline care workers who will have questions about the COVID-19 vaccine. I am attaching a short document which provides links to some key resources which may help in any conversations you will be having with your colleagues.

Social care workers have a crucial role in providing care and support to those who need it in this country. Thank you for your dedication and hard work in enabling and supporting social care staff to have their vaccination.

Yours sincerely,

Stuart Miller
Director of Adult Social Care Delivery

Sir David Pearson
Chair, Social Care Sector Covid-19 Taskforce

COVID-19 Vaccine Programme

Communications Toolkit to Support Vaccine Uptake in Adult Social Care

Below are resources to encourage and reassure staff about having the COVID-19 vaccine. Additional information and resources can be also found via the [DHSC Google Drive](#) and Public Health England [campaign resources centre](#).

Full Q&A and Guidance for Creating Content

- You can use this Q&A to create your own content about the COVID-19 vaccine: [\[link\]](#)
- Here is some guidance on how to create your own video content. [\[link\]](#)

Call for vaccination for social care workers

- Video from Deborah Sturdy, Chief Nurse for Adult Social Care [\[link\]](#)
- Q&A video from David Pearson Chair of the Social Care Sector COVID-19 Support Taskforce, Dr Nikki Kanani Medical Director of Primary Care for NHS England, and Prof Jonathan Van-Tam Deputy Chief Medical Officer for England [\[link\]](#)
- Social media graphic asking care workers to get the vaccine [\[link\]](#)

Information about accessing the vaccine

- Video about the vaccine delivery plan [\[link\]](#)
- Infographic about how to access the vaccine and what to expect at your appointment [\[link\]](#)
- Vaccine consent forms and information leaflets available in different languages [\[link\]](#)
- Two posters listing the top things both care providers and employees need to do before having the vaccine [\[link\]](#)

How to reassure people about the vaccine

- GP Dr Sarah Jarvis video – How to reassure people and have positive conversations about having the vaccine [\[link\]](#)
- Series of videos from GP [Dr Amir Khan](#) about the importance of vaccines and addressing key concerns.

Addressing misinformation

- Q&A fact cards addressing misinformation about the vaccine including fertility, ingredients, safety etc. [\[link\]](#)
- Video from BAME celebrities encouraging vaccination among BAME communities and addressing misinformation [\[link\]](#)

Case study examples

- Blog: Home care manager about how she empowered staff with information to overcome vaccine hesitancy to get 98% staff vaccinated [\[link\]](#)
- Blog: Clenton Farquharson MBE on addressing hesitancy among BAME communities [\[link\]](#)
- Blog: Care home worker Louis Laleye on why he's had the vaccine after having COVID-19. [\[link\]](#)
- Video: The rollout of the vaccine to staff and residents at a Manchester care home [\[link\]](#)
- Blog: Foxholes Care Home on how important the vaccine has been for their residents and staff [\[link\]](#)

Concerns about: Fertility

- Government guidance on COVID-19 vaccine for all women of childbearing age, those currently pregnant or breastfeeding [\[link\]](#)
- Q&A fact card on fertility [\[link\]](#)

Concerns about: Ingredients

- GP Dr Amir Khan on vaccine ingredients and suitability for all faiths [\[link\]](#)

Concerns about: Safety and speed of delivery of the Vaccines

- Series of videos from Deputy Chief Medical Officer Professor Jonathan Van-Tam on vaccine safety [\[link\]](#)
- Series of videos from GP Dr Ellie Cannon on safety and importance of the vaccines [\[link\]](#)
- Series of explainer videos from Dr Mary Ramsey at Public Health England about the vaccine [\[link\]](#) and the speed of delivery [\[link\]](#)

Concerns about: Allergies

- Q&A fact card on allergies [\[link\]](#)

Following guidance after vaccination

- GP Dr Amir Khan video on following the rules after vaccination [\[link\]](#)
- Q&A fact card on continuing to follow guidance [\[link\]](#)
- Video on following Hands Face Space advice after vaccination [\[link\]](#)