



**Staffordshire and
Stoke-on-Trent
Integrated Care Board**

People's Panel Survey Your Views on Vaccinations

**Direct Data Analysis Ltd
December 2023**

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Introduction



1 Introduction

1.1 Background and objectives

This was a People's Panel survey looking at views on vaccinations across Staffordshire and Stoke on Trent. The survey obtained feedback on the following topics:

- General vaccines
- Covid and flu
- Childhood Immunisations & MMR (where applicable)

1.2 Approach

The survey was designed with input from the Staffordshire and Stoke-on-Trent Integrated Care Board, during October 2023.

Each questionnaire contained a unique survey ID, to identify non-respondents for the reminder survey and to allocate the survey response to a given demographic profile for any further analysis.

Technical testing of the survey

As part of the design process, the questionnaire was tested as follows:

1. In-house, using a robust plan that fully tested the design and operability of the survey.
2. Piloting with five external members, who checked and reported on areas such as usability, complexity of wording, etc.
3. Software to check that the survey had an acceptable fatigue and accessibility score.

Fieldwork

The survey fieldwork period was as follows:

- 2nd November 2023 – Email invite to all panel members
- 10th November 2023 – Email reminder to all panel members who had not completed the survey.
- 17th November 2023 – Final email reminder to all panel members, still to complete the survey.
- 26th November 2023 – Survey closed.

New members joining the panel during the fieldwork period were also given the opportunity to participate in the survey.

During the fieldwork period, seven members unsubscribed from the panel.

Who we spoke to

Email invites



1,468
Delivered

Responses



353
Completed

Response Rate



24%
Completion

Prize draw

All completed questionnaires were entered into a prize draw to win one of two £50 love2shop vouchers, to be spent either in the high street or online. The prize draw took place in November 2023 and the two winning panel members were sent their £50 vouchers via email.

Technical notes

Percentages - Due to rounding, not all percentages shown may equal 100%.

n= - Where shown in this report, 'n=XX' is the number of responses received for a given question.

Survey, data analysis and report production undertaken by Direct Data Analysis Ltd, who run the panel on behalf of the Integrated Care Board.

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Survey findings

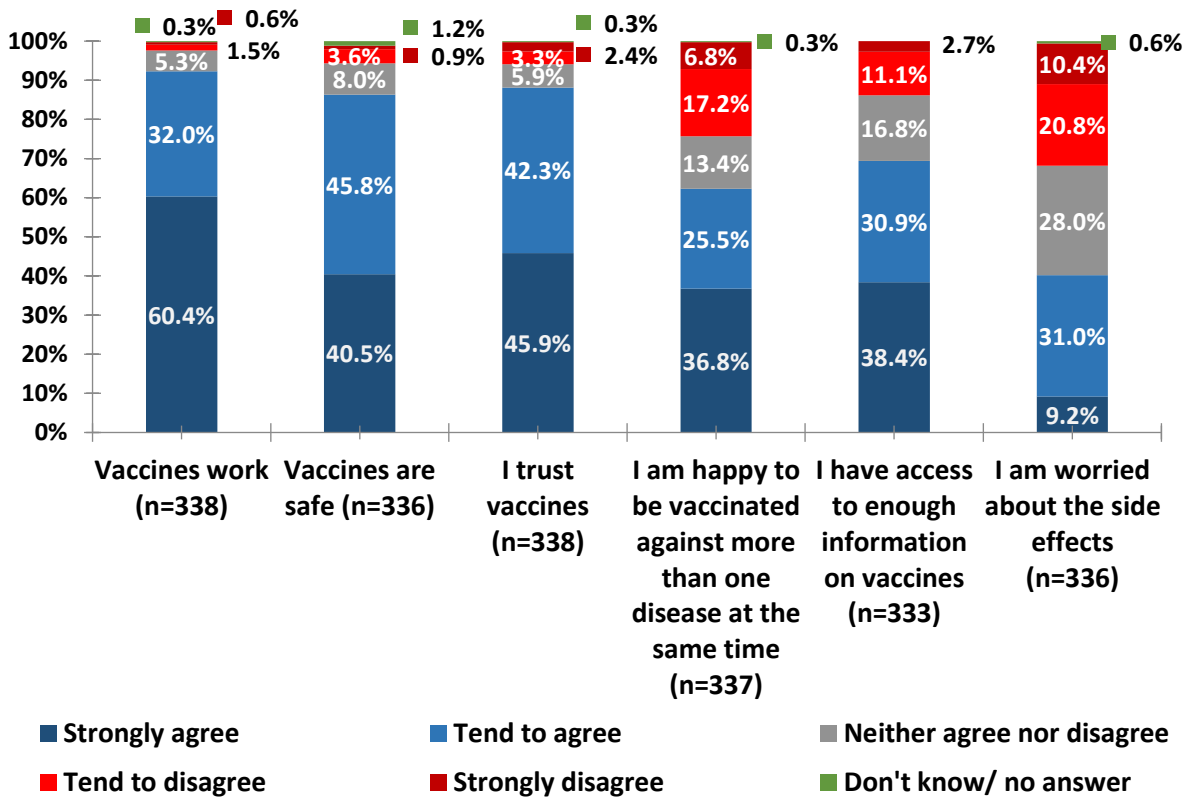


General Views on Vaccines?

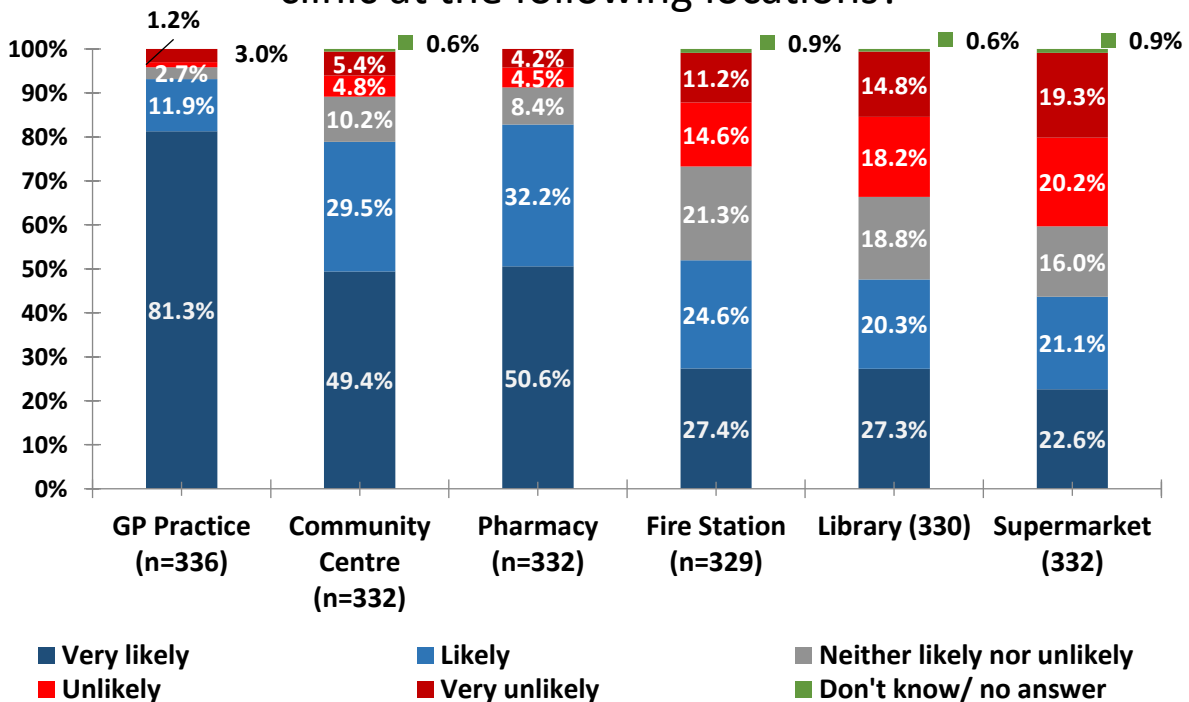
Members of the People's Panel were first asked a series of questions relating to their general views on vaccines.

- **92.4%** felt that vaccines **worked**.
- **86.3%** felt vaccines are **safe**.
- **93.2%** were likely to attend a vaccination clinic at their **GP surgery**, reducing to **43.7%** likely to attend a vaccination clinic in a **supermarket**.
- **Weekday mornings (36.1% of respondents)** were the most preferred time to attend a vaccination clinic, whereas **weekend afternoons (4.8% of respondents)** were the least preferred time to attend.
- **Healthcare professionals** were the most trusted sources for information on vaccines, with an average trustworthy score of **8.4 out of 10**, whereas **individuals posting on social media** were the least trusted source, with an average trustworthy score of **1.5 out of 10**.

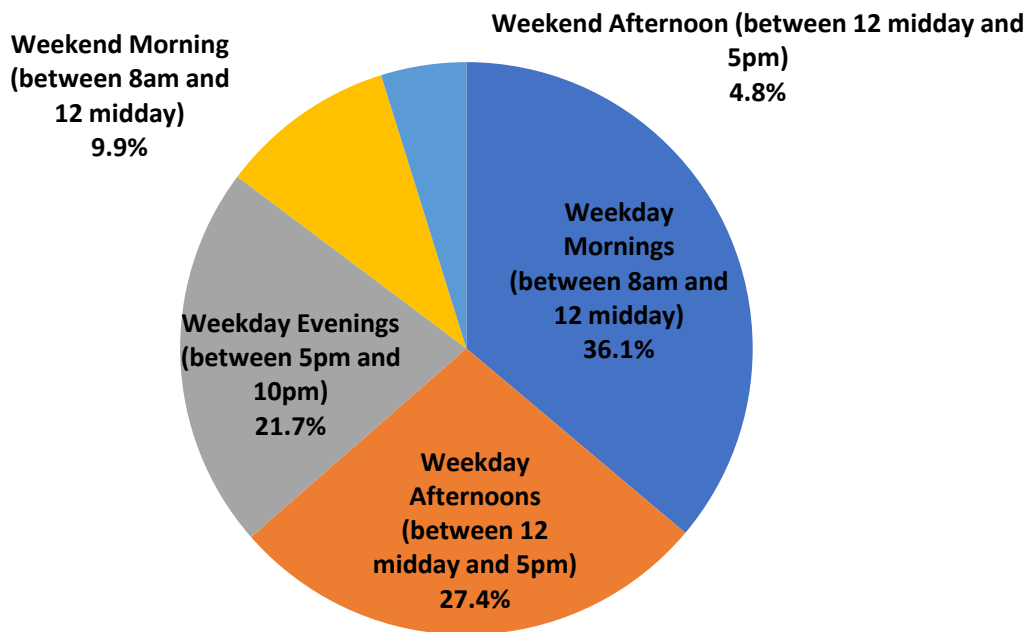
What are your general views on vaccines?



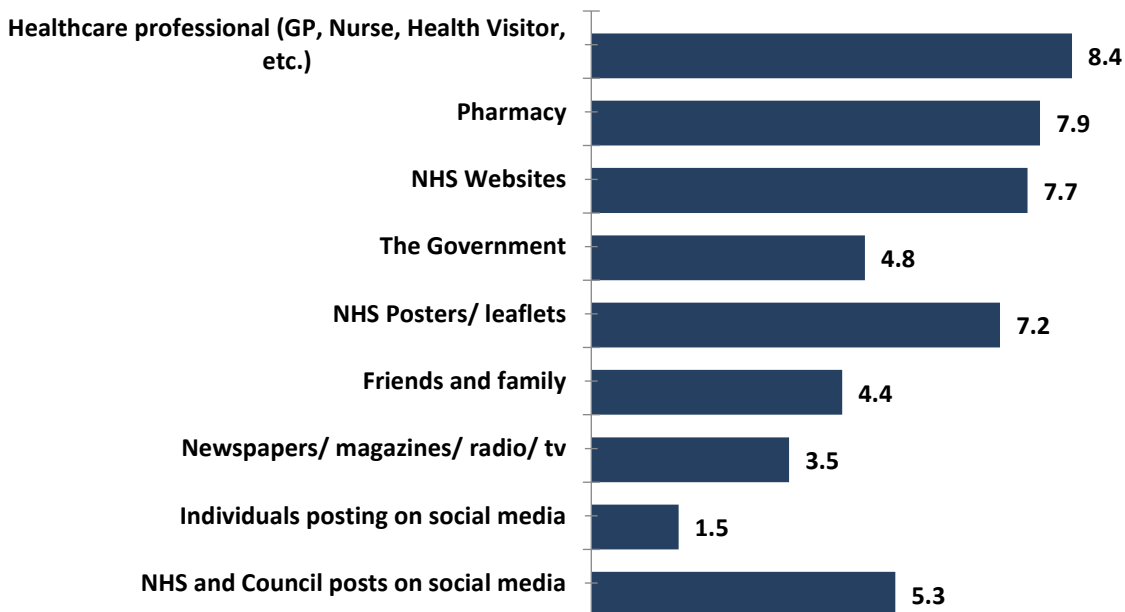
How likely would you be to attend a vaccination clinic at the following locations?



What would be your preferred time to attend a vaccination clinic? (n=332)



How do you trust the following sources of information on vaccines? 1 - do not trust at all to 10 - fully trust (n=338)



Average scores are shown for each information source.

Do you have any questions or concerns about vaccines and how to get vaccinated?

General information is good about vaccines, but there is a problem with available information and knowledge of medical staff if the patient has medical conditions/reactions to previous immunisations.

Rules regarding eligibility for the covid booster are not very clear.

The information issued about the shingles vaccine is a little confusing, with a broad statement about those over 65 qualifying, but the posters give certain birth dates and years that need to be satisfied.

Last year it was all over the press and social media about getting the flu and covid vaccination. This year I have hardly seen a thing. I don't know if I am eligible, but don't have the time to spend 30 minutes on hold to the gp surgery to see if I am eligible. Last year I had a text from my gp to ask me to attend a vaccination clinic. This year - nothing.

None, but the NHS booking system needs to be vastly improved. I had a booking for a flu vaccination and turned up. Heath Centre was unable to vaccinate as it was not my GP surgery. Complete waste of everyone's time.

I don't need encouraging, but I feel what would make a big difference is availability - weekends and evenings, as I work full time.

Convenient time and place.

As someone who has a compromised immune system, I do not hesitate to get vaccinated as protection.

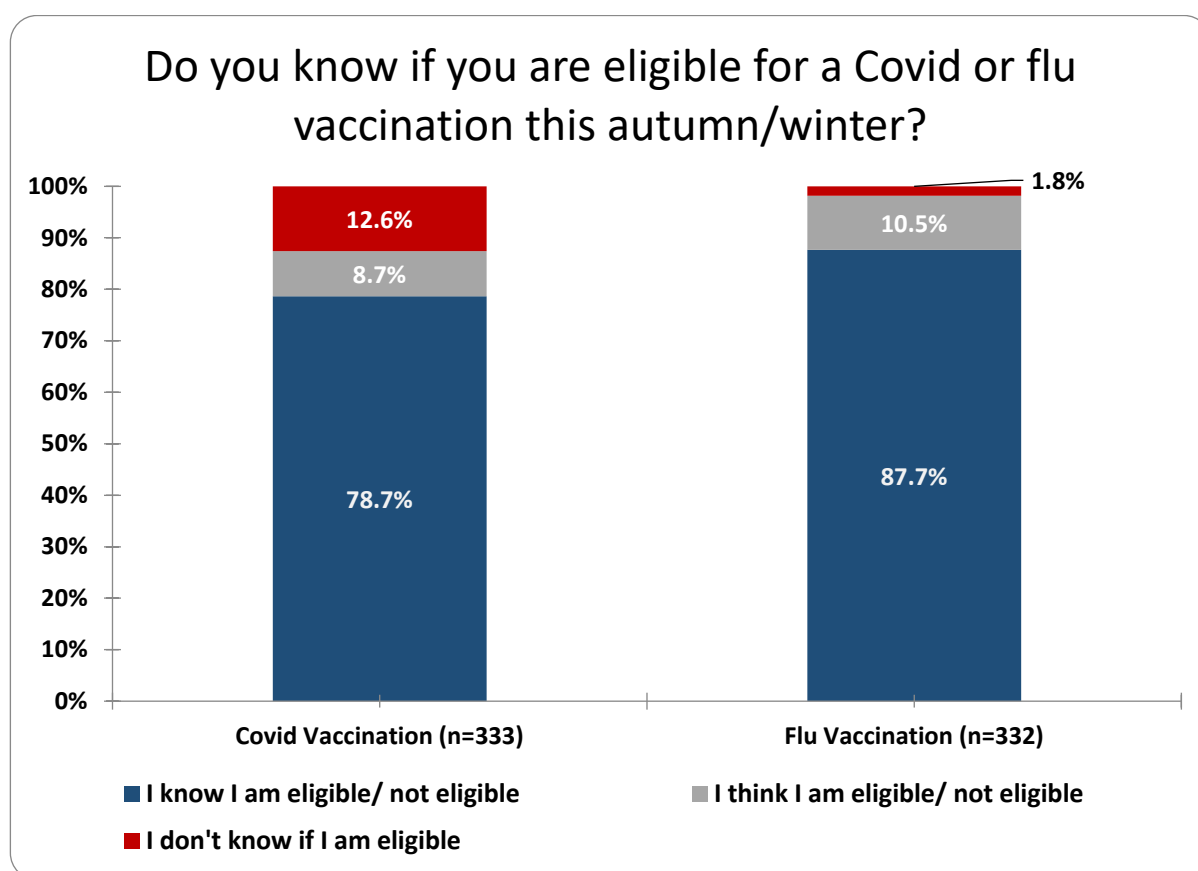
Statistics which explain the effectiveness of vaccinations and the pros and ins of having them. I.e: enable patient to make an informed decision.

Up to date research and facts, not just the governments say so.

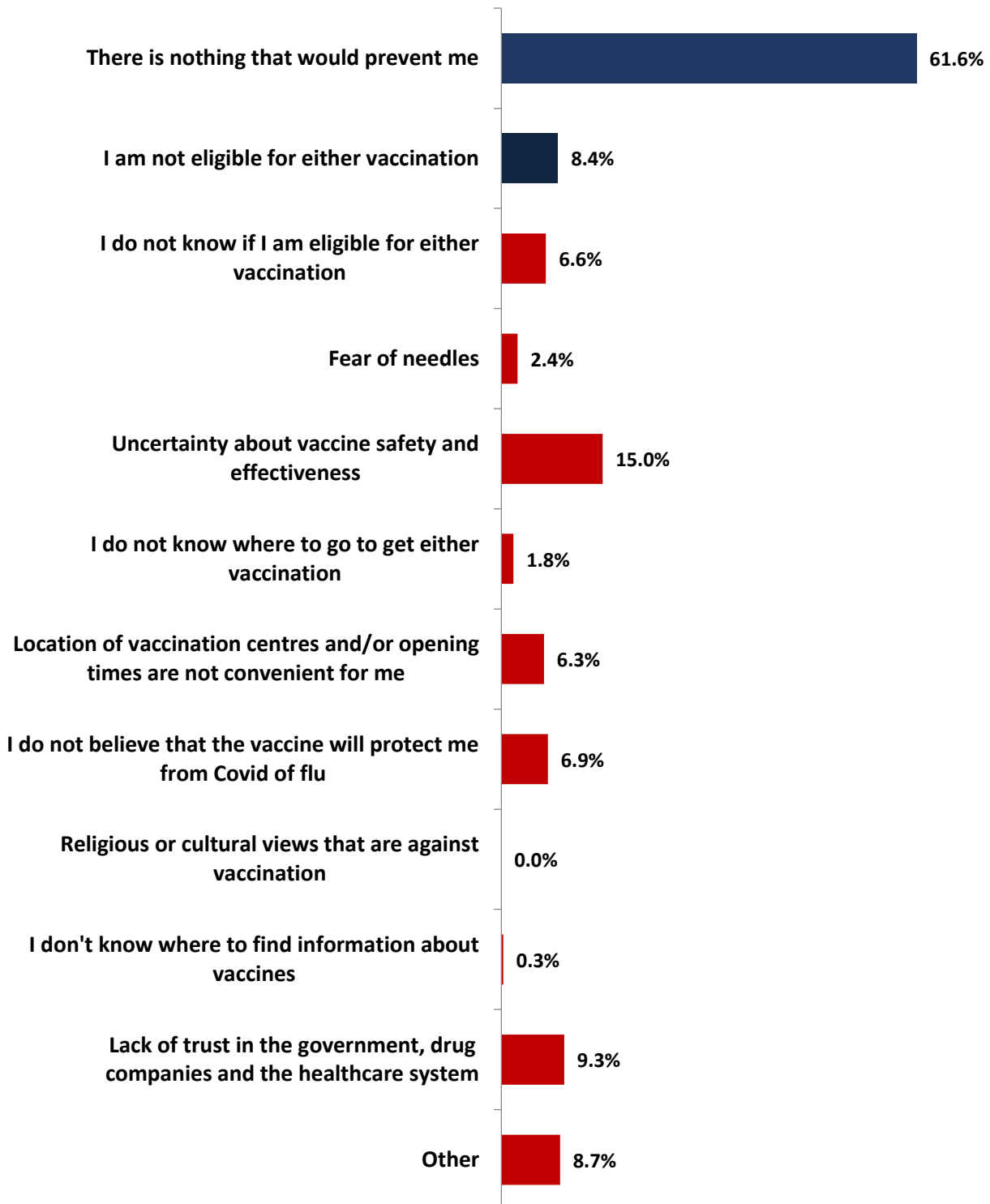
Covid and Flu

Members of the People's Panel were next asked a series of questions relating specifically to Covid and Flu vaccinations.

- **83.9%** of respondents would have another covid or flu vaccination this autumn/winter if they were eligible.
- **12.6%** of respondents did not know if they were eligible for a **covid vaccination** this autumn/winter, compared to just **1.8%** of respondents who did not know if they were eligible for the **flu vaccination**.



What would prevent you from having a Covid or flu vaccination? (n=333)



Respondents could select more than one option.

What are the general thoughts and feelings about Covid and flu vaccinations?

Covid vaccines

I'm high risk. Without the vaccinations I've had, I'm sure I would have been much worse when I actually caught covid. It was horrendous. I don't think I'd be here without the vaccines.

Currently effective, although not entirely sure that they are necessary anymore?

Covid is here to stay, if vaccinations each year are the answer then I'm all for it.

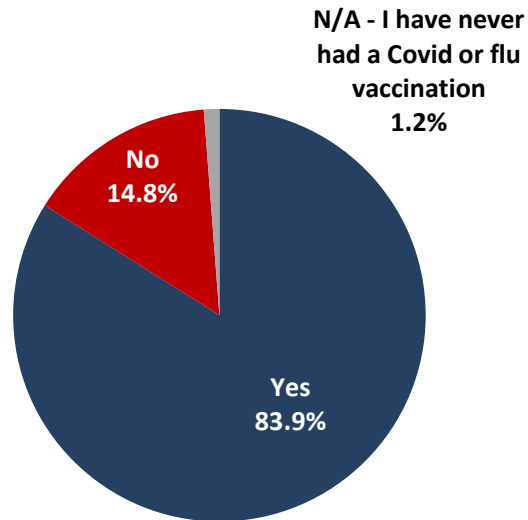
Flu vaccines

It's a shame there's a cost associated and it can be difficult getting a slot to get vaccinated, but I always try to.

Essential.

Very pro the flu vaccine, I now get it every year mainly to reduce my risk of passing it to vulnerable people.

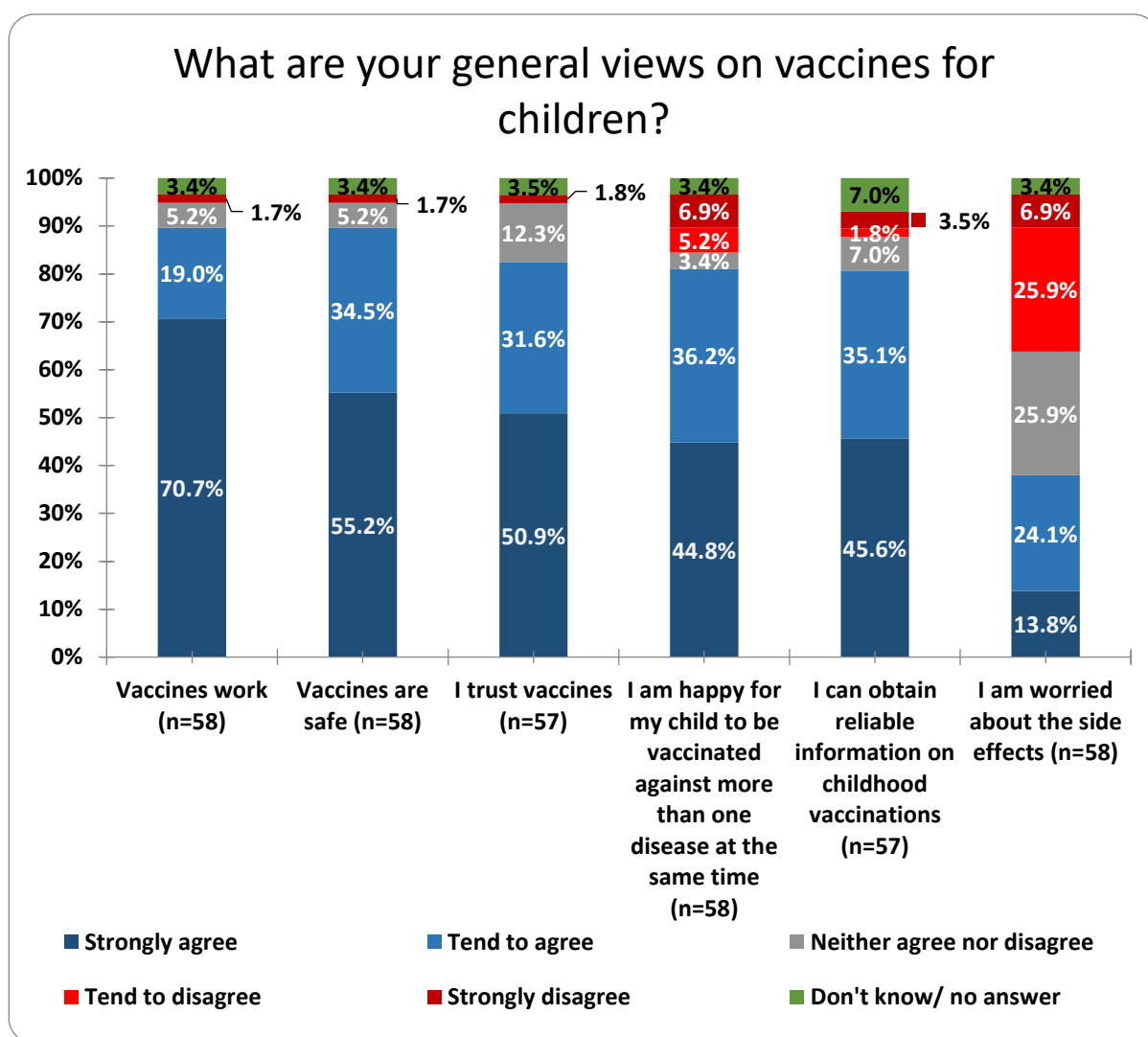
Would you have another Covid or flu vaccine
this autumn/ winter if you were eligible?
(n=330)



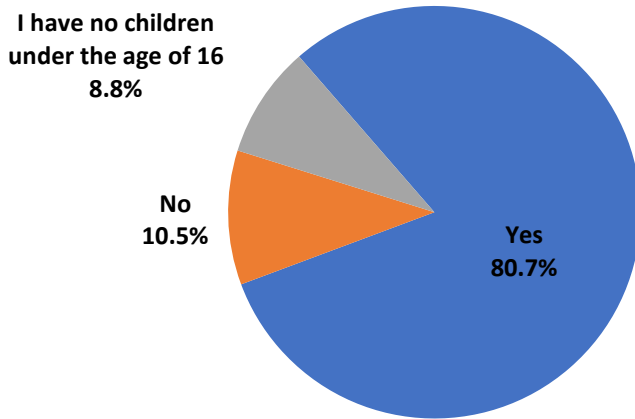
Childhood Immunisations

Fifty-eight respondents stated they either had children under the age of 16, or were thinking of having children in the future. These respondents were asked for their views on childhood immunisations.

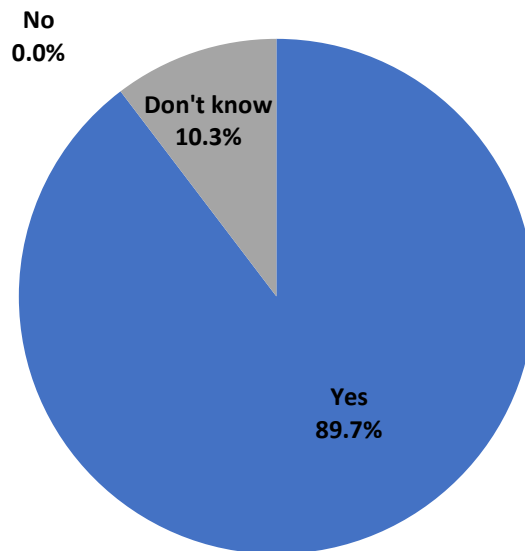
- **89.7%** felt that vaccines were **safe** and **worked** for children.
- **49.1%** would prefer to have their child vaccinated at a **GP practice**, followed by **43.9%** preferring **school**.



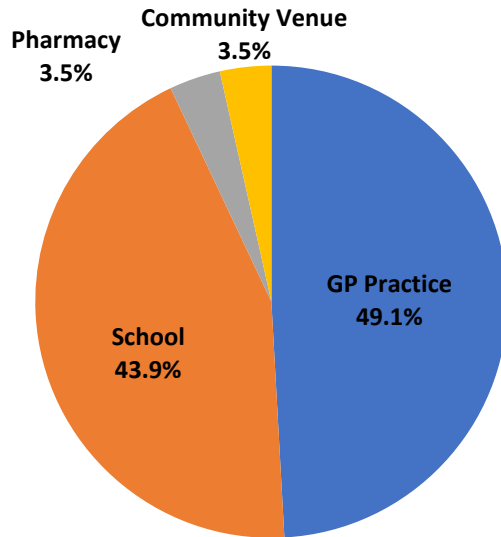
Do you know if your child is up-to-date with their vaccinations? (n=57)



Would you get your child vaccinated in the future? (n=58)



Where would you prefer your child to be vaccinated? (n=57)



What could potentially cause any hesitation to getting your child vaccinated?

I am happy for my child to have their general age vaccinations, but I will not allow my child to have the covid one, as it has not been around long enough to give to my children. Happy for the rest to be given.

Son has autism.

Because they end up unwell every time and it goes on for weeks.

What do you think are the benefits of having your child vaccinated?

Nothing. I believe they do not do anything, it just prevents them having chicken pox, measles etc, but my children still had them. Cold flu will allow them to have but they still get the flu every year and end up being in hospital because of how bad it is on their breathing. I believe it affects everyone different.

The hope they're protected from worse.

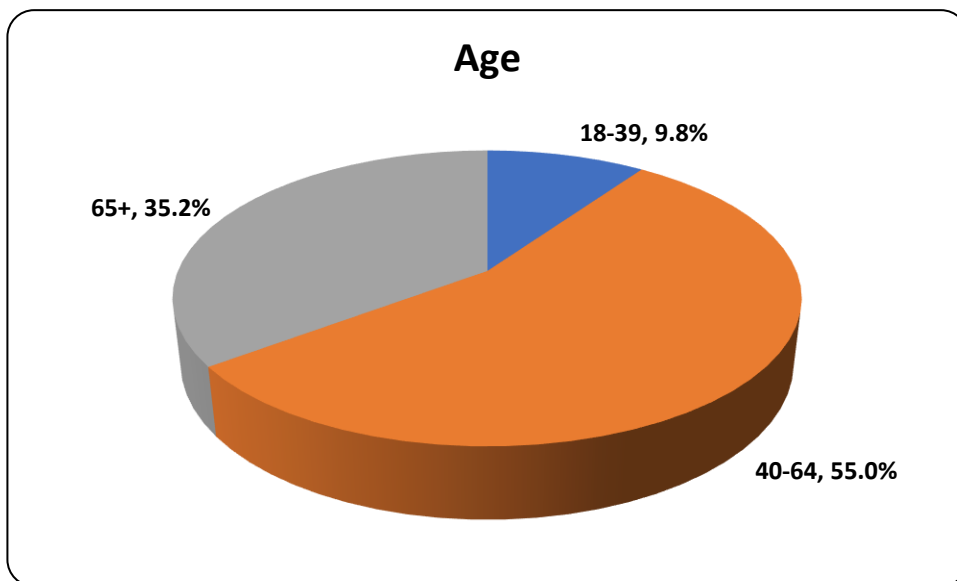
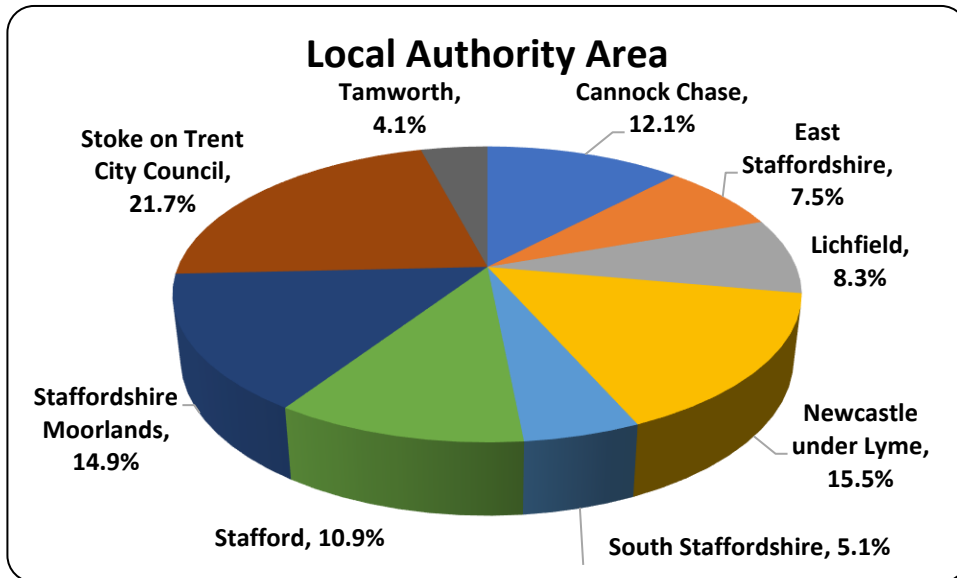
Being immune from serious disease.

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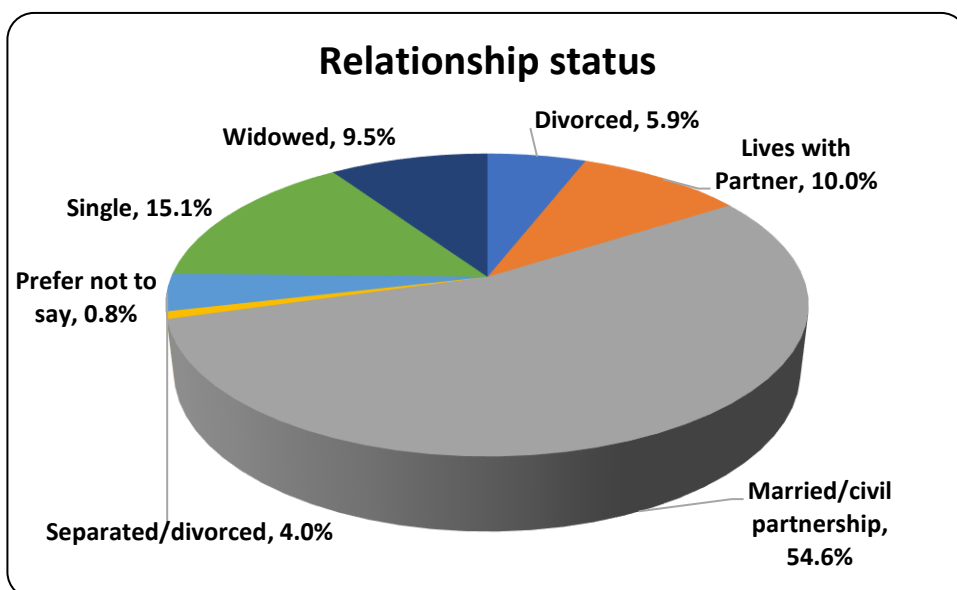
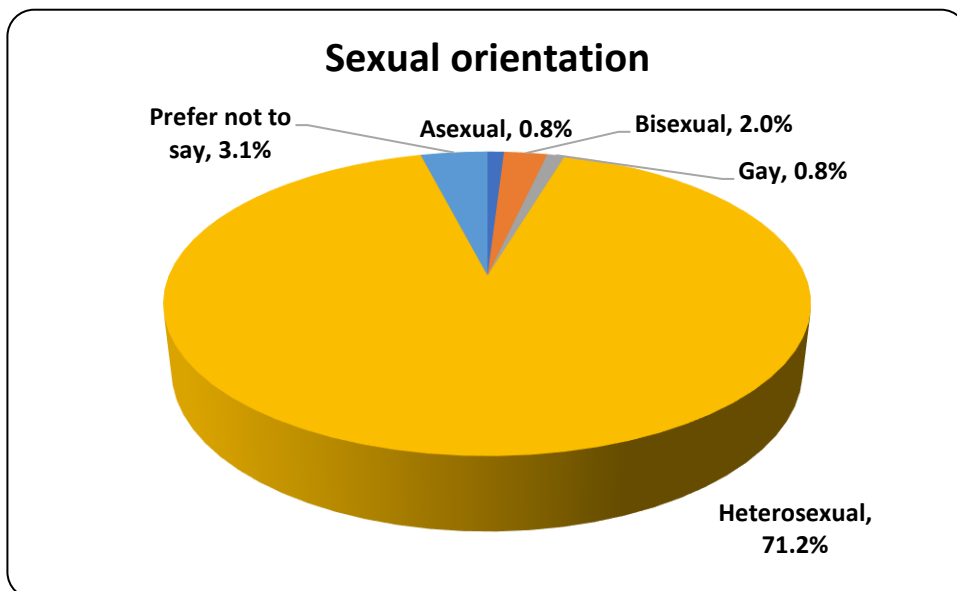
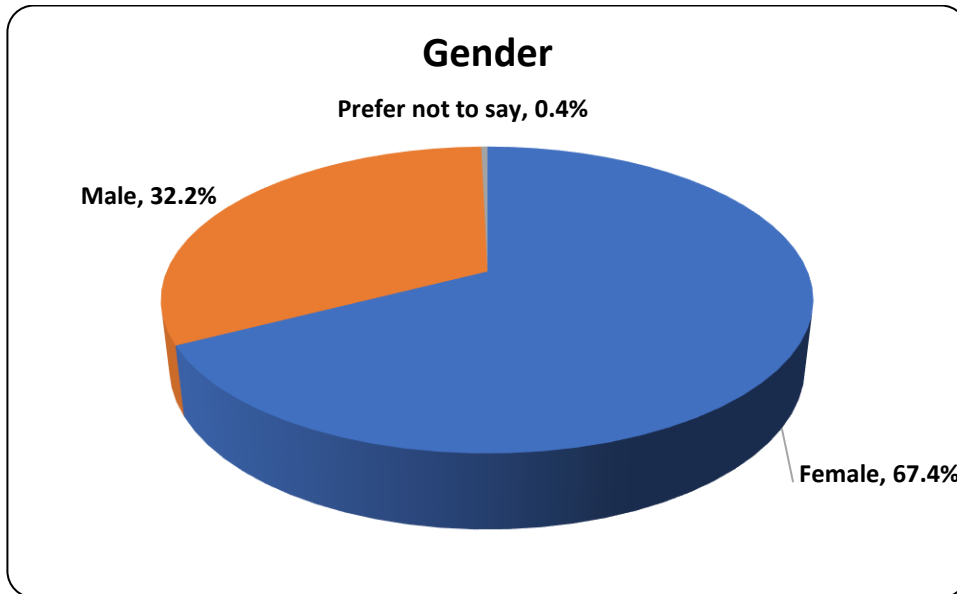
Respondent profiles

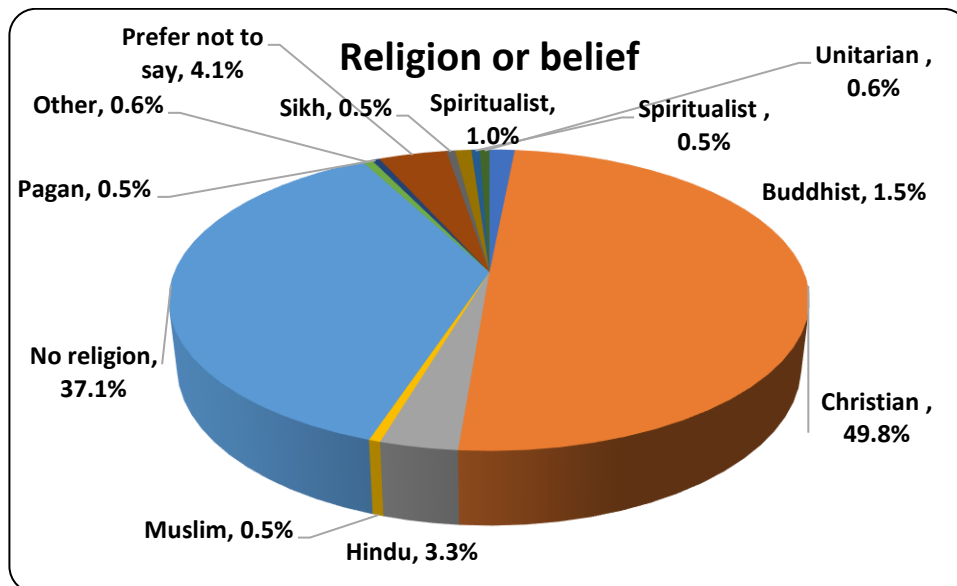
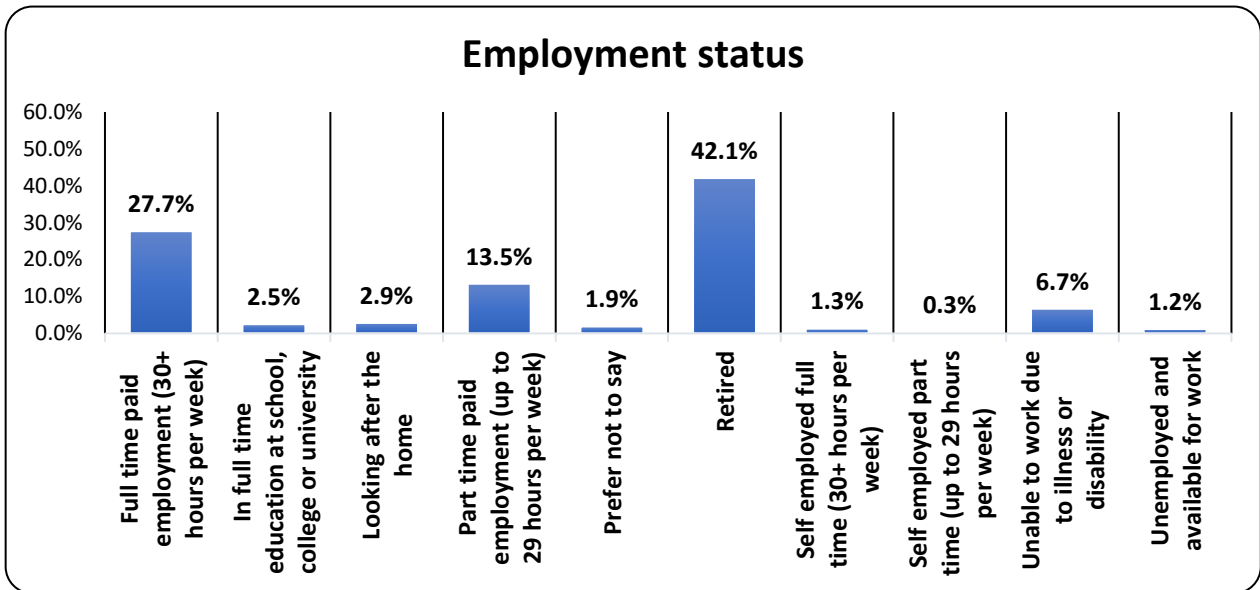


Demographics of the People's Panel are broadly representative of the profile for Staffordshire and Stoke on Trent (ONS 2021 Census data for Staffordshire and Stoke on Trent).¹

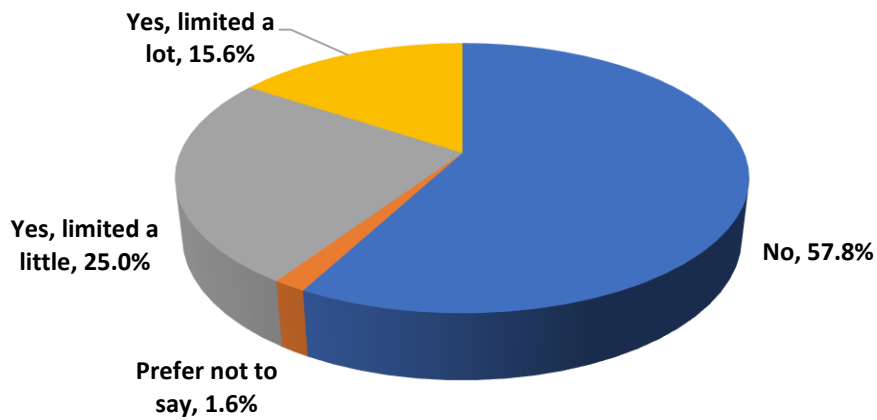


¹ Staffordshire and Stoke on Trent have separate ONS Census data
December 2023 (v2)

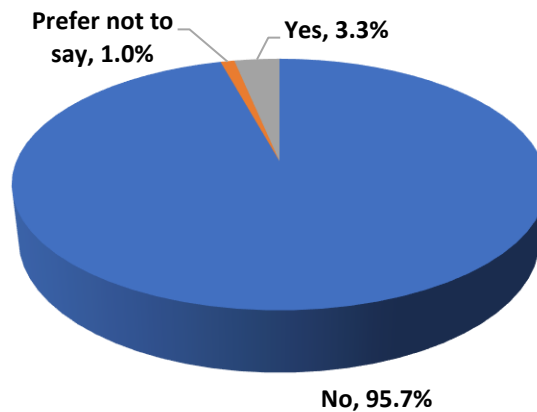




Are your day-to-day activities limited because of a health condition?



Have you ever served in the armed services?



Ethnicity

