**AUG 2021 SOUTH WEST SHINGLES CAMPAIGN AND TOOLKIT**

Shingles affects 1 in 4 people and predominantly those who are over 70. However uptake rates of the shingles vaccine are falling in the South West and in England. To begin to address this within the South West we are pleased to confirm the following:

* **Launch of the Shingles Vaccination Programme Toolkit for improving uptake 2021.** The purpose of this toolkit is to help you in your practice to better protect your patients by suggesting ways to improve uptake of the shingles vaccine. These suggestions are based on best practice and evidence and have been shown to work with little or no cost to your practice.
* **The launch of a local Shingles campaign.** This will be initiated within the South West to improve uptake of the Shingles Vaccine promoting to all those who are over 70 (and under 80). Various forms of communication are planned to encourage those who have not yet had the vaccine to speak to their GP, or discuss with their GP the next time they have an appointment. This is expected to run from 02 August 2021 for a minimum of 2 weeks.

Should you plan to increase your stock levels please ensure that these are considered carefully as each dose of Zostavax costs the NHS £99.96. Please ensure that you do not overstock as this can lead to excessive wastage. It is recommended that orders should be limited to a maximum of 5 doses, unless you are planning a dedicated and focused campaign or coffee morning in which case it may be appropriate to order more stock. Promotional resources can be downloaded here [Shingles vaccination: eligibility poster - GOV.UK (www.gov.uk)](https://www.gov.uk/government/publications/shingles-vaccination-eligibility-poster).

If you have any queries regarding either the toolkit or the campaign please email [england.swscreeningandimms@nhs.net](mailto:england.swscreeningandimms@nhs.net)