

Success factors for vaccination programme delivery

We've spoken to healthcare leaders across England to identify what underpins effective vaccination programme delivery:

1 Improve access and stimulate demand



- Provide services in a range of settings and at convenient times, supported by a range of ways to book.
- Focus on improving demand alongside access.
- Use multidisciplinary teams to vaccinate in community settings, recognising that some population groups may respond differently to different healthcare professionals.
- Develop targeted approaches to staff vaccination.
- Consider the timing of vaccination campaigns.

2 Facilitate uptake in underserved populations



- Use flexible and agile outreach and communications approaches.
- Build relationships with communities, including the VCSE sector and vaccination champions.
- Use evidence-based campaigns¹ approaches and messaging tailored to specific communities, reading levels and languages.
- Build trust through targeted communications, informed by community insights, and call and recall services.
- Share data and local insights between providers.
- Collaborate with local partners and make use of shared resources.

3 Join up prevention and vaccination offers



- Sustain relationships and build trust through providing other prevention services prior to vaccination.

To find out more visit
nhsconfed.org/vaccination-delivery



¹ Department of Health and Social Care (2025), Campaigns and resources.
<https://campaignresources.dhsc.gov.uk/campaigns/>