

Case Study

Mobile MMR clinic tackles community outbreak



Testimonial

"By taking the clinic out into the community - directly to where children and parents are, we were quickly able to improve vaccination levels. Parents' responses to previous MMR appeals have been disappointing, but this time we offered them a very quick and convenient service. The roadshow helped deliver a high-profile marketing campaign explaining why vaccination is so important."

Kathy Abbott, Immunisation Manager for NHS South West Essex

Campaign Objectives

- Deliver 800 vaccinations over a 10-week period
- Target primary and secondary schools attended by unprotected children
- Provide weekend on-the-spot vaccinations to all unprotected children in the area
- Raise the profile of the vaccination and educate parents of the risks associated

Our Response

EMS provided a fully branded, eye catching exhibition unit to deliver the mobile clinic service. EMS handled all roadshow logistics and liaised with 35 local schools to secure their participation in the programme. EMS also provided a hit squad team to pre-visit locations to raise awareness and drive visitors to the mobile clinic.

Delivering the Campaign

- The 8.5 metre hire vehicle included: vaccine fridge, a private consultation room; a seating area for informal discussion; information displays and plasma screen displaying facts and important information around MMR
- The 10-week campaign visited 49 sites - including schools, high streets, supermarkets and retail parks
- An experienced EMS unit manager ran the tour and handled all logistics
- EMS trained and supplied an experienced promotional team to raise awareness of the roadshow campaign

Vaccination total

1,313

At a glance...

Campaign

'Watch out measles about' MMR campaign

Dates

10 week campaign (60 show days)
49 locations - including schools, high streets and retail parks

Client

NHS South West Essex

Vehicle

Endeavour

Results

- The 10 week roadshow delivered in total 1,313 vaccinations, exceeding their target by 64%
- The PCT was able to extend their reach and use the mobile clinic to carry out 510 other vaccinations including HPV and Meningitis C
- The fast response solution allowed the PCT to respond quickly to an outbreak and raise awareness of the risks to a hard to reach group in the community