



Public Health
England

Protecting and improving the nation's health

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24th January 2017

PHE Gateway number: 2016589

To:

**Local Authority Directors of Public Health
PHE Screening and Immunisation Leads
NHS England Heads of Public Health Commissioning
Community Practitioners and Health Visitors Association**

For information:

**GPs and practice teams (via NHS England Bulletin)
NHS England regional primary care leads**

Dear Colleague,

Public Health England Parent Attitudes to Childhood Immunisation Survey

I am writing to let you know that Public Health England (PHE) has commissioned BMG Research to undertake a Survey of Parental Attitudes to Childhood Immunisation. The survey explores the attitudes of parents to childhood immunisation to inform the planning of the childhood immunisation programme. This is the third annual survey to be undertaken by BMG Research and the results will build on previous surveys that have tracked parental attitudes over a 25 year period.

BMG Research's experienced researchers will interview around 1,000 parents of children aged 0-2 years of age and 1,000 parents of children aged 3-4 years of age, on an England-wide basis, using face to face computer-assisted interviewing. BMG Research interviewers will be interviewing in randomly selected locations from the week commencing 31 January 2017 until early April and will be recruiting door-to-door for parents of these age groups.

The survey takes approximately 30 minutes to complete and covers parental experiences, views and knowledge around immunisation and the service offered. The BMG Research interviewer personally conducts the interview with respondents. Further information about the research can be found at: <https://www.gov.uk/government/collections/parental-attitudes-to-vaccination-in-young-children>

BMG Research will contact the police in areas where the research is being planned ahead of its start and respondents will be able to contact the local police to verify that the research is bonafide if they wish to do so. Interviewers will also have ID badges and a letter of introduction from PHE. Please forward a copy of this letter to anyone in your area who may wish to be aware that this research is taking place.

If you have any concerns or queries please do not hesitate to contact Chris Rainsford at BMG Research on (0121) 333 6006 or by email to chris.rainsford@bmgresearch.co.uk. Alternatively at Public Health England you may contact Angela Edwards on 020 7654 8123 or Helen Campbell on 07824 551803 or by email to immunisation@phe.gov.uk.

Yours sincerely,

A handwritten signature in black ink that reads "Joanne Yarwood". The signature is written in a cursive style and is underlined with a single horizontal line.

Jo Yarwood
National Immunisation Programme Manager and Head of Implementation and Planning
Joanne.Yarwood@phe.gov.uk