

**Feedback from Readers Group via Patient Partners and PPGs:  
Vaccination and Immunisation letter to parents planned for May 2019**

1	<p>Sorry to be so long in responding (just inside the deadline). I applaud the sentiments of reminding parent's of their responsibilities. IN the first paragraph I would have wanted it to be brought home to the parents that their child will be mixing with others and that increases the risk of contracting the familiar measles, mumps and whooping cough. Being vaccinated is the best protection they can arrange for their child. Otherwise OK.</p>
2	<p>Both read ok but only suggestion is to include a line if parents need the information in a different format they can request this. I would stick to the shorter letter version. More likely to read this rather than a long version.</p>
3	<p>Having reviewed both letters, the 2nd letter dated August reads the easiest for parents. This states clearly the message that you want to communicate without making the letter too long. The first letter has too many bullet points which I feel are in the wrong order. Too much information.</p>
4	<p>I think that both letters have their good and less good points and I am not sure we are comparing like with like. Where I can I will do my best. Looking at the first sentence personally I think they are both a little condescending. I think the first is better than the second but both are treating the parents as a little simple. It will have been a busy and an exciting few weeks getting your child ready to start school. It is an exciting time getting your child ready to start school this September.</p> <p>Would prefer something along the lines of "We understand that there is a lot of things that need to be done in preparation for your child's first day we ask you if you have considered their vaccinations."</p> <p>Going on with the letters as a whole, one keeps to a simple line giving a short reason for having vaccinations then and how to check if they are up to date. The cut off portion at the bottom should promote the necessary actions. The other gives a link to much more information and is high on why vaccinations are necessary. I feel that his may be better for areas where take up is very poor or to be sent to parents who ignored the first letter.</p> <p>I would think with a little attention to the first paragraph the shorter letter is the better of the two but I would also make the link to a site based on childhood vaccinations rather than the more general site. The link in the second letter is much better but it would be necessary to make the link much easier to copy in to a search engine.</p>
5	<p>I like 20180813 best. It is simple and as a Grandparent who is most likely to catch a cold, etc from my Grandchildren than anywhere else I certainly relate to this format. 20180504 has too much detail and is more formal.</p>