**Winter 22/23**

**Covid-19 and Flu Vaccinations**

Communications Toolkit 10 November

This toolkit is designed to support BSW wide communications in the dissemination of consistent key messages and assets across all of our shared audiences to maximise our reach and engagement with our target audiences.

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CAMPAIGN AIMS

* To inform and help the public prepare for winter by taking actions to avoid both themselves and others become unwell.
* Educate and reinforce that it’s the simple things that can make a big difference in keeping us well this winter.
* By helping the public to stay well we help to alleviate some of the pressures on our already stretched system.
* We are expecting to see both COVID-19 and flu viruses circulating this winter – both of which can cause serious illness. So eligible people are being encouraged to protect themselves by getting their COVID-19 boosters and flu vaccines.
* We are all in this together – partnership working means every organisation has an equal role to play.

CAMPAIGN TIMINGS

Following a period of communications of promoting the availability of the vaccines and driving awareness of eligibility, our communications will move onto reinforcing the need, importance, and urgency of being vaccinated.

**Vaccination theme: Educate importance of being vaccinated**

KEY MESSAGES

|  |
| --- |
| Generic |
| Getting your flu and COVID vaccines are two of the most important things you can do to keep yourself and others around you safe this winter. |
| Flu and Covid-19 spread easily, even from people who show no symptoms. The best way to protect yourself and others around you is by getting the flu and the Covid-19 booster vaccinations. |
| Contracting COVID-19, flu or both can be very serious, particularly for those considered at risk. |
| Flu viruses can change every year, so for best protection you should get the flu vaccine every year if you are eligible. |
| Many adults and children can get a free flu vaccine. |
| Unvaccinated people who get Covid-19 are about 8 times more likely to be hospitalised than those who have had both doses of the vaccine and a booster. |
| Parents of children (flu) |
| Flu can be a serious illness for your child, and they can spread it to others who are more vulnerable. |
| Flu can be horrible for young children, and they can spread it to others who are more vulnerable, like their grandparents. That’s why children aged 2 or 3 (before September 2022) are eligible for a free flu nasal spray vaccine. |
| Keep your children safe from flu this winter and help stop the spread by getting them vaccinated. |
| If your child is aged 2-3 before September 2022, book an appointment now with your GP surgery. |
| Health & social care workers |
| Covid-19 and flu vaccines are free for health and social care workers, it’s the best protection against getting seriously ill from flu and COVID-19 and spreading it to others, including their colleagues, the people they care for and friends and family. |
| Both vaccines have been given to millions of people worldwide with a good safety record. All vaccines must go through the same regulatory approval process as any medicines to ensure they meet strict safety standards and offer high levels of protection. |

SOCIAL MEDIA ASSETS - All Audiences

Assets and suggested copy available to download from the [BSW Together Campaigns Resource Centre](https://nhs.sharepoint.com/sites/msteams_c020fb/SitePages/Home.aspx) on Teams.

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A picture containing text, sign, pointing, screenshot

Description automatically generatedA person holding a child

Description automatically generated with medium confidenceOTHER ASSETS

Website/E-Newsletter copy (generic)

As we head into winter, it’s vital that eligible people come forward for their flu vaccine and COVID-19 booster to protect themselves, their loved ones and the NHS.

COVID-19 and flu spread quicker in winter and can cause serious illness. And protection provided by COVID-19 vaccines decreases over time and flu viruses can change every year. So, if you’re 50 or over, in an at-risk group or pregnant, for your best protection, boost your immunity now with the flu vaccine and COVID-19 booster.

Many children are also eligible for a free flu vaccine.

Find out if you’re eligible at *nhs.uk/wintervaccinations* and book now.

Parents of 2/3 year olds and children

Parents and carers are being urged to take flu seriously and get their 2 and 3 year-old and primary school aged children vaccinated ahead of what is expected to be a challenging winter.

Flu can be a very unpleasant illness for children and is not the same as a common cold. Not only can it lead to serious health issues such as bronchitis and pneumonia, it can also spread easily to vulnerable people including babies and elderly family members.

The vaccine is given using a nasal spray – not an injection – which is both safe and effective, and painless. The nasal spray contains weakened viruses which will help your child build up immunity. This means your child will be better able to fight off flu.

It’s important to note that the vaccine cannot cause flu because the viruses in it have been weakened to prevent this from happening.

Parents and guardians of 2- and 3-year-old children should contact their GP surgery to book a flu vaccination appointment for their children.

The School Age Immunisation Service are visiting all primary schools before the end of this term. Parents will receive an email via the school and are asked to complete an electronic consent. If the team have already visited the school and the child was absent or a consent had not been received, the vaccination can still be accessed by contacting the School-Age Immunisation Team on 0300 247 0082, by email at [vcl.immunisations@nhs.net](mailto:vcl.immunisations@nhs.net). Further information on the programme can be found by visiting [https://wiltshirechildrensservices.co.uk/our-services/immunisation-service/](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwiltshirechildrensservices.co.uk%2Four-services%2Fimmunisation-service%2F&data=05%7C01%7Cemma.pender2%40nhs.net%7Ccd31c99b10dc4d4ff46d08dac61cdb02%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638040124491485079%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=6QGnhzk1bL4xjsJ5hokS1r9pgdgIsoSsJlwoTA8i9aI%3D&reserved=0)

Health & social care workers

As a health or social care worker, you’re more likely to be exposed to the flu and COVID-19 viruses. You also care for people who may be at greater risk and it’s easy to pass these viruses on without knowing.

Both flu and COVID-19 can be life-threatening and getting both flu and COVID-19 increases risk of serious illness. Even if you are healthy, you can still catch these viruses and spread them to your patients.

The flu and COVID-19 vaccines are vital for helping to protect our staff and those they care for, and they are the best defence we have against these potentially life-threatening viruses.

The COVID-19 booster may be offered through your employer or you can book through the National Booking Service/calling 119 or find a walk-in appointment through the online vaccination walk-in finder. Additionally, those working in care homes could be offered opportunity when roving teams visits care homes, however this will not always be an option. The seasonal flu vaccine, as first point of call, should be provided by employers as part of the organisation’s policy to prevent the transmission of infection. Social care workers who are in direct contact with people who receive care and support services, should also have the vaccine provided by their employer. There are circumstances where frontline staff who do not have access to employer led occupational health schemes, can access the flu vaccine through the NHS free of charge.

For more information visit: [www.nhs.uk/flujab](http://www.nhs.uk/flujab) and [www.nhs.uk/covidvaccination](http://www.nhs.uk/covidvaccination)

Screen Savers

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Generic message Health & social care workers

Videos

The importance of the Covid-19 and Flu vaccines: Film - <https://future.nhs.uk/connect.ti/SouthWestCommsEngagementNetwork/view?objectId=38851920>



Boost your immunity with winter vaccines (Animation) - <https://future.nhs.uk/SouthWestCommsEngagementNetwork/view?objectId=38851984>



Henry’s story

<https://future.nhs.uk/SouthWestCommsEngagementNetwork/view?objectId=121317573>



All assets

All assets are available to download from the BSW Together Campaigns Resource Centre on [Teams](https://nhs.sharepoint.com/sites/msteams_c020fb/SitePages/Home.aspx) (please email [emma.pender2@nhs.net](mailto:emma.pender2@nhs.net) or [gemma.walker25@nhs.net](mailto:gemma.walker25@nhs.net) for access)