

Communications toolkit – nursery school children

'Be wise, immunise' Flu vaccinations 24/25

(v1. 30/08/23)



Be wise, immunise!

Dear colleague,

We are encouraging all nurseries across the North East and North Cumbria to remind parents to get their child vaccinated against flu this winter.

We are asking all local authority communications leads to share this toolkit with nursery schools, to use on their social media accounts, websites and within emails or bulletins for parents. Images can be downloaded from [our campaign hub](#).

While this toolkit is focussed on encouraging parents of 2–3-year-olds to get their children vaccinated - it is part of the wider 'Be wise, immunise' communications campaign for the North East and North Cumbria. This encourages all eligible groups to take up the offer of their flu and/or COVID-19 vaccines this autumn and winter. The campaign will be backed by a regional wide media buy including TV, and radio adverts, social media, outdoor advertising and programmatic. More content will be shared in the coming weeks as we roll out the campaign.

Although uptake of the flu vaccine has improved year-on-year, uptake amongst children aged 2-3 years remains lower than it does for many other groups, which is why we need your help to reach parents with children in nursery schools across your local authority area.

Your support is very much appreciated.

For further help or advice on using the toolkit or if you need support to tailor assets, please contact either:

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Flu vaccinations – Be wise, immunise!

This campaign toolkit is available for nursery schools to use and adapt to encourage the uptake of the flu vaccination for 2–3-year-olds.

On behalf of the NHS across the North East and North Cumbria Integrated Care Board (ICB), we would really appreciate your support to raise awareness with parents of the importance of their children getting the flu vaccine this year.

We have attached information in this toolkit, to share with parents, and content which can be used on websites, social media, or any other communication channels you may have.

- The flu nasal spray vaccine is free for children aged 2-3 years, those in primary schools and in secondary schools up to year 11.
- It is also free for children and young people who have a medical condition from the age of six months.
- Most children aged 2-3 (on 31 August 2024) will be given the flu vaccination at their GP surgery. We are asking parents of children if they have not heard from their practice by the middle of October, to get in touch to arrange an appointment for your child's flu vaccination.
- If they also have children of primary or secondary school age, up to year 11, they will receive information from the School Age Immunisation Service asking them to give their consent so their child can have their free vaccination at school.

**This campaign is focussed on flu vaccinations but there are some children (those age 6 months - 17 years who are also eligible for COVID-19 vaccine if they are in a high-risk group. This is covered in key messages.*

Further information is available at: <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>



The free **flu** nasal spray
vaccine for 2–3 year olds.

**YOU NOSE
IT MAKES
SENSE**



**BE WISE
IMMUNISE**

**HERE
TO
HELP**

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Key messages children (flu) – www.nhs.uk/child-flu

- Children should receive the flu vaccine as soon as possible to protect them and help stop the virus spreading to others.
- Flu can be a horrible illness in young children.
- The child flu vaccine reduces your child's chance of needing hospital care for flu by around two thirds.
- Vaccinating your child helps protect them from flu and prevent it spreading among vulnerable family and friends
- The child flu vaccine is usually given as a quick and painless spray up the nose.
- Your child can get a flu vaccine if they are aged 2 years to school Year 11, or from aged 6 months with certain health conditions
- **If your child is aged 2 or 3 years old or if they are aged over 6 months or older with certain health conditions, you can book a flu vaccination appointment at their GP surgery. We encourage you to book your child's flu vaccine as soon as the vaccine becomes available.**
- If your child is of school age, you do not need to make an appointment. They will be vaccinated in schools or community clinics – make sure that you sign their consent form.



Remember to complete
your child's vaccination
consent form.



Flu syndicated copy children

Children aged 2 and 3 years will be offered a flu nasal spray vaccine at their local GP surgery.

Children with long term health conditions aged over 6 months can attend their GP surgery for the flu nasal spray vaccine or get it from their school immunisation team.

The vaccine takes about 2 weeks to work fully and is given as a painless nasal spray. It's quick, safe, and effective and helps prevent children passing the virus on to vulnerable family and friends.

Flu can be extremely serious, even for healthy children, and can lead to other serious problems such as bronchitis and pneumonia.

The nasal spray is the most effective way to protect your child from becoming severely unwell with flu and provides protection to other more vulnerable family members, such as older relatives and young babies.

It can help prevent your child needing to take time off school and away from other activities too.

Information about flu vaccination, and how children can get vaccinated across the North East and North Cumbria, is made available by local school immunisation teams.

If a nasal spray is not suitable for your child, your School Immunisation Team, GP, or practice nurse may be able to offer a flu vaccine injection as an alternative.

Short copy for use with parents

Be wise immunise, you nose it makes sense!

Getting your child vaccinated against flu this winter could stop them getting really poorly – AND stop flu spreading to family or friends.

There's no needle – just a squirt up the nose - millions of children get it every year – so it's safe too!

If your child is aged 2 to 3 (by 31 August 2024) – make sure they get their FREE Flu jab NOW!

Protect YOUR child from flu:

Be wise, immunise, - you nose it makes sense!

Go to <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/> to find out more.

Short copy

Last year thousands of children, in England, under 5 years old ended up in hospital because of flu.

Don't take the risk. Getting your child vaccinated against flu will reduce their chances of becoming really poorly, needing hospital care and will stop flu spreading to friends and family – which is really important for older people and those with medical conditions.

The vaccine is usually given as a quick and painless spray up the nose.

You can book your 2 or 3-year-old's free vaccine at your GP surgery. If you haven't heard from your GP surgery by the middle of October, please get in touch with them to arrange an appointment for your child's flu vaccination. If your child is of school age, make sure to look out for, and sign, their consent form.

Get your child vaccinated against flu.

Be Wise, Immunise

Go to <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/> to find out more.

Key messages for the children's vaccine - general

- Getting your child vaccinated against flu is the best defence against this virus.
- It can cause nasty illness including fever, dry cough, sore throat, aching joints, and extreme tiredness. The virus also spreads easily, and children can pass it on to others.
- Vaccination of children is based on the recommendation of the Joint Committee of Vaccination and Immunisation (JCVI), the independent expert advisory group that advises government on vaccination.
- The benefits include protection against flu for children who receive the vaccine and helps to stop it spreading to others.
- Children can spread flu, including to those who may be at higher risk from complications from the virus such as older people.
- Since the start of the flu vaccination programme, research has shown that vaccinating large numbers of children reduces the circulation of flu in the community. This has also reduced the number of GP consultations for flu-like illness for both vaccinated children and the wider community and has helped to reduce hospital admissions from flu.
- For schools and nurseries, the benefits include less time off school and reduces the risk of teaching staff catching flu from their pupils.

Key messages for parents

- Children are being prioritised to receive the flu vaccine to protect them and help stop the virus spreading to others.
- Flu can be a horrible illness in young children –some children can end up in hospital.
- Last year thousands of under 5s, in England, ended up in hospital because of flu.
- The child flu vaccine is usually given as a quick and painless spray up the nose.
- Vaccinating your child helps protect them from flu and prevent it spreading among vulnerable family and friends.

- If your child is aged 2 or 3 years old or if they are aged 6 months to 2 years with a high-risk health condition, you can book a flu vaccination appointment at their GP surgery. We encourage you to book your child's flu vaccine as soon as the vaccine becomes available from September.
- It can help you avoid having to take time off work or other activities because you are ill or need to look after your sick child.
- If your child is age 5 and over and has a high-risk health condition they will also be eligible for a COVID-19 Autumn booster this year.

For more information see: www.nhs.uk/child-flu

Newsletter copy

Be Wise, Immunise - Five reasons for your child to have the free flu vaccine – you nose it makes sense!



1. **Protect your child** - The vaccine will help protect your child against flu and serious complications such as bronchitis and pneumonia.
2. **Protect you, your family, and friends** - Vaccinating your child will help protect others especially grannies and grandads.
3. **Breathe easy – there's no injection or needles for most children** - The flu nasal spray is painless and easy to have.
4. **It's better than having flu** – which can be a nasty illness The nasal spray is the best protection It has been given to millions of children worldwide and is safe.
5. **Avoid costs** - If your child gets flu, they could miss school and you may have to take time off work or arrange alternative childcare.

What should you do?

Children aged 2-3 (on 31 August 2024) will be given the flu vaccination at their GP surgery.

If you haven't heard from your GP surgery by the middle of October, please get in touch with them to arrange an appointment for your child's flu vaccination.

For more information visit <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>



BREATHE EASY

BE WISE IMMUNISE The free flu vaccine for 2-3-year olds is a nasal spray! **HERE TO HELP**

Social media messaging

Join us on social media so we can remind eligible groups to #BeWiseImmunise
Please tag North East and North Cumbria ICB in your social media posts and use #BeWiseImmunise
Our social media handles are:

Facebook - NorthEastandNorthCumbriaNHS
X (the new name for Twitter) – @NENC_NHS
Instagram – nenc_nhs

The following pages include social media posts for the flu autumn/winter campaign 2024.
All assets are available to download from the [ICB toolkit page](#) and are supported by paid for advertising, radio, outdoor and programmatic advertising. This toolkit will be updated regularly with new messages and assets.

2-3 year olds - Flu		
<p>1. Book now</p>	<p>Be wise immunise, you nose it makes sense!</p> <p>Getting your child vaccinated against flu this winter could stop them getting really poorly – AND stop flu spreading to family or friends.</p> <p>There's no needle – just a squirt up the nose - millions of children get it every year – so it's safe too!</p> <p>If your child is aged 2 to 3 (by 31 August 2024) – make sure they get their FREE Flu jab NOW!</p> <p>Book a vaccination appointment with your GP and protect YOUR child from flu.</p> <p>Be wise, immunise! Go to https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ to find out more.</p>	

<p>2. You nose it makes sense!</p>	<p>Protect your little one from the flu—because you <i>nose</i> it makes sense!</p> <p>For children aged 2-3, it's as easy as a quick nasal spray—no needles, just protection!</p> <p>It's safe and works better for children than an injection.</p> <p>Your GP will be in touch to book an appointment. If you haven't heard by mid-October, please call them to book your child's flu spray.</p> <p>Find out more at : https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p> <p>#BeWiseImmunise</p>	

<p>2. Stop the spread!</p>	<p>Protect your little ones from the flu this winter and keep it from spreading!</p> <p>The free flu nasal spray for 2-3-year-olds not only protects your child but also helps protect the whole family—brothers, sisters, parents, carers and grandparents too!</p> <p>Your GP will contact you to book your child’s vaccination. Haven’t heard from them by mid-October? Give them a call to arrange a vaccination for your child.</p> <p>Find out more at: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p> <p>#BeWiseImmunise</p>	
<p>3. No needle</p>	<p>Breathe easy—no needles!</p> <p>The free flu nasal spray for 2-3-year-olds is a quick, safe squirt up each nostril, and it’s more effective in children than an injection.</p> <p>Keep your child flu-free this winter!</p> <p>Your GP will be in touch to arrange the vaccination. If you haven’t heard from them by mid-October, give them a call to book one.</p> <p>Find out more at: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p> <p>#BeWiseImmunise</p>	

National Communications links

UKHSA resources	Child flu leaflets and posters GP template letter for inviting 2-3s Easy read posters and leaflets on flu Simple text flu leaflets for adults and children
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