

Social media messaging

'Be wise, immunise' school aged children

(v1. 30/08/23)



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, TV, outdoor and programmatic advertising.

This toolkit will be updated regularly with new messages and assets.

Primary School Children - Flu

1. General

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 in primary school– please remember to sign and return their consent form to school, for their free flu vaccine.

Protect YOUR child from flu.
Be wise, immunise, - you nose it makes sense!

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



2. Primary children Heading back to school

As your child heads back to the classroom, please remember to sign their flu vaccination consent form from school.

All primary school children are recommended a free flu nasal spray this year.





Children who have a serious long term health condition may be invited to have their vaccine at their GP Practice.

If your child is clinically at risk, they will also be eligible for a COVID-19 autumn booster.

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

#BeWiseImmunise



<p>3. Primary children Consent form</p>	<p>If you have a child in primary school, please remember to sign the consent form for their free flu vaccine.</p> <p>Children who have a serious long term health condition may be invited to have their vaccine at their GP practice.</p> <p>If your child has a high-risk health condition, they will also be eligible for a COVID-19 autumn booster.</p> <p>Find out more at: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p> <p>#BeWiseImmunise</p>	  <p>PROTECT YOUR CHILD FROM FLU</p> <p>Remember to complete your child's vaccination consent form.</p> <p>BE WISE IMMUNISE HERE TO HELP</p>
<p>4. Primary children Stop the spread</p>	<p>Getting your child vaccinated against flu helps reduce their chances of getting seriously ill and stops it spreading to brothers, sisters, carers, parents and grandparents</p> <p>Please remember to complete your child's flu vaccination consent form from school.</p> <p>Children who have a serious long-term health condition may be invited to have their vaccine at their GP practice.</p> <p>If your child is clinically high risk, they will also be eligible for a COVID-19 Autumn booster.</p> <p>Find out more at: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p> <p>#BeWiseImmunise</p>	  <p>PROTECT YOUR CHILD FROM FLU</p> <p>Remember to complete your child's vaccination consent form.</p> <p>BE WISE IMMUNISE HERE TO HELP</p>

Secondary School Children Flu

5. Secondary school children consent form

All secondary school children in Years 7-11, will be recommended to have a free flu vaccine this year.

Please remember to sign and return your child's consent form from school.

12–17-year-olds who are at clinical risk will also be eligible for a COVID-19 autumn booster.

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

#BeWiseImmunise



6. Secondary school children nasal spray

If your child gets flu, they could miss valuable time at school.

The flu nasal spray is safe and given free to pupils in Years 7-11.

Children at clinical risk are also eligible for a COVID-19 Autumn booster from their GP practice.

Please remember to complete your child's flu vaccination consent form from school.

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

#BeWiseImmunise



National Communications links

UKHSA resources	Child flu leaflets and posters Easy read posters and leaflets on flu Simple text flu leaflets for adults and children
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