

Learning disability flu vaccination communications toolkit - 25/26

Increasing awareness and uptake of the flu vaccination for people with a learning disability – Version 5

The North East and North Cumbria Integrated Care Board (ICB) in partnership with The North East and Cumbria Learning Disability Network (NECLDN) have developed the following flu vaccination toolkit to support NHS and local authority communications leads, GP practices, community pharmacies and voluntary sector organisations to help increase awareness and uptake of flu vaccinations for people with a learning disability.

The [learning disability flu vaccine toolkit](#), created to help support the national flu vaccination programme and the ICB winter campaign 25/26, provides content aimed at people with a learning disability, and their families/carers, and is designed for sharing across social media and other communication channels.

It is being led by people with lived experience of a learning disability, carers, consultants, GPs and pharmacists across the region. All content has been checked for accuracy by The North East and Cumbria Learning Disability Network.

More content and case studies will be added to the campaign as it develops to ensure that an increasing diversity of people will be represented.

The campaign builds on the ICB's wider '[Here to Help](#)' campaign, which signposts patients to the most appropriate service and advice for their health needs. All online resources can be found here: [learning disability flu vaccine toolkit](#)

Your support in helping us share these messages is very much appreciated.

For further help or advice on using this toolkit, or if you need support to tailor assets, please contact either: Andrea Jones andrea.jones2@nhs.net or Abbie Mulgrew, abbie.mulgrew@nhs.net



Toolkit content

- Background
- Campaign aims and objectives
- Key messages
- Newsletter copy
- Press release
- Social media messaging and visuals/videos
- Myth busting animations
- Additional assets

Background

Why the flu vaccine is important for people with a learning disability

Flu can make people feel very unwell. For some, it can lead to serious health problems. People with certain health conditions, including those with a learning disability, are more at risk.

People with a learning disability can often face more challenges with their health. They may be more likely to catch the flu, and it can lead to more serious illnesses.

The 2022 LeDeR report (Learning from Lives and Deaths – People with a Learning Disability and Autistic People) showed that breathing problems were a leading cause of death in people with a learning disability. It found that **23.8% of avoidable deaths in this group were due to respiratory illnesses such as pneumonia.**

This is why children and adults, who have a learning disability, are considered 'at risk' and are entitled to a free flu vaccine through the national flu vaccination programme.

As well as getting the flu vaccine, anyone with a learning disability should attend their Annual Health Check. This helps identify any health issues early and ensures they receive the right care. Getting vaccinated and having regular check-ups can make a real difference to their health and wellbeing.

The campaign will feature **‘trusted voices’**, people with lived experience of a learning disability, their carers, and local GPs. They will share positive, relatable stories to help others feel confident about making informed choices. The campaign will also direct people to trusted sources of information.

All organisations providing NHS or adult social care services have a legal duty to follow the [Accessible Information Standard](#). This means they must make sure that people with a learning disability, impairment, or sensory loss get information in a way they can read or understand, with support if needed. This helps everyone to communicate effectively with health and care services.

Campaign Aim

- To increase awareness and uptake of flu vaccinations for people with a learning disability and their carers.

Campaign objectives

- To use **‘trusted voices’** to help reassure people with a learning disability and their carers that the flu vaccine is safe.
- To let people with a learning disability and their carers know that the flu vaccine is the best way to protect against becoming seriously ill from the flu.
- To guide people towards trusted sources of information, such as [Gov.UK - Flu vaccinations: supporting people with a learning disability](#)
- To encourage conversations with **‘trusted voices’**, such as respiratory consultants, GPs and pharmacists, about the flu and the importance of the flu vaccine.

Key flu messages for people with a learning disability

- If you catch flu, it can make you very poorly.
- It is safe to have your flu vaccine.

- Having your vaccine will help you to stay healthy - A vaccine is a medicine that helps your body fight diseases. Vaccines are very important. They can protect you and those around you from getting very ill.
- It is important to get your flu vaccine to stop you getting very poorly.
- The flu vaccine does not always stop you getting the flu. But if you do get the flu your symptoms will be milder
- If you do not get the vaccine, and you get the flu you could get very ill and may have to go to hospital
- You can ask your GP surgery to do things to make your appointment easier for you. This is called a reasonable adjustment.
- You can take a family member or friend along with you to get your flu vaccine.
- You can get the flu vaccine for free if you are on the learning disability register.
- If you think you have flu, stay home and rest until you feel better. Call NHS 111 if you have other health conditions or feel very unwell.
- While at the doctors getting your flu vaccine, ask about having your annual health check when it's due. Annual health checks are free and can help you stay fit and healthy.

Why trusted voices?

Evidence from the ICB's 2024 vaccines in pregnancy campaign showed that our '**trusted voices**' approach was successful.

By featuring real midwives, and mothers, from across the region, we helped reassure pregnant women that vaccines before and during pregnancy are safe, effective, and important. Sharing positive, relatable stories and giving women clear, confident information helped them feel more in control of their choices. Backed by the trusted NHS name, this approach led to more women choosing to get vaccinated, with uptake rates higher than the national average.

We hope that using the same trusted voices approach to support people with a learning disability, clearly showing that the flu vaccine is easy to get, safe and works well, will also lead to more people getting protected.

Newsletter copy

Flu vaccine – helping people stay well this winter

Every winter, lots of people catch the flu. Flu is a virus that can make people feel very poorly.

People with a learning disability are more likely to get very ill if they catch the flu. That's why it's important for them to have the flu vaccine.

The flu vaccine is a quick injection that helps protect people from getting very sick from flu. It is free for anyone with a learning disability and for their carers - like a family member or support worker.

You can get your flu vaccine at your doctor's surgery or at a pharmacy. You can bring someone with you for support, like a friend, carer or family member.

Flu spreads easily and is worse than a cold. It can make people feel very unwell, and sometimes people with flu need to go to hospital.

Having the vaccine helps protect you and others around you. After the injection, some people might feel a little bit hot, have a sore arm or feel tired—but this is much better than getting the flu.

The flu vaccine is quick, easy, and helps keep you safe.

Speak to your doctor or local pharmacy today to book your flu vaccine.

How to book a flu vaccine:

- Call your GP surgery to book an appointment
- Search 'book a flu vaccine' online
- Use the NHS App
- Call 119

Social media - Please tag us in your social media posts #BeWiselyImmunise

North East and North Cumbria ICB

Facebook – NorthEastandNorthCumbriaNHS

X – @NENC_NHS

Instagram – nenc_nhs

TikTok - @NENC_ICB

Linked in - North East and North Cumbria NHS

North East and Cumbria Learning Disability Network

X – @neclidnetwork

Linked in - North East & Cumbria Learning Disability Network

Social media posts -		
Daniel's vaccination journey	The flu vaccine is free if you are on the learning disability register! Join Daniel and his mum, and carer Helen, as they get their annual flu vaccination at their GP practice. "There's no need to be nervous, just relax - all it is, is one little quick prod and that's it – done!" Book your appointment today at: winter vaccines 💙 #BeWiselyImmunise	Facebook, X Linked-in Instagram post with subtitles (1m 40 sec)  Daniel's vaccination journey https://youtu.be/FEZGy1nCfZA

Daniel – the flu vaccine is safe	The free flu vaccine is safe ✔️ It helps protect you and can stop you getting very poorly 🤒 👨👩 Talk to your doctor or pharmacist about getting your flu vaccine. 💙 #BeWiseImmunise Find out more at www.nhs.uk	
Daniel – the flu vaccine is free if you are on the learning disability register	The flu vaccine is free if you are on the learning disability register 📄 ★ It is really important that you get your flu vaccine this year. ✔️ The flu vaccine is safe and free for anyone with a learning disability and their carer 🤝 👨👩 Talk to your doctor or pharmacist about getting your flu vaccine 💙 #BeWiseImmunise Find out more at www.nhs.uk	

Helen - It's so much easier to have the flu vaccine than to have the flu	It's so much easier to have the flu vaccine than to have the flu 🙄 👤 If you're a main carer or get carer's allowance, you can get a free flu vaccination at your GP practice 🏠 ✅ It's a simple way to protect yourself and the person you care for 🤝 👤 Talk to your doctor or pharmacist about getting your flu vaccine 💙 #BeWiseImmunise Find out more at www.nhs.uk	
Dr Catherine Monaghan	The flu vaccine is a safe ✅ and easy way to help protect you against flu 🙄 👤 👤 Talk to your doctor or pharmacist about getting your flu vaccine today! 💙 #BeWiseImmunise Find out more or book an appointment at www.nhs.uk	

Dr Tori Burns	The flu vaccine will help prevent you and others from getting very ill. 👩🏻‍⚕️ Talk to your doctor or pharmacist about getting your flu vaccine today! 💙 #BeWiseImmunise Find out more or book an appointment at www.nhs.uk		
Dr Kathy Petersen	The flu jab is safe and helps your body fight off flu. Talk to your doctor or pharmacist about getting your flu vaccine today! 👩🏻‍⚕️ 💙 #BeWiseImmunise Find out more or book an appointment at www.nhs.uk		
The flu vaccine is important for everybody with a learning disability, if you don't you might get very ill	The flu vaccine is important for everybody with a learning disability, if you don't have it, you might get very ill. The free flu vaccine is safe ✅ It helps protect you and can stop you getting very poorly 🤒 👩🏻‍⚕️ 👩🏻‍⚕️ Talk to your doctor or pharmacist about getting your flu vaccine. 💙 #BeWiseImmunise Find out more at www.nhs.uk		

I want to be well for my family	😊 I want to be well for my family! The flu vaccine helps your body fight flu and keeps you healthy 🦹 😷 Even if you still get flu, it won't feel as bad. 👨👩 Ask your doctor or pharmacist about getting your vaccine. 💙 #BeWiseImmunise Find out more at www.nhs.uk	
The flu vaccine is safe and free for anyone with a learning disability and their carer	The flu vaccine is free for you and your carer if you have a learning disability! It helps your body fight flu and keeps you healthy. Even if you still get flu, it won't feel as bad. 😊 You can take a friend or family member with you to get your flu vaccine. 👨 Your GP can also make your appointment easier – this is called a reasonable adjustment - just ask! Call your GP practice now to book your appointment! 💙 #BeWiseImmunise Find out more at www.nhs.uk	

Getting the flu vaccine helps to protect you and the people you love	If you have a learning disability, you can get your flu vaccine for free! It can help protect you and the people you love from getting very poorly and needing to go to hospital. Call your GP or speak to your pharmacist and book your vaccine today! 💙 #BeWiseImmunise Find out more at www.nhs.uk	
Flu can make you feel unwell and can be more serious if you have a learning disability	Flu can make you feel unwell and can be more serious if you have a learning disability. 🏠 Going to the doctor for your free flu vaccine? While you're there, ask about your Annual Health Check! It's free and helps you stay fit and healthy all year round 😊 💙 #BeWiseImmunise Find out more at www.nhs.uk	

It is important to get the vaccine so I can support the people that need me	Are you a carer? 👉 Do you look after someone with a learning disability who can't cope without your help? Be wise, immunise this year and get your free flu vaccination to protect you and those you care for ❤️ 💙 #BeWiseImmunise Find out more at www.nhs.uk	
Social media posts – flu – videos		
Facebook, X Linked-in Instagram post	Daniel shares why getting his flu vaccine is important and how it helps protect not just him, but everyone around him. Check out his advice for getting your flu vaccine. Speak to your GP practice or pharmacist and book your flu vaccine now! 💙 #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with subtitles (1m 56 sec) https://youtu.be/K0yZ-qA7ick 

Facebook, X Linked-in Instagram post	Why do you get the flu vaccine? Daniel shares why getting his flu vaccine is important and how it helps protect not just him, but everyone around him. ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with subtitles (24 sec) https://youtu.be/WsT-djwkdaI  
Facebook, X Linked-in Instagram post	Is the flu jab safe? Does it hurt? "Just a quick prod with the needle and that's it done!" ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with subtitles (15 sec) https://youtu.be/NgFe0V0k-y4  
Facebook, X Linked-in Instagram post	Is the flu jab free? "It's free if you are on the learning disability register." ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with subtitles (13 sec) https://youtu.be/ARs2jdJ3CUE  

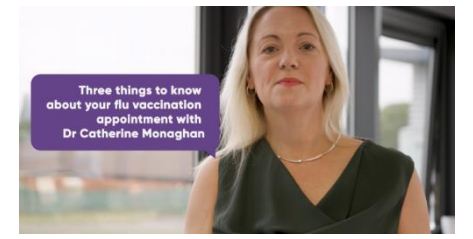
Facebook, X Linked-in Instagram post	Where can I get the flu jab? You can get your flu jab at a flu clinic, from your GP practice or from a pharmacy. I get mine from a flu clinic! ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with subtitles (25 sec) https://youtu.be/XFx1KspNOVU Where can I get it?
Facebook, X Linked-in Instagram post	Can someone come with me when I get the flu jab? Don't worry you don't have to go on your own – you can have a friend or carer go with you for your flu jab. ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with subtitles (21 sec) https://youtu.be/hTp3YnQjBN4 Can someone come with me?
Facebook, X Linked-in Instagram post	What if I need extra help getting my flu jab? You can ask you GP practice for reasonable adjustments when getting your flu jab. This might be a longer appointment, wheelchair access space or a quiet appointment time. ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with subtitles (24 sec) https://youtu.be/hNUQoM0ww4g What if I need extra help?

Facebook, X Linked-in Instagram post	Why should people get the flu vaccine? You should get the flu jab to stop you feeling poorly! It is safe and it is free if you are on the learning disability register. Talk to your doctor or pharmacist about getting your flu vaccine 💙 #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with subtitles (24 sec) https://youtu.be/A_b2PXjHs5E Why should people get the flu vaccine?
Facebook, X Linked-in Instagram post	Helen is a carer for her son who has a learning disability. She explains why she gets her flu vaccine. 💙 #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with subtitles (30 sec) https://youtu.be/tA6HJaL4hTI

TikTok, Instagram stories	Alison signs 3 things you should know about getting your flu vaccine! 1 It helps stop you getting very ill 2 It's safe 3 It protects people around you Contact your GP practice and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	TikTok, Instagram stories sign language with subtitles (27 sec) https://youtube.com/shorts/nTKcAyluHMc	
TikTok, Instagram stories	Jim explains 3 things you need to know about the flu vaccine! 1 It's safe 2 It will protect you from flu 3 It's free for anyone with a learning disability and their carers Contact your GP practice and book your flu vaccine ♥ #BeWiseImmunise Find out more at www.nhs.uk	TikTok, Instagram stories with subtitles (17 sec) https://youtu.be/UttyouGIGG0	

TikTok, Instagram stories	Kirsty shares 3 things you should know about getting your flu vaccine 1 It helps stop you getting very poorly from flu 2 It's safe and can make flu symptoms milder 3 It protects you and others around you Speak to our GP practice and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	TikTok, Instagram stories with subtitles (24 sec) https://youtu.be/eysa3FI0nyk 
TikTok, Instagram stories	Kirsty shares 3 things you should know about your flu vaccine appointment 1 It's safe to have your flu vaccine 2 You can bring someone with you 3 You can ask your GP surgery for any support you might need. Contact your GP practice and book your flu vaccine now. ♥ #BeWiseImmunise Find out more at www.nhs.uk	TikTok, Instagram stories with subtitles (22 sec) https://youtu.be/mnZijjaENtc 

TikTok, Instagram stories	Nicky explains 3 things you should know about the flu vaccine! 1 It's free if you are on the learning disability register. 2 It will help protect you and other from getting ill 3 You can also ask about free annual health checks when you book you flu vaccine Speak to your GP practice and book your flu vaccine now! 💙 #BeWiseImmunise Find out more at www.nhs.uk	TikTok, Instagram stories with subtitles (18 sec) https://youtube.com/shorts/1zCWuZoJU0Y 
TikTok, Instagram stories	Nicole shares 3 things you need to know about flu 1 Flu can make you very poorly 2 Some people might have to go to hospital 3 The flu vaccine is a safe and easy way to protect you against flu Contact your GP practice and book your flu vaccine now! 💙 #BeWiseImmunise Find out more at www.nhs.uk	TikTok, Instagram stories with subtitles (20 sec) https://youtu.be/T67RG30Vp4s 
Facebook, X Linked-in Instagram post	Three things you need to know about the flu vaccine 1 It stops you getting very ill 2 It's safe	Facebook, X Linked-in Instagram post with voice (23 sec)

	3 It protects people around you Speak to your GP practice or pharmacist and book your flu vaccine now! 💙 #BeWiseImmunise Find out more at www.nhs.uk	https://www.youtube.com/watch?v=ESAJebjXr0I 
TikTok, Instagram stories Portrait	Dr Catherine Monaghan explains 3 things you should know about your flu vaccine appointment 1 It's safe to have the flu vaccine. 2 You can bring someone with you to your appointment 3 You can ask your GP surgery for any support you may need Ask your doctor or pharmacist about the flu vaccine! 💙 #BeWiseImmunise Find out more at www.nhs.uk	TikTok, Instagram stories silent with subtitles (20 sec) https://youtube.com/shorts/g2zPNWc044U 
Facebook, X Linked-in Instagram post Landscape	Dr Catherine Monaghan shares 3 things you should know about your flu vaccine appointment 1 It's safe to have the flu vaccine. 2 You can bring someone with you to your appointment 3 You can ask your GP surgery for any support you may need 💙 #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post silent with subtitles (20 sec) https://youtu.be/l1TDEX8a2i0 

Facebook, X Linked-in Instagram post	The flu vaccine - 3 things you should know - Dr Catherine Monaghan. 1 It's free if you're on the learning disability register. 2 It'll help protect you and others from getting very ill 3 You can also ask about your free annual health check when you book your flu vaccine Speak to your GP practice and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with voice and subtitles (22 sec) https://youtu.be/fKuqH8yuSDc 
Facebook, X Linked-in Instagram post	Dr Catherine Monaghan shares some helpful information about the flu vaccine to keep you safe and healthy. Speak to your GP practice or pharmacist and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	Helpful information about the flu vaccine (1m 29sec) with subtitles https://youtu.be/1q2zAUgZVWM 

Facebook, X Linked-in Instagram post	Dr Tori Burns explains three things you need to know about the flu vaccine. 1 It's safe 2 It will protect you from flu 3 It's free for anyone with a learning disability and their carers Speak to your GP practice or pharmacist and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with voice and subtitles (20 sec) – speech bubbles https://youtu.be/qcBIAqiR6Kk 
Facebook, X Linked-in Instagram post	Dr Tori Burns explains three things you need to know about flu 1 Flu can make you very poorly 2 Some people might even have to go to hospital 3 The flu vaccine is a safe and easy way to help protect you against the flu Speak to your GP practice or pharmacist and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with voice and subtitles (19 sec) https://youtu.be/ILrGmohEFSQ 

Facebook, X Linked-in Instagram post	Dr Tori Burns explains three things you need to know about your flu vaccine appointment 1 It's safe to have your flu vaccine 2 You can bring someone with you 3 You can ask your GP surgery for any support you might need Speak to your GP practice or pharmacist and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with voice and subtitles (20 sec) https://youtu.be/tNAEqDTkI0k 
Facebook, X Linked-in Instagram post	Dr Tori Burns explains three things you need to know about the flu vaccine 1 It stops you getting very poorly from flu 2 It's safe and can make flu symptoms milder 3 It protects you and others around you Speak to your GP practice or pharmacist and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with voice and subtitles (18 sec) https://youtu.be/Tiv84mO8UZI 

Facebook, X Linked-in Instagram post	Dr Tori Burns explains three things you need to know about the flu vaccine 1 It's free if you're on the learning disability register 2 It will help protect you and others from getting very ill 3 You can also book your free annual health check when you book your flu vaccine Speak to your GP practice or pharmacist and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with voice and subtitles (22 sec) https://youtu.be/oFFs9su9t-Q 
Facebook, X Linked-in Instagram post	Dr Tori Burns explains three things you need to know about the flu vaccine 1 It stops you getting very ill 2 It's safe 3 It protects people around you Speak to your GP practice or pharmacist and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post with voice and subtitles (19 sec) https://youtu.be/GOHuq1y3Ils 

Facebook, X Linked-in Instagram post	Dr Tori Burns explains three things you need to know about flu 1 Flu can make you very poorly 2 Some people may have to go to hospital 3 The flu vaccine is a safe and easy way to help protect you against flu Speak to your GP practice or pharmacist and book your flu vaccine now! 💙 #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post silent with subtitles (19 sec) https://youtu.be/N0CTRildNK8 
Facebook, X Linked-in Instagram post	Dr Kathy Petersen talks about why flu and COVID-19 vaccinations are so important, especially if you have a learning disability. Speak to your GP practice or pharmacist and book your flu vaccine now! 💙 #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post long version (1min 53 sec) https://www.youtube.com/watch?v=DeObc2wfNcl&list=PLxLQTUPR0agrg78SMzNOXkNWwbWE-6FRD&index=15 

Facebook, X Linked-in Instagram post	Getting you flu jab helps keep you and the people you love from getting ill. The flu jab is safe, and it helps you body fight off flu Speak to your GP practice or pharmacist and book your flu vaccine now! ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post (19 sec) https://www.youtube.com/watch?v=Xjeng0doGCA&list=PLxLQTUPR0a-grg78SMzNOXkNWwbWE-6FRD&index=16 
TikTok, Instagram stories reel	Flu can make you feel very ill. It can be more dangerous if you have a learning disability. The flu jab is free. It helps keep you safe and stops flu spreading to others. You can get your flu jab from your doctor or your local pharmacy. Stay safe this winter – get your flu jab. ♥ #BeWiseImmunise Find out more at www.nhs.uk	TikTok, Instagram stories reel (22 sec) https://www.youtube.com/watch?v=vPA5S9N6o_k 
Facebook, X Linked-in Instagram post	If you get very ill with flu, you might need to go to hospital. Having the flu jab helps stop you getting flu. It also helps stop flu spreading to other people. The flu jab is free if you have a learning disability. It is also free for your carer. Stay safe this winter – get your flu jab. ♥ #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post (18 sec) https://www.youtube.com/watch?v=LcAl5pR9fL0&list=PLxLQTUPR0a-grg78SMzNOXkNWwbWE-6FRD&index=17 

Facebook, X Linked-in Instagram post	Flu can make you feel very ill. Some people can get more poorly than others. Your doctor or local pharmacy can help make your appointment easy and comfortable. Get your free flu jab – it is quick, safe, and helps protect you and the people around you. 💙 #BeWiseImmunise Find out more at www.nhs.uk	Facebook, X Linked-in Instagram post (18 sec) https://www.youtube.com/watch?v=1eN1eCbmczQ&list=PLxLQTUPR0agrg78SMzNOXkNWwbWE-6FRD&index=18 
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Press release

Doctors in the North East and North Cumbria are urging people with a learning disability, and their carers, to get their free flu vaccine this winter.

Flu is a serious illness that can make people feel very unwell.

For people with health problems, including a learning disability, flu can be much more dangerous, causing serious problems like pneumonia and breathing problems, and can sometimes be fatal.

Children and adults with a learning disability are more vulnerable to flu and are eligible for a free flu vaccine as part of the annual national NHS winter flu vaccination programme.

Dr Catherine Monaghan, respiratory consultant and medical director for the North East and North Cumbria Integrated Care Board (ICB), explained: "Flu is much more than just a cold and it can lead to serious health problems, especially for people with a learning disability who often face more challenges with their health.

"The flu vaccine is a safe and simple way to protect yourself and others and can help prevent serious illness, reduce the chance of having to go to hospital, and most importantly, save lives."

The 2022 Learning from Lives and Deaths, People with a Learning Disability and Autistic People (LeDeR) report, showed almost a quarter (23.8%) of avoidable deaths among people with learning disabilities were caused by respiratory illnesses, like pneumonia, highlighting the vital role vaccines play in preventing serious illness.

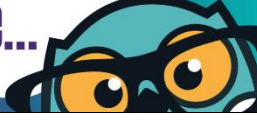
As well as getting the flu vaccine, people with a learning disability are also being encouraged to book an annual health check, which helps spot any problems early and ensures the right care is in place.

"The flu vaccine is a quick injection and it's free for people with a learning disability and their carers", added Dr Monaghan.

"It's available to book at GP surgeries or local pharmacies and you can take a family member, friend or carer with you to the appointment. Your GP can also make your appointment easier, which is called making reasonable adjustments, to help people feel more comfortable when they have their vaccination.

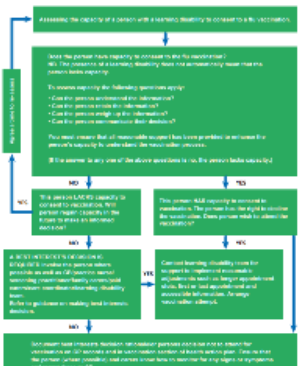
"Getting the flu jab is one of the best ways to stay healthy this winter so if you or someone you care for is on the learning disability register, please talk to your GP or pharmacist today to get a free flu vaccine".

Ends

Myth busting animations – titles and music		
Flu is not serious! Flu can be serious If you have a learning disability, flu could make you very ill. Sometimes flu can cause other illnesses and make you very poorly. The flu vaccine will help to protect you. Call your GP practice to book your flu vaccination now! learning disability flu vaccine toolkit	Flu is not serious - (28 sec)	 Myths about the flu vaccine...
The flu vaccine can give me the flu! The flu vaccine cannot give you flu. You might get a sore arm or feel a bit tired – this is normal. If you get a cough or cold after, it's something you already had or caught at the same time. The flu vaccine will help to protect you. Call your GP practice to book your flu vaccination now! learning disability flu vaccine toolkit	The flu vaccine can give me flu - (28 sec)	 Myths about the flu vaccine...
The flu vaccine hurts! The flu vaccine doesn't hurt. It feels like a small scratch. You might get a sore arm or feel a bit tired – this is normal and goes away quickly. The flu vaccine will help to protect you. Call your GP practice to book your flu vaccination now! learning disability flu vaccine toolkit	The flu vaccine hurts – (28 sec)	 Myths about the flu vaccine...

Additional assets – download here: [learning disability flu vaccine toolkit](#)

Posters	learning disability flu vaccine toolkit	
A6 Postcard	learning disability flu vaccine toolkit	

Best practice guide for increasing flu vaccinations	Tips for GP practices - learning disability flu vaccine toolkit	 Best practice guide for increasing flu vaccination uptake in people with a learning disability Top tips for general practice Introduction The flu vaccination is a crucial preventative measure, especially for those with a learning disability who may be more vulnerable to severe flu complications. General practices play a vital role in ensuring that individuals with a learning disability receive their flu vaccination. This guide provides best practices and top tips to increase the uptake of flu vaccination in this group. Why we need your help - Over the last 5 years, the uptake of flu vaccinations among people with a learning disability has declined by more than 10%. - As reported through the Learning Disability Mortality Review Programme, people with a learning disability are dying 22 years sooner than the general population from preventable deaths. - One of the highest contributing factors to early death among people with a learning disability is respiratory illness. Top tips / best practice Reasonable Adjustments: Under the Equality Act 2010 some people will need reasonable adjustments to support them to have a successful vaccination. See: A4_accessible_01-10-2016.pdf - Ensure reception staff are aware of reasonable adjustments and how they can offer support go to www.nhs.uk/learningdisability, www.nhs.uk/autism and www.nhs.uk/mentalhealth 
Accessing capacity for vaccination	Information for GP practices, pharmacies and community disability nursing teams - learning disability flu vaccine toolkit	 Accessing capacity for flu vaccinations 

East Read fu invite letter	For GP practices - learning disability flu vaccine toolkit		
Leaflet	NHS Easy Read - Protect yourself from flu		
Website information	Gov.UK - Flu vaccinations: supporting people with learning disabilities		
National resources	https://www.gov.uk/government/publications/flu-vaccination-who-should-have-it-this-winter-and-why/the-flu-vaccination-who-should-have-it-and-why-winter-2023-to-2024		

	Easy-read flu injection letter. An easy-read letter explaining about the flu vaccination and inviting someone to come to their GP surgery to have one Flu vaccination. An easy-read leaflet about having the flu vaccination All about flu and how to stop getting it. An easy-read leaflet telling people what flu is and how to get a flu vaccination (UKHSA) All about flu and how to stop getting it. An easy-read leaflet for children about flu is and about having the nasal spray (UKHSA) Flu jab information: Guide for Pharmacists. Easy-read information about who is eligible for a free flu vaccination. Designed to use in pharmacies The flu jab for people with learning disabilities.	
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