

Communications toolkit – detained estates

'Be wise, immunise' Autumn winter vaccinations 2026

(v1. 24/9/25)

Be wise, immunise!

North East and North Cumbria Integrated Care Board (ICB) is responsible to provide vaccination to all detained estates across the region. There are seven estates across our region, these are:

- HMYOI Deerbolt
- HMP Durham
- HMP Frankland
- HMP Holme House
- HMP Low Newton
- HMP Kirkclevington
- HMP Northumberland



This campaign toolkit is available for [detained estates](#) to use and adapt to encourage the uptake of the [COVID-19 autumn booster and flu vaccinations for detainees and staff](#).

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 detainees and staff of the importance of getting vaccinated against COVID-19, flu and RSV this autumn. The campaign runs from 1 October 2026 to 31 January 2027 and until 31 March 2027 for flu.

We have attached information in this toolkit, to share with detainees and staff, and content which can be used on digital platforms, printed materials, or any other communication channels you may have.

All campaign assets are available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) [toolkit page](#).

Further information is available on our [autumn winter here to help public page](#).

Your support in raising awareness with all eligible cohorts of the importance of getting the COVID-19 and/or flu vaccinations this year is very much appreciated.

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

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Who is eligible for the COVID-19 autumn vaccination?

In line with advice from the Joint Committee on Vaccination and Immunisation, those eligible for a COVID-19 autumn vaccine this year include:

- People aged 75 and over
- People aged 18 and over who are immunosuppressed* ([defined in the Green Book, chapter 14a; tables 3 and 4](#))*

Who is eligible for the flu vaccination?

Flu - In line with advice from the Joint Committee on Vaccination and Immunisation, those advised to have a flu vaccine this year include:

- those aged 65 years and over
- those aged 6 months to under 65 years in clinical risk groups (as defined by the [Green Book, chapter 19 \(Influenza\)](#))
- pregnant women
- close contacts of immunocompromised individuals
- people living with a learning disability

Who is eligible for RSV vaccination?

RSV - In line with advice from the Joint Committee on Vaccination and Immunisation, those advised to have an RSV vaccine this year include:

- those aged 75 and over
- those who are 28 weeks pregnant or more
- those aged 65-74 and have a weakened immune system or have a long-term lung condition (this does not include asthma that is under control)

Key messages COVID-19

- COVID-19 is still with us and is still making people very ill.
- Those most vulnerable and at increased risk from COVID-19 are eligible for a free seasonal vaccine for extra protection.
- This includes anyone over 75 and people aged over 18 who are immunosuppressed.
- If you're not sure if you are eligible, you can find out more by speaking to your healthcare team
- If you are eligible, it is important to top up your protection even if you have had earlier vaccinations or have had the virus, as your immunity fades over time.
- It can take 14 days for the vaccination to take full effect, so everyone due a further dose is encouraged to get it as early as possible for maximum protection.
- You can have your COVID-19 autumn booster vaccine if it's been at least three months since you had your previous dose.

Key messages flu and RSV

- Flu and RSV can be very dangerous, even life threatening for some, particularly people with certain health conditions. The vaccines are safe and effective.
- The flu vaccine is recommended every year to help protect people at risk of getting seriously ill from flu.
- If you're eligible for a free flu vaccine, it's important to get it every autumn because the viruses that cause flu change each year. This means flu (and the vaccine) this year may be different from last year.
- Preventing people from becoming ill, hospitalised, or dying from flu through vaccination is one of the main tools we have to protect our health and social care services.
- It takes 2-3 weeks for the flu vaccine to provide immunity and so early vaccination, when the vaccine is offered to you, is essential.
- In people aged 75 and over and those with a weakened immune system, RSV can lead to serious complications such as pneumonia, hospitalisation, and in some cases, death. Older age, underlying conditions, and a weaker immune system increase the risk.

Short script COVID-19 and flu vaccines – for detainees

This winter **Be wise, immunise!**

Your NHS is offering the COVID-19 and flu vaccines to those most vulnerable and at highest risk from severe illness.

Protection against COVID-19 and flu fades over time, so all people aged 75 and above, or aged 18 and over who are immunosuppressed, can get a free vaccine COVID-19 vaccine. Those aged 65 and above, aged 18 or over and are immunosuppressed or are pregnant you are eligible for a free flu vaccine.

Speak to your healthcare team to find out more about the vaccines and if you are eligible.

Don't get caught out - **Be wise, immunise** and make sure you get all the protection you need to stay safe this winter.

Short script COVID-19 and flu vaccines – for staff

This winter **Be wise, immunise!**

Your NHS is offering the COVID-19 and flu vaccines to those most vulnerable and at highest risk from severe illness.

Protection against COVID-19 and flu fades over time, so all people aged 75 and above, or aged 18 and over who are immunosuppressed, can get a free vaccine COVID-19 vaccine. Those aged 65 and above, aged 18 or over and are immunosuppressed or are pregnant you are eligible for a free flu vaccine.

To book an appointment for yourself or a family member, please visit the NHS App, search 'NHS COVID-19 vaccine', 'NHS flu vaccine' or call 119 for free.

Don't get caught out - **Be wise, immunise** and make sure you get all the protection you need to stay safe this winter.

Newsletter/magazine copy – for detainees

Be Wise, Immunise

- 1) The COVID booster and flu vaccines can help protect you from the latest strains of the viruses
- 2) The prison is an enclosed setting, and the possibility of contracting COVID-19 and/or flu is at increased risk, similar to Norovirus
- 3) If you are eligible, it is important to top up your protection even if you have had earlier vaccinations or have had the viruses, as your immunity fades over time

What should you do?

Speak to your healthcare team to find out more about the vaccine and if you are eligible.

It is important to top up your protection, even if you have had a previous vaccine or been ill with COVID-19 or flu before, as immunity fades over time and the viruses change.

The vaccines are **safe**, and side-effects are generally mild and do not last for more than a few days.

You can find out more information about the COVID-19 booster and flu vaccine by speaking to your healthcare team.

Don't get caught out - **Be wise, immunise** and make sure you get all the protection you need to stay safe this winter.

Newsletter/magazine copy – for staff

Be Wise, Immunise

- 1) The COVID booster and flu vaccines can help protect you from the latest strains of the viruses
- 2) The prison is an enclosed setting, and the possibility of contracting COVID-19 and/or flu is at increased risk, similar to Norovirus

3) If you are eligible, it is important to top up your protection even if you have had earlier vaccinations or have had the viruses, as your immunity fades over time

What should you do?

It is important to top up your protection, even if you have had a previous vaccine or been ill with COVID-19 or flu before, as immunity fades over time and the viruses change.

The vaccines are **safe**, and side-effects are generally mild and do not last for more than a few days.

Your GP may contact you to arrange a vaccination, or you can search 'NHS COVID-19 vaccine' or 'NHS flu vaccine' for more details on how to book, or book through the NHS App.

If you can't get online, call 119 for free and make an appointment.

Don't get caught out - **Be wise, immunise** and make sure you get all the protection you need to stay safe this winter.

Social media messaging – for staff

Join us on social media so we can remind eligible groups to #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 COVID-19 booster and flu 2026 campaign.

All assets are available to download from the [ICB toolkit page](#).

Positioning /General Messages

1. Positional

Be wise, immunise!

You can get a free COVID-19 vaccine if you are:

- aged 75 years and over
- 18 years or over in high-risk groups

Flu vaccinations are also available for:

- those aged 65 years and over
- those aged 6 months to under 65 years in clinical risk groups (as defined by the [Green Book, chapter 19 \(Influenza\)](#))
- pregnant women



	close contacts of immunocompromised individuals Don't delay - if you're eligible get your vaccines now! Find out more and how to book at https://www.nhs.uk/vaccinations/ #GetVaccinatedGetProtected #BeWinterStrong	
2. Who is eligible	Those most vulnerable and at greatest risk from COVID-19 and flu will need extra protection this autumn and winter. Find out if you can get your free flu and COVID-19 vaccinations this year and how you can book an appointment at: https://www.nhs.uk/vaccinations/ Don't delay - if you're eligible book your free vaccination now! #GetVaccinatedGetProtected #BeWinterStrong	

3. They're free	Be wise, immunise! Protect yourself with a free flu and COVID-19 vaccine this winter. Don't delay - if you're eligible, book your free flu and COVID-19 vaccinations now at • your GP practice • community pharmacy • the NHS website • the NHS app • or call 119 Find out more - https://www.nhs.uk/vaccinations/ #GetVaccinatedGetProtected #BeWinterStrong	
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4. General (short copy)	Be wise, immunise against flu and COVID-19 this winter! Find out if you can get a free flu and COVID-19 vaccine and how to book at: https://www.nhs.uk/vaccinations/ #GetVaccinatedGetProtected #BeWinterStrong	 The image shows a woman with short grey hair smiling in a healthcare setting. Overlaid on the image are several text elements: the NHS logo in the top right; a purple speech bubble on the right saying 'Get vaccinated, get protected.'; a pink speech bubble on the left saying 'Be winter strong. Speak to your healthcare team.'; and a small 'HERE TO HELP' logo in the bottom right corner.
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Additional resources

Digital screen	 The graphic features a purple and pink background. It includes the NHS logo in the top right, a large white speech bubble on the left saying 'Get vaccinated, get protected.', a smaller pink speech bubble on the right saying 'Be winter strong. Speak to your healthcare team.', and a 'HERE TO HELP' logo in the bottom right corner.
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Leaflet	 Get vaccinated, get protected. Stay Protected This Winter The COVID booster and flu jabs help protect you from the latest strains. In prison, viruses spread more easily – like COVID, flu, or norovirus. Protection fades over time, so even if you've had vaccines or been ill before, you may still need a top-up. What to do: Ask the healthcare team if you can get the vaccines. The jabs are safe. Side effects are usually mild and go away in a few days. Getting vaccinated gives you the best chance to stay well this winter. Be winter strong. Speak to your healthcare team. HERE TO HELP
Posters	 Get vaccinated, get protected. Be winter strong. Speak to your healthcare team. HERE TO HELP
Screensavers	 Get vaccinated, get protected. Be winter strong. Speak to your healthcare team. HERE TO HELP