

Communications toolkit

'Be wise, immunise' school aged children

(v2. 30/08/23)



Be wise, immunise!

This [campaign toolkit](#) is available for school immunisation teams, NHS and local authority communications leads to use and adapt to encourage uptake of the flu nasal spray vaccination.

It has been produced by the North East and North Cumbria Integrated Care Board (ICB)

The 'Be wise, immunise' children's vaccination communications campaign for the North East and North Cumbria recommends all children have their flu vaccine this autumn and winter.

While this toolkit is focussed on reminding parents of children, in reception to Year 11, to sign the consent form provided by schools, for their children to be vaccinated - it is part of a wider 'Be wise, immunise' communications campaign for the North East and North Cumbria encouraging 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 region 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.

Once again, we are asking colleagues and partners across the region to join us and help to spread the word - *Be wise, immunise*.



By working together, we know that our messages are stronger and can reach many more of our communities – which means more people get vaccinated and are then protected against flu and COVID-19 which can cause serious illness.

For further help or advice on using the 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

So, how you can help?

Check out [our toolkit](#)

Information and content in this toolkit can be used on websites, social media, or other communication channels you may have.

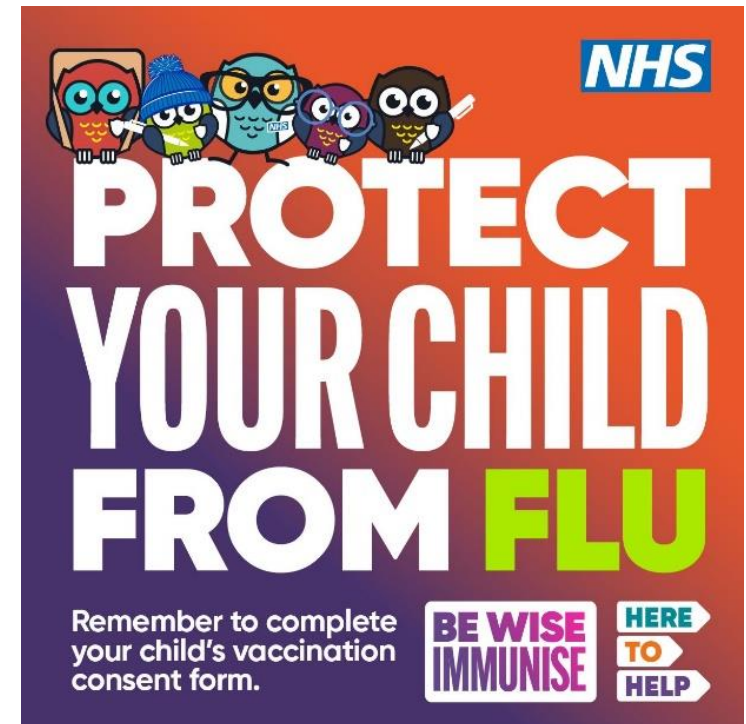
All campaign assets are available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) [toolkit page](#) and are supported by organic social media from September 2024 and paid for social media advertising, radio, TV ads, digital outdoor and programmatic from October 2024.

More content will be shared as we roll out the campaign and it aligns with the COVID-19 campaign - from 3 October 2024.

If there's something missing from the toolkit, or you would like something specific for your own organisation or channels - or simply have an idea on how we could better reach out to people or share our messages – then please get in touch.

High-level timeline for roll out of the 'Be wise, immunise' campaign

- 1 September: 2–3-year-olds, primary and secondary school children and pregnancy (flu) toolkits launched via local authority and foundation trust comms leads
- 3 October: Main COVID-19 and flu campaign toolkit rollout - this includes additional assets for all eligible groups including pregnancy (COVID-19)
- 3 October: Regional media-buy launched
- 16 December: Media buy will end subject to uptake rates and further guidance
- 20 December: End of the COVID-19 campaign
- 31 March: End of flu campaign (RSV and whooping cough for anyone who is pregnant will continue as not seasonal vaccinations)



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Flu syndicate copy children

Don't underestimate flu, protect your child with a free vaccine!

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

All primary school pupils and secondary school pupils up to and including Year 11, will be able to get a flu nasal spray vaccine at school or in a community clinic setting.

Those 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.

School aged pupils will need parental/carer consent to receive their vaccines. Consent forms will be sent either using a link to an electronic form or in paper format.

The vaccine takes about two 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.

Parents and carers of primary and secondary school aged children are asked to complete their consent forms as soon as possible.

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 you do not receive a consent form for your child, you can contact their school immunisation team or GP about getting one.

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 script – religious questions

Some people have questions about whether the vaccines are suitable for them because of their religion.

The government has published information on this to help people consider the options.

[Follow this link if you want to know more.](#)

Key messages children (flu) – <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>

- 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.**

**BE WISE
IMMUNISE**

**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, TV, outdoor and programmatic advertising.

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

Primary School Children - Flu

<p>1. General</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 in primary school– please remember to sign and return their consent form to school, for their free flu vaccine.</p> <p>Protect YOUR child from flu. Be wise, immunise, - you nose it makes sense!</p> <p>Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</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>2. Primary children Heading back to school</p>	<p>As your child heads back to the classroom, please remember to sign their flu vaccination consent form from school.</p> <p>All primary school children are recommended a free flu nasal spray this year.</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 at risk, they will also be eligible for a COVID-19 autumn booster.</p> <p>Find out more: 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>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](#)