



Communications toolkit guide 1

Eligible groups from 1 September only

'Be wise, immunise' Flu vaccinations 24/25

(v7. 30/08/23)

A new toolkit will be issued for the next phase in vaccination programme (starting 3 October)

Be wise, immunise!

This campaign toolkit is available for NHS and local authority communications leads and NHS partners to use and adapt to encourage uptake of the flu vaccination, in recommended cohorts.

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

The 'Be wise, immunise' flu campaign for the North East and North Cumbria encourages all eligible groups, **from 1 September**, including:

- anyone who is pregnant
- all children aged 2 or 3 years on 31 August 2024, primary school aged children (from Reception to Year 6), secondary school aged children (from Year 7 to Year 11) and all children in clinical risk groups aged from 6 months to less than 18 years to take up the offer of their flu vaccines this winter.

All campaign assets are now available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) [toolkit page](#) and will go live on ICB social media accounts from **1 September 2024**. **Further assets, including videos, will be available for groups that are eligible for flu and COVID-19 vaccinations from 3 October.**

**Be Wise
Immunise**

Are you eligible for a **FREE
Flu vaccination this year?**

Find out more at nhs.uk



Advertising on social media, radio, tv, outdoor and programmatic will begin on **3 October** 2024 when the campaign will be rolled out to further eligibility groups, and aligned with the COVID-19 vaccination campaign, including: those aged 65 years and over, 18 years to under 65 years in clinical risk groups (as defined by the Green Book, Influenza Chapter 19), long-stay residential care home residents and staff, carers, close contacts of immunocompromised people (flu only) and frontline health and social care workers.

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

Not only that but 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 which can cause serious illness.

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. More content will be shared as we roll out the campaign and as it aligns with the COVID-19 vaccination programme from 3 October 2024. If there's something missing from the toolkit, or you would like something specific for your own organisation or channel - or simply have an idea on how we could better reach people or share our messages – then please get in touch.

Who we are targeting

Our *Be wise, immunise* campaign aims to reach out to all eligible groups but this year we are specifically focusing on areas and groups of people where data has shown uptake has been lower in the past including:

- 2–3-year-olds
- Anyone who is pregnant
- People at high clinical risk

This toolkit guide covers all eligible vaccination groups for flu but there are separate more detailed packs for nurseries, schools, and pregnancy.

Timeline for roll out of the 2024 flu vaccination programme

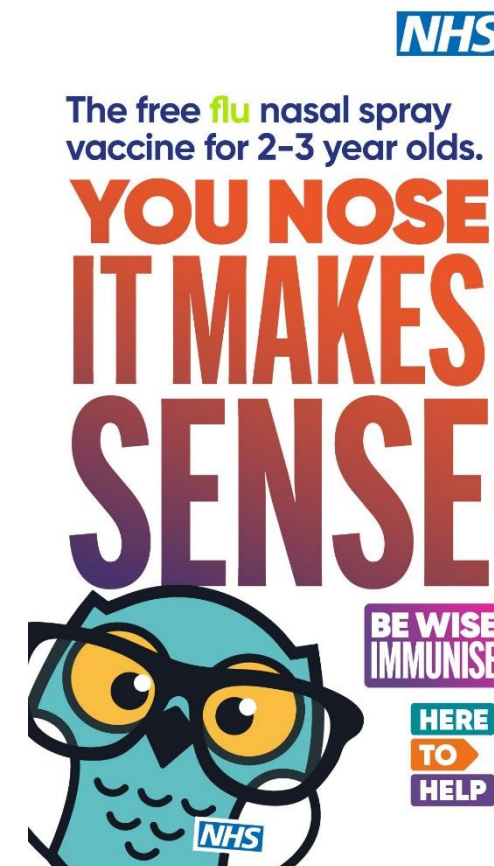
From 1 September 2024:

- anyone who is pregnant
- all children aged 2 or 3 years on 31 August 2024
- primary school aged children (from Reception to Year 6)
- secondary school aged children (from Year 7 to Year 11)
- all children in clinical risk groups aged from 6 months to less than 18 years

From 3 October 2024:

- those aged 65 years and over
- those aged 18 years to under 65 years in clinical risk groups (as defined by the Green Book, Influenza Chapter 19)
- those in long-stay residential care homes
- carers in receipt of carer's allowance, or those who are the main carer of an elderly or disabled person
- close contacts of immunocompromised individuals
- frontline healthcare workers
- frontline social care workers

For information: The Covid-19 vaccination programme starts on 3 October and covers the above groups apart from close contacts of immunosuppressed and children who are not at clinical risk.



Your support in raising awareness with all eligible cohorts about the importance of getting the flu vaccine 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 either:

Andrea Jones, andrea.jones2@nhs.net or Abbie Mulgrew, abbie.mulgrew@nhs.net

Who is recommended to have a flu vaccine this winter?

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
- those in long-stay residential care homes
- carers in receipt of carer's allowance, or those who are the main carer of an elderly or disabled person
- close contacts of immunocompromised individuals
- frontline health care workers
- front line social care workers
- all children aged 2 or 3 years on 31 August 2024
- school-aged children (from Reception to Year 11)

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Who is recommended to have a flu vaccination?

- The flu vaccine is recommended to people most at risk of getting seriously ill from flu or who are most likely to pass flu to other people at risk.
- It is important that you get vaccinated as soon as possible to give yourself the best possible protection ahead of winter.
- Those who can get a free flu vaccine from the NHS from **1 September** includes: anyone who is pregnant, all children aged 2 or 3 years on 31 August 2024, primary school aged children (Reception to Year 6), secondary school aged children (Year 7 to Year 11) and all children in a clinical risk group aged from 6 months to less than 18 years
- Those who can get a free flu vaccine from the NHS from **3 October** will include: everyone aged 65 and over, anyone who is pregnant, long-stay residential care home residents, [people with certain health conditions](#), frontline health and care staff, unpaid carers and household contacts of those at higher risk.
- Eligible children will be able to get their flu vaccine from school as soon as the flu vaccine is available in September.
- Anyone who is pregnant will be able to get their flu vaccine at a routine antenatal appointment or their GP practice.
- The NHS will let you know when it's your turn to get vaccinated. Please wait to be invited.
- You may be invited by the NHS to get your free winter vaccine through the NHS App, text, email or letter.

How to book your winter vaccines

- If eligible from **1 September**, you can get a flu vaccine through your GP practice or local pharmacy (adults only in pharmacy)
- If eligible, from **3 October**, you can get a flu vaccination by booking on the NHS App or www.nhs.uk/conditions/vaccinations/book-flu-vaccination
- If you can't get online, the free 119 number can make bookings for you at the same sites.

Core syndicated copy for autumn/winter flu

Short syndicated copy autumn/winter flu

This autumn/winter **Be wise, immunise with a free flu vaccine!**

The NHS recommends the flu vaccine to those at highest risk from severe illness and to help reduce the spread of flu - make sure you and your loved ones stay safe this winter.

Nearly half of the people in England (44%) who are at higher risk, or who want to protect others, can get a free flu vaccine this year. About 17 million people in England get the flu vaccine each year, with more than one million vaccinated last year in the North East and North Cumbria.

The flu virus changes every year, so a new flu vaccine is needed each year.

Starting from **1 September 2024**, anyone who is pregnant, children aged 2 or 3 years (on 31 August 2024), and school children from Reception to Year 11 can get a free flu vaccine.

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.

Anyone who is pregnant will be invited to have a flu vaccine at their GP practice or during a routine antenatal visit.

From **3 October**, more groups of people can get the free vaccine. This includes everyone aged 65 and over, and those who turn 65 years by 31 March 2025, people aged 18 to 65 with certain health conditions, carers, close contacts of people with weak immune systems, and all health and social care workers. This group of people can book a flu vaccine by using the NHS App, visiting the NHS website, or calling 119 for free. If you're eligible, you'll also get an invitation.

The NHS is also visiting housebound patients' and people in care homes to give the vaccine.

Don't forget! If you are pregnant, or if you are aged 75 to 79, you can get the new **RSV vaccine** from **1 September 2024**. This vaccine protects children and older adults from bronchiolitis and pneumonia.

If you're aged 75 to 79, your GP surgery will contact you about getting vaccinated. If you are 28 weeks pregnant or more, you can speak to your midwife or GP surgery about getting your RSV vaccination.

COVID-19 vaccines will be available to some people from 3 October.

You can find out more information about winter vaccines, if you are eligible and how to book by visiting www.nhs.uk/wintervaccinations.

Don't get caught out this winter - **Be wise, immunise.**

Longer syndicated copy autumn/winter flu

Protect yourself ahead of this winter ... Be wise, immunise!

The risks from flu are still real ...

For some, flu can be unpleasant. But for others, especially those with certain health problems, older people, and pregnant women, it can be very dangerous or even life-threatening.

Every winter, thousands of people die from flu.

Vaccines are the best way to protect against the flu. Over the past few years, vaccines have kept thousands of people out of the hospital and saved many lives.

In winter, flu spreads more easily as people spend more time indoors. Getting a flu vaccine before winter is one of the most important things you can do to keep yourself and others safe. It is important to top up your protection, even if you have had a vaccine or been ill with flu before, as immunity fades over time and the virus changes each year.

In line with expert advice from the Joint Committee on Vaccination and Immunisation (JCVI), the NHS will recommend a free flu vaccine to those at greater risk of serious illness this winter.

If you are eligible for the flu vaccine you will be encouraged to come forward as soon as possible to give yourself the best protection ahead of winter.

From **1 September** anyone who is pregnant, all children aged 2 or 3 years on 31 August 2024, primary school aged children (from Reception to Year 6), secondary school aged children (from Year 7 to Year 11) and all children in a clinical risk group aged from 6 months to less than 18 years can get a free flu vaccine.

From **3 October 2024**, free flu vaccines will also be available to everyone aged 65 and over, including all those who turn 65 years by 31 March 2025, people aged 18 to 65 with certain health problems, people in care homes, carers, close contacts of people with weak immune systems, and all health and social care workers.

Why should my child get a free flu vaccine?

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 not only helps protect them from flu but prevents it spreading among vulnerable family and friends

How can my child get their flu vaccine?

The flu vaccine for children, those aged under 18, is given a quick and painless spray up the nose. Children should get the flu vaccine as soon as they can from September to protect them and help stop the virus spreading to others. School-aged children will get their flu vaccine through schools and community venues. Those aged 2-3 years old, or with certain health conditions, will be able to get the free flu vaccine at their GP practice.

How do I book my flu vaccine?

Eligible adults will be able to book their vaccinations online at <http://www.nhs.uk/wintervaccinations>, on the NHS App or by calling 119 for appointments at their GP practice or local pharmacy

Some may be advised to have a vaccination sooner by GP surgeries or other local NHS services, if they have very low immunity or a health condition that requires it.

If you are pregnant? You may also be able to get the flu vaccine through your maternity services. You can have a flu vaccination at any stage of your pregnancy to help protect you and you baby.

Don't forget! If you are pregnant, or if you are aged 75 to 79, you can get the new **RSV vaccine** from **1 September 2024**. This vaccine protects children and older adults from bronchiolitis and pneumonia.

If you're aged 75 to 79, your GP surgery will contact you about getting vaccinated. If you are 28 weeks pregnant or more, you can speak to your midwife or GP surgery about getting your RSV vaccination.

COVID-19 vaccine will be available to some people from 3 October.

Be wise, immunise. Get your vaccinations ahead of this winter.

You can find out more information about winter vaccines vaccine and how to book by visiting www.nhs.uk/wintervaccinations.

Key messages flu (general)

- Flu can be very dangerous, even life threatening for some, particularly people with certain health conditions. The flu vaccine is safe and effective, and it's recommended every year to help protect people at risk of getting seriously ill from flu.
- If you're eligible for a free 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.

Latest statistics from 23/24 on excess illness, deaths, and staff absences due to flu tell us that:

- There were around 2,800 deaths associated with flu in England from October 2023 to March 2024.
- Flu spread in the population for longer in the 2023 to 2024 season, but peak activity was lower.
- It takes 2-3 weeks for the vaccine to provide immunity and so early vaccination, when the vaccine is offered to you, is essential.
- The impact on health and social care services was significant and, through higher levels of vaccination of staff and patients/clients, more of the impact could have been avoided.

You can get your flu vaccine at any participating local pharmacy, by booking an appointment at your GP practice, online on the NHS website, using the NHS App or by calling 119.

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.**

**BE WISE
IMMUNISE**

**HERE
TO
HELP**

Flu syndicated 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.

Key messages pregnancy

- Flu can be serious if you are pregnant, for you and your unborn baby.
- If you have flu while you're pregnant, it could cause your baby to be born prematurely or have a low birth weight.
- Catching flu while pregnant may increase the need for admission to intensive care for you and your baby and may even lead to stillbirth or death.
- If you're pregnant and you catch flu you are at higher risk of serious complications, such as bronchitis and pneumonia.
- Getting vaccinated is the safest and most effective way for you to protect yourself and your baby against flu.
- Getting the flu vaccine will mean you and your baby are less likely to experience complications if you catch the virus.
- The flu vaccine helps to protect you and your baby from serious illness and provides your baby with protection for the first few months of life.
- It's safe to have the flu vaccine at any stage of pregnancy from the first few weeks up to your expected due date and if you are breastfeeding.
- If you're pregnant, get vaccinated against flu as soon as you are invited.
- As well as other booking options, some midwives can give the flu vaccine at an antenatal clinic.
- Talk to your midwife about recommended vaccines during pregnancy including whooping cough and RSV. COVID-19 vaccines start from 3 October.



Short syndicated copy pregnancy

Bump up your protection!

If you're pregnant, it's strongly recommended that you get vaccinated against flu to **protect you and your baby**.

You're at higher risk of getting seriously ill from flu if you're pregnant, and if you catch the virus late in your pregnancy, your baby could also be at risk.

You can have the vaccine at any stage of pregnancy - from the first few weeks up to your due date and while breastfeeding!

The vaccine doesn't contain a live virus and cannot give you or your baby flu.

The vaccine is tested and **SAFE** and will protect you and your baby now and for the first few months after your child is born.

Talk to your midwife, GP, or pharmacist for more information. Protect yourself and protect your baby.

Short syndicated copy – 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.](#)

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
TikTok - @NENC_ICB

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.

Positioning/general messages - Flu

1. General

Be wise, immunise!

You can get a free **flu** vaccine from **1 September** if you are:

- pregnant
- aged 2 or 3 years (on 31 August 2024)
- in primary school (Reception to Year 6)
- in secondary school (Year 7 to Year 11)
- aged 6 months to 18 years and in clinical risk groups


Additional free **flu** vaccinations will be available from **3 October** for:


- anyone aged 65 years and over
- people 18 years to under 65 years in clinical risk groups
- long-stay care home residents and staff
- carers
- close contacts of someone at high clinical risk
- frontline health and social care workers

Find out how to book your vaccination at:
<https://www.nhs.uk/conditions/flu/>

#BeWiseImmunise



<p>2. General (short copy)</p>	<p>Be wise, immunise against flu this winter!</p> <p>Find out if you are recommended to have a free flu vaccine and how to book at: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	
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<p>3. Who's eligible and how to book (short copy)</p>	<p>Be wise, immunise!</p> <p>Find out if you're eligible for a free flu vaccination this year and how you can book an appointment at https://www.nhs.uk/conditions/flu/</p> <p>#GetVaccinatedGetProtected</p>	 <p>The poster features a purple and pink background. At the top right is the NHS logo. The main text reads 'Be Wise Immunise' in large purple letters. Below it, in blue, is the question 'Are you eligible for a FREE Flu vaccination this year?'. At the bottom left, it says 'Find out more at nhs.uk'. At the bottom right is a cartoon green owl with large blue eyes. To the right of the owl are three stacked buttons: 'HERE' (blue), 'TO' (orange), and 'HELP' (white).</p>
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<p>4. They're free</p>	<p>Be wise, immunise!</p> <p>Protect yourself with a free flu vaccine this winter.</p> <p>They're free for over 65s, anyone at clinical risk and their close contacts, anyone who is pregnant, children aged 2 to 18, care home residents, carers, people with learning disabilities and frontline health and social care workers.</p> <p>Don't delay - if you're eligible, book your free flu vaccination now at your local GP practice or participating community pharmacy, on the NHS website, the NHS app or by calling 119.</p> <p>Find out more: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	<p>The poster is set against a purple background. At the top left is the NHS logo. In the top right corner is a cartoon owl wearing glasses and a small NHS logo on its chest. The main text reads 'Be Wise Immunise' in large, bold, dark blue letters, followed by 'against Flu this winter.' in a smaller, lighter blue font. In the bottom right corner, there is a graphic that says 'HERE TO HELP' with each word in a separate white arrow-shaped box pointing to the right.</p>
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Pregnancy - Flu

5. Pregnant

Bump up your protection!

If you are pregnant your risk of serious complications from flu is higher—and it could affect your baby too.

It's safe to get a flu vaccine anytime while pregnant – from the first few weeks up to your due date, and even while breastfeeding.

The vaccine doesn't contain a live virus, so can't give you or your baby flu.

You can get your free flu vaccine from 1 September at your regular midwife visit or GP practice.

Talk to your midwife about recommended vaccines during pregnancy including whooping cough and RSV. COVID-19 vaccines start from 3 October.

Find out more at <https://www.nhs.uk/pregnancy/keeping-well/vaccinations/>

#BeWiseImmunise

Being pregnant can put you at risk of serious illness if you get Flu, RSV, Whooping Cough or COVID-19.

Be Wise Immunise

Speak to your midwife about vaccinations.

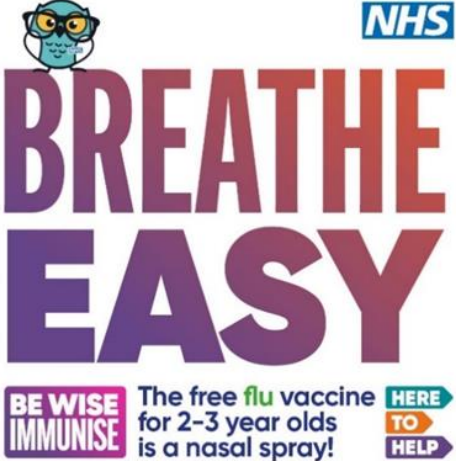
HERE TO HELP

<p>6. Pregnant (short copy)</p>	<p>Pregnant?</p> <p>Get your free flu vaccine anytime during your pregnancy or while breastfeeding. It's safe and protects you and your baby from serious illness.</p> <p>Talk to your midwife about recommended vaccines during pregnancy including whooping cough and RSV. COVID-19 vaccines start from 3 October.</p> <p>Find out more at: https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#BeWiseImmunise</p>	
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2-3 year olds - Flu

<p>7. 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!</p> <p>Go to https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ to find out more.</p>	
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<p>8. 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>NHS</p> <p>The free flu nasal spray vaccine for 2-3 year olds.</p> <p>YOU NOSE IT MAKES SENSE</p> <p>BE WISE IMMUNISE</p> <p>HERE TO HELP</p> <p>Or animation</p>
<p>9. 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>NHS</p> <p>PROTECT YOUR LITTLE ONE</p> <p>BE WISE IMMUNISE</p> <p>The flu vaccine for 2-3 year olds is free and it's a nasal spray.</p> <p>HERE TO HELP</p>

<p>10. 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>	 <p>Or animation</p>
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Primary School Children - Flu

<p>11. 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 will 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 from 3 October.</p> <p>Find out more: https://www.nhs.uk/conditions/flu/</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>12. 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 will be invited to have their vaccine by 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 from 3 October.</p> <p>Find out more at: https://www.nhs.uk/conditions/flu/</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>13. 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 consent form from school.</p> <p>Children who have a serious long term health condition will be invited to have their vaccine by their GP practice.</p> <p>If your child is clinically high risk, they will also be eligible for a COVID-19 Autumn booster from 3 October.</p> <p>Find out more at: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	<p>The poster features the NHS logo at the top right. On the left, there are three cartoon characters: a blue owl wearing glasses, a small brown owl, and a small blue owl. The main text reads 'PROTECT YOUR CHILD FROM FLU' in large, bold, multi-colored letters. Below this, it says 'Remember to complete your child's vaccination consent form.' To the right of this text are three icons: a purple box with 'BE WISE IMMUNISE', a blue box with 'HERE', and a red box with 'TO HELP'.</p>
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Secondary School Children Yrs 7 - 11- Flu

<p>14. Secondary school children consent form</p>	<p>All secondary school children in Years 7-11, will be recommended to have a free flu vaccine this year.</p> <p>Please remember to complete your child's consent form from school.</p> <p>12-17-year-olds who are at clinical risk will also be eligible for a COVID-19 autumn booster from 3 October.</p> <p>Find out more: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	
<p>15. Secondary school children nasal spray</p>	<p>If your child gets flu, they could miss valuable time at school.</p> <p>The flu nasal spray is safe and available free for those in Years 7-11.</p> <p>Children at clinical risk are also eligible for a COVID-19 Autumn booster from 3 October.</p> <p>Please remember to complete your child's consent form from school.</p> <p>Find out more: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	
<p>Learning Disability</p>		
<p>1.</p>	<p>Check out this film made by @TwistingDucks for people with a learning disability about the importance of annual health</p>	<p>The importance of annual health and checks and flu immunisation</p>

	checks and being immunised against flu #fluimmunisation #learningdisability #BeWiseImmunise	
2.	Flu can be a nasty illness and people with a learning disability are at higher risk of developing complications because of flu. @TwistingDucks have made a short film about who should get a flu jab this winter? #fluimmunisation #learningdisability #BeWiseImmunise	Who should get the flu jab?
3.	A short film by @TwistingDucks about how people with a learning disability can get their flu jab this winter. #fluimmunisation #learningdisability #BeWiseImmunise	How do I get the flu jab?
4.	Why is it important that people with a learning disability have their flu jab this winter! Check out this film by @TwistingDucks. #learningdisability #fluimmunisation #BeWiseImmunise	Why do I need to get the flu jab?
5.	Can the flu jab give you flu? Check out these flu immunisation myth busting films by @TwistingDucks #learningdisability #fluimmunisation #BeWiseImmunise	Can the flu jab give you flu?
6.	A short myth busting film by @TwistingDucks about flu immunisation in people with a learning disability – does the flu jab hurt? #learningdisability #fluimmunisation #BeWiseImmunise	Does the flu jab hurt?
7.	Why having your flu jab helps you and others stay well this winter and protected against flu – a short film by @TwistingDucks #learningdisability #fluimmunisation #BeWiseImmunise	How do I help others stay protected from flu?
8.	When will you get your flu jab? Check our this short video by @TwistingDucks to find out more #learningdisability #fluimmunisation #BeWiseImmunise	When will I get my flu jab?
9.	Children with long term conditions are at higher risk of developing complications from flu. Check out this short film about why and how children with a learning disability can be	https://youtu.be/ux9uJ5DEDPo

	immunised against flu #learningdisability #fluimmunisation #BeWiselmmunise	
10.	See this short film about how children with a learning disability can be protected against flu this winter #learningdisability #fluimmunisation #BeWiselmmunise	https://youtu.be/8jw7YQ5IWiy
11.	Flu spreads easily protect you and your loved ones by being immunised against flu. Carers of people with a learning disability are entitled to a free NHS flu vaccine speak to your GP or local pharmacy. #BeWiselmmunise #fluimmunisation #learningdisability	www.learningdisabilitymatters.co.uk
12.	Children with long term conditions such as learning disability are at higher risk of developing complications from flu. Check out the @ldmfamilies website for more info about how to stay protected #BeWiselmmunise #learningdisability #fluimmunisation	www.learningdisabilitymatters.co.uk

Translated materials

On the North East and North Cumbria ICB toolkit webpage there is 25 translated versions of this poster.

To view the posters please [visit the website](#).



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](#)