



# Social media messaging flu and COVID-19 vaccinations 24/25

For eligible groups from 3 October

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## 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 and COVID-19 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 and COVID-19

		Visual	Video links
<b>1. General</b>	<p>Be wise, immunise!</p> <p>You can get a free <b>COVID-19</b> vaccine if you are:</p> <ul style="list-style-type: none"> <li>• pregnant</li> <li>• aged 65 years and over</li> <li>• 18 years to under 65 years in high-risk groups</li> <li>• a long-stay care home resident</li> <li>• a carer</li> <li>• a frontline health or social care worker</li> </ul> <p>Flu vaccinations are also available for :</p> <ul style="list-style-type: none"> <li>• children aged 2 or 3 years (on 31 August 2024)</li> <li>• primary school children</li> <li>• secondary school children (Year 7 to Year 11)</li> <li>• children aged 6 months to 18 years in a high clinical risk group</li> <li>• close contacts of anyone at high clinical risk</li> </ul> <p>Don't delay - if you're eligible get your vaccines now!</p> <p>Find out more and how to book at:</p> <p><a href="#">COVID-19 vaccinations</a> <a href="#">Flu vaccinations</a></p> <p>#BeWiseImmunise</p>		<p><a href="https://northeastnorthcumbria.nhs.uk/media/ndcj51z/nhs-covid-and-flu-social-edit-38s-mp4.zip">https://northeastnorthcumbria.nhs.uk/media/ndcj51z/nhs-covid-and-flu-social-edit-38s-mp4.zip</a></p>

<p><b>2. General (short copy)</b></p>	<p>Be wise, immunise against flu and COVID-19 this winter!</p> <p>Find out if you can get a free flu and COVID-19 vaccine and how to book at:</p> <p><a href="#">COVID-19 vaccinations</a> <a href="#">Flu vaccinations</a></p> <p>#BeWiseImmunise</p>		<p><a href="https://northeastnorthcumbria.nhs.uk/media/ndcj51z/nhs-covid-and-flu-social-edit-38s-mp4.zip">https://northeastnorthcumbria.nhs.uk/media/ndcj51z/nhs-covid-and-flu-social-edit-38s-mp4.zip</a></p>
<p><b>3. Who's eligible and how to book (short copy)</b></p>	<p>Be wise, immunise!</p> <p>Find out if you can get your free flu and COVID-19 vaccinations this year and how you can book an appointment at;</p> <p><a href="#">COVID-19 vaccinations</a> <a href="#">Flu vaccinations</a></p> <p>#GetVaccinatedGetProtected</p>		<p><a href="https://northeastnorthcumbria.nhs.uk/media/z2o112z/be-wise-immunise-animations.zip">https://northeastnorthcumbria.nhs.uk/media/z2o112z/be-wise-immunise-animations.zip</a></p>

<p><b>4. They're free</b></p>	<p>Be wise, immunise!</p> <p>Protect yourself with a free flu and COVID-19 vaccine this winter.</p> <p>Don't delay - if you're eligible, book your free flu and COVID-19 vaccinations now at your local GP practice or community pharmacy, on the NHS website, the NHS app or by calling 119.</p> <p>Find out more:  <a href="#">COVID-19 vaccinations</a>  <a href="#">Flu vaccinations</a></p> <p>#GetVaccinatedGetProtected</p>		<p><a href="https://northeastnorthcumbria.nhs.uk/media/z2o112z/be-wise-immunise-animations.zip">https://northeastnorthcumbria.nhs.uk/media/z2o112z/be-wise-immunise-animations.zip</a></p>
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## Pregnancy – Flu and COVID-19

### 5. Pregnant

#### Bump up your protection!

If you are pregnant your risk of serious complications from flu and COVID-19 is higher—and it could affect your baby too.

It's safe to get the flu and COVID-19 vaccines anytime while pregnant and even while breastfeeding.

The vaccines don't contain a live virus, so can't give you or your baby flu or COVID-19.

You can get your free flu and COVID-19 vaccines at your regular antenatal visit or GP practice.

Talk to your midwife about other recommended vaccines during pregnancy including whooping cough and RSV.

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

#BeWiseImmunise



Rhia video

<https://northeastnorthcumbria.nhs.uk/media/lfbf04ey/rhia-final.mp4>

<p><b>6. Rhia</b></p>	<p>"I got all my vaccinations while I was pregnant—flu, Covid, RSV, and whooping cough. I did this to protect myself and my baby."</p> <p>If you're pregnant like Rhia, don't forget to get your vaccinations.</p> <p>Find out more at <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#BeWiseImmunise</p>		<p>Rhia video  <a href="https://northeastnorthcumbria.nhs.uk/media/li/bf04ey/rhia-final.mp4">https://northeastnorthcumbria.nhs.uk/media/li/bf04ey/rhia-final.mp4</a></p>
<p><b>7. Pregnant</b></p>	<p>Pregnant?</p> <p>Get your free flu and COVID-19 vaccines anytime during your pregnancy or while breastfeeding. They are safe and protect you and your baby from serious illness.</p> <p>Talk to your midwife about other recommended vaccines during pregnancy including whooping cough and RSV.</p> <p>Find out more at:  <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#BeWiseImmunise</p>		<p>Claire Lisle  <a href="https://northeastnorthcumbria.nhs.uk/media/x/hgh53fg/claire-lisle-maternity-be-wise-immunise-final.mp4">https://northeastnorthcumbria.nhs.uk/media/x/hgh53fg/claire-lisle-maternity-be-wise-immunise-final.mp4</a></p> <p>Alex Payne  <a href="https://northeastnorthcumbria.nhs.uk/media/e/cdecddc/alexandra-payne-maternity-be-wise-immunise-final.mp4">https://northeastnorthcumbria.nhs.uk/media/e/cdecddc/alexandra-payne-maternity-be-wise-immunise-final.mp4</a></p> <p>Carla Anderson  <a href="https://northeastnorthcumbria.nhs.uk/media/t1/fjywhn/carla-maternity-be-wise-immunise-final.mp4">https://northeastnorthcumbria.nhs.uk/media/t1/fjywhn/carla-maternity-be-wise-immunise-final.mp4</a></p>

## High risk conditions

### 8. High risk general

Anyone can get flu or COVID-19, but some people are at higher risk of developing serious complications including those with high risk health conditions such as:

- heart disease
- chest complaint or serious breathing difficulties – asthma, bronchitis, COPD and emphysema
- kidney disease
- lowered immunity from disease or treatment - steroid medication or cancer treatment
- liver disease
- stroke or a transient ischaemic attack (TIA)
- diabetes
- neurological conditions - multiple sclerosis (MS), Parkinsons or cerebral palsy
- a learning disability
- a problem with your spleen, such as sickle cell disease, or you have had your spleen removed
- you are seriously overweight (BMI of 40 and above)

Protect yourself by getting both vaccines to stay safe and avoid hospital visits!

Find out more and book your vaccines at:



[COVID-19 vaccinations](#)

[Flu vaccinations](#)

#BeWiseImmunise



Defences Down  
Double Up Facebook :




<p><b>9. Diabetes</b></p>	<p>Living with diabetes?</p> <p>You're 6 times more likely to face severe complications from flu or COVID-19.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Find out more and book your vaccines at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>	 <p>The video thumbnail features a man (Tom) and his dog. A speech bubble says: "As a type 1 diabetic, getting vaccinated helps protect me and others." The main text reads "Be Wise. Immunise" and "against COVID-19 and Flu this winter." There is a "HERE TO HELP" button and a cartoon owl character.</p>	<p>Tom video  <a href="https://northeastnorthcumbria.nhs.uk/media/s2o1mjib/tom-final.mp4">https://northeastnorthcumbria.nhs.uk/media/s2o1mjib/tom-final.mp4</a></p>
<p><b>10. Tom</b></p>	<p>"Prevention is easier than trying to deal with the illness itself."</p> <p>Tom has Type 1 Diabetes and knows that winter can be tough on his immune system.</p> <p>Every year, he gets his winter vaccinations to stay safe.</p> <p>Find out more and book your vaccines at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>	 <p>The video thumbnail is identical to the one in the previous row, featuring Tom and his dog with the same text and graphics.</p>	<p>Tom video  <a href="https://northeastnorthcumbria.nhs.uk/media/s2o1mjib/tom-final.mp4">https://northeastnorthcumbria.nhs.uk/media/s2o1mjib/tom-final.mp4</a></p>







<p><b>11. Asthma, Bronchitis, COPD</b></p>	<p>Defences down? – Double up!</p> <p>Do you have asthma, bronchitis or COPD?</p> <p>People with a chronic respiratory disease are 7 times more likely to have severe complications if they catch flu or COVID-19.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Get both vaccines now!</p> <p>Find out more and book your vaccines at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p>Defences Down Double Up Facebook :</p>
<p><b>12. Chronic heart disease</b></p>	<p>Defences down? – Double up!</p> <p>Living with chronic heart disease?</p> <p>People with chronic heart disease are 11 times more likely to have severe complications if they catch flu or COVID-19.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Find out more and book your vaccinations at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p>Defences Down Double Up Facebook :</p>

<p><b>13. Chronic kidney disease</b></p>	<p>Defences down? – Double up!</p> <p>Living with chronic kidney disease?</p> <p>People with chronic kidney disease are 19 times more likely to have severe complications if they catch flu or COVID-19 than someone without an underlying health condition.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Find out more and book your vaccinations at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p>Defences Down Double Up Facebook :</p>
<p><b>14. Weakened immune system</b></p>	<p>Defences down? – Double up!</p> <p>Do you have a weakened immune system?</p> <p>If you have a weakened immune system from taking medicines such as steroids or chemotherapy or due to HIV or AIDS - make sure you get your free flu &amp; COVID-19 vaccines this year.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Find out more and book your vaccinations at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p>Defences Down Double Up Facebook :</p>

<p><b>15. Neurological</b></p>	<p>Defences down? – Double up!</p> <p>Do you have a neurological condition?</p> <p>If you or a loved one has cerebral palsy, motor neurone disease, MS or Parkinson’s – you don’t need to catch flu or COVID-19 too.</p> <p>Protect yourself by getting both vaccines to stay safe and avoid hospital visits!</p> <p>Find out more and book your vaccinations at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p> Defences Down Double Up Facebook :</p>
<h2 style="text-align: left; margin-left: 10px;">General</h2>			
<p><b>16.</b></p>	<p>If you have had your free flu vaccine, you are likely to be eligible for a COVID-19 Autumn booster this year too.</p> <p>Make sure you get both vaccines to boost your immunity and get fully protected.</p> <p>Find out more and book your vaccinations at: <a href="https://www.nhs.uk">https://www.nhs.uk</a></p> <p>#BeWiseImmunise</p>		<p> Be wise immunise Facebook and Instagram:</p>

<p>17.</p>	<p>Being healthy won't stop you getting flu or COVID-19 or passing it on to loved ones!</p> <p>Be wise, immunise against both viruses by getting your flu &amp; COVID-19 vaccinations to ensure you're fully protected.</p> <p>Find more and book your vaccinations at: <a href="https://www.nhs.uk">https://www.nhs.uk</a></p> <p>#BeWiseImmunise</p>		 <p>Be wise immunise Facebook and Instagram</p>
<p>18.</p>	<p>Dr Alex Kent answers all your questions regarding winter vaccinations. Watch now and make sure you visit the NHS website to check if you need them.</p> <p>#BeWiseImmunise</p>		 <p>Q&amp;A Final Portrait with subtitles.mp4</p>

<p><b>19.</b></p>	<p>What are flu, COVID-19 and RSV?</p> <p>“Flu, Covid, and RSV are all respiratory viruses. They can be very dangerous in certain vulnerable groups and are highly contagious.”</p> <p>Dr Alex Kent talks about why getting vaccinated this winter is important.</p> <p>You can book your vaccines by going to the NHS website.</p> <p>#BeWiseImmunise</p>		 <p>P Q&amp;A Social cut 1.mp4</p>
<p><b>20.</b></p>	<p>“If you’re over 65, under 5, a healthcare worker, immunosuppressed, or pregnant then you are more at risk of catching flu and COVID-19 this season.”</p> <p>To check if you can get the winter vaccines, visit the NHS website.</p> <p>#BeWiseImmunise</p>		 <p>P Q&amp;A Social cut 2.mp4</p>

<p><b>21.</b></p>	<p>“It’s important to get vaccinated if you’re in one of the eligible groups. Vaccines are free, readily available and can help to protect you against serious illness.”</p> <p>Dr Alex Kent in North Tyneside is answering your questions about flu and Covid-19 vaccines this winter.</p> <p>You can book your vaccines going to the NHS website.</p> <p>#BeWiseImmunise</p>		 <p>P Q&amp;A Social cut 3.mp4</p>
<p><b>22.</b></p>	<p>“If you have any further questions about winter vaccinations, please visit the NHS website, speak to your GP, practice nurse, or community pharmacist.”</p> <p>Stay safe and protect others this winter.</p> <p>#BeWiseImmunise</p>		 <p>P Q&amp;A Social cut 4.mp4</p>

**Health and social care staff**

<p>23.</p>	<p>You might think that the flu and COVID 19 vaccinations aren't for you – and you're right!</p> <p>They're also for your family, your friends, your work colleagues - and the people you look after!</p> <p>They're free for all frontline health and social care staff and if you're offered them both together, it's safe to have them at the same time!</p> <p>Staying up to date with your flu and COVID-19 vaccinations is about protecting everyone.</p> <p>Protect yourself and those you care for!</p> <p>#BeWiseImmunise</p>		
<p>24.</p>	<p>“Be a barrier to infections, not a carrier.”</p> <p>If you're a frontline carer like Adlin at Hebburn Care Home, protect yourself and those you look after by getting your winter jabs.</p> <p>Visit the NHS website for more information.</p> <p>#BeWiseImmunise</p>		<p>ICB Adlin.mp4</p>

<p><b>25.</b></p>	<p>"This year, I booked my winter vaccinations online."</p> <p>If you're a frontline carer, protect yourself and those you care for like Rema at Hebburn Care Home by getting your winter jabs.</p> <p>Visit the NHS website for more information.</p> <p>#BeWiseImmunise</p>		<p>ICB Rema.mp4</p>
<p><b>26.</b></p>	<p>"It is very, very, important to protect ourselves so our residents are in safe hands."</p> <p>Like frontline carer, Christina, you can get your winter vaccinations to protect yourself and others.</p> <p>Visit the NHS website for more information.</p> <p>#BeWiseImmunise</p>		<p>ICB Christina.mp4</p>




<p>27.</p>	<p>Meet three carers at Hebburn Manor Care Home. They understand how important it is to get vaccinated as the winter draws nearer.</p> <p>All carers in England can get vaccinated this winter for free.</p> <p>Visit the NHS website for more information.</p> <p>#BeWiseImmunise</p>		<p>Care workers with subtitles.mp4</p>
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## Carers

<p>28.</p>	<p>If you're a Carer, your flu &amp; COVID-19 vaccinations are free!</p> <p>Protect yourself and those you care for</p> <p>Find out more and book your vaccinations at: - <a href="http://www.nhs.uk">www.nhs.uk</a></p> <p>#BeWiseImmunise</p>		
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## Close contacts of immunosuppressed (flu only)

<p>29.</p>	<p>Does someone in your home have a weaker immune system because of illness or treatment?</p> <p>You can help to keep them safe by getting your free flu vaccine.</p> <p>Book now at your GP practice, local pharmacy, on the NHS website, the NHS app, or call 119.</p> <p>Find out more at: <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>	 <p>The poster features two cartoon owls, one green and one orange, on a purple and white background. Text includes: 'Be Wise Immunise', 'NHS', 'Help protect a close contact who is immunocompromised.', 'Get your FREE Flu vaccine.', 'Find out more at nhs.uk', and a 'HERE TO HELP' button.</p>	
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**2-3 year olds – Flu only**

<p><b>30.Book now</b></p>	<p><b>Be wise immunise, you nose it makes sense!</b></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 <a href="https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/">https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</a> to find out more.</p>		<p><a href="#">Animation</a></p>
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<p><b>31. You nose it makes sense!</b></p>	<p>Protect your little one from the flu—you nose 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>Your GP will be in touch to book an appointment but if you haven't heard from them by mid-October, please call to book your child's flu spray.</p> <p>Find out more at : <a href="https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/">https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</a></p> <p>#BeWiseImmunise</p>		<p><a href="#">Or animation</a></p>
<p><b>32. Stop the spread!</b></p>	<p><b>Protect your little ones from the flu this winter and keep it from spreading!</b></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.</p> <p>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: <a href="https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/">https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</a></p> <p>#BeWiseImmunise</p>		

**33. No  
needle**

**Breathe easy—there's no needles!**

The free flu nasal spray for 2-3-year-olds is a quick, safe squirt up each nostril.

Keep your child flu-free this winter!

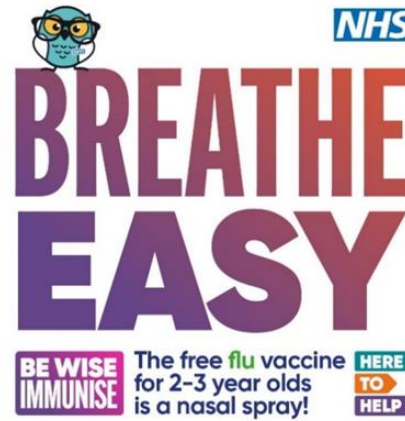
Your GP will be in touch to arrange the vaccination.

If you haven't heard from them by mid-October, give them a call to book an appointment.





Find out more at:



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

#BeWiseImmunise



[Or animation](#)

Primary School Children - Flu		
<p><b>34. Primary children</b></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: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p>#BeWiseImmunise</p>	  <p><b>PROTECT YOUR CHILD FROM FLU</b></p> <p>Remember to complete your child's vaccination consent form.</p> <p><b>BE WISE IMMUNISE</b> <b>HERE TO HELP</b></p>
<p><b>35. Primary children Consent form</b></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: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p>#BeWiseImmunise</p>	  <p><b>PROTECT YOUR CHILD FROM FLU</b></p> <p>Remember to complete your child's vaccination consent form.</p> <p><b>BE WISE IMMUNISE</b> <b>HERE TO HELP</b></p>

<p><b>36. Primary children Stop the spread</b></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: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p>#BeWiseImmunise</p>	  <p><b>PROTECT YOUR CHILD FROM FLU</b></p> <p>Remember to complete your child's vaccination consent form.</p> <p><b>BE WISE IMMUNISE</b></p> <p><b>HERE TO HELP</b></p>	
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## Secondary School Children Yrs 7 - 11- Flu

**37.  
Secondary  
school  
children  
consent  
form**

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

Please remember to complete 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 from 3 October.

Find out more:

<https://www.nhs.uk/conditions/flu/>

#BeWiseImmunise



**38.  
Secondary  
school  
children  
nasal spray**

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

The flu nasal spray is safe and available free for those in Years 7-11.

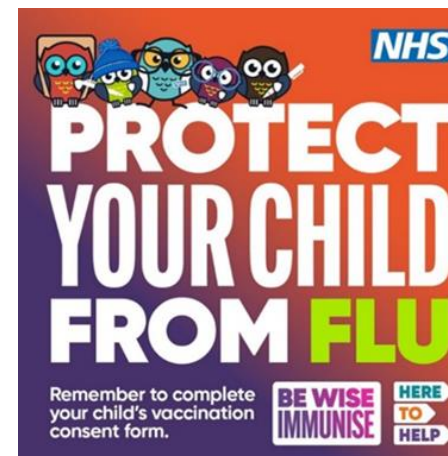
Children at clinical risk are also eligible for a COVID-19 Autumn booster from 3 October.

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

Find out more:

<https://www.nhs.uk/conditions/flu/>

#BeWiseImmunise





<h2 style="margin: 0;">Learning Disability</h2>			
1.	<p>Check out this film made by @TwistingDucks for people with a learning disability about the importance of annual health checks and being immunised against flu #fluimmunisation #learningdisability #BeWiseImmunise</p>		<p><a href="#">The importance of annual health and checks and flu immunisation</a></p>
2.	<p>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</p>		<p><a href="#">Who should get the flu jab?</a></p>
3.	<p>A short film by @TwistingDucks about how people with a learning disability can get their flu jab this winter. #fluimmunisation #learningdisability #BeWiseImmunise</p>		<p><a href="#">How do I get the flu jab?</a></p>
4.	<p>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</p>		<p><a href="#">Why do I need to get the flu jab?</a></p>
5.	<p>Can the flu jab give you flu? Check out these flu immunisation myth busting films by @TwistingDucks #learningdisability #fluimmunisation #BeWiseImmunise</p>		<p><a href="#">Can the flu jab give you flu?</a></p>
6.	<p>A short myth busting film by @TwistingDucks about flu immunisation in people with a learning disability – does the flu jab hurt? #learningdisability #fluimmunisation #BeWiseImmunise</p>		<p><a href="#">Does the flu jab hurt?</a></p>

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		<a href="#">How do I help others stay protected from flu?</a>
8.	When will you get your flu jab? Check out this short video by @TwistingDucks to find out more #learningdisability #fluimmunisation #BeWiseImmunise		<a href="#">When will I get my flu jab?</a>
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 immunised against flu #learningdisability #fluimmunisation #BeWiseImmunise		<a href="https://youtu.be/ux9uJ5DEDPo">https://youtu.be/ux9uJ5DEDPo</a>
10.	See this short film about how children with a learning disability can be protected against flu this winter #learningdisability #fluimmunisation #BeWiseImmunise		<a href="https://youtu.be/8jw7YQ5IWiy">https://youtu.be/8jw7YQ5IWiy</a>
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. #BeWiseImmunise #fluimmunisation #learningdisability		<a href="http://www.learningdisabilitymatters.co.uk">www.learningdisabilitymatters.co.uk</a>
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		<a href="http://www.learningdisabilitymatters.co.uk">www.learningdisabilitymatters.co.uk</a>

	<p>#BeWiseImmunise #learningdisability #fluimmunisation</p>		
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## Translated materials

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

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



Translated leaflets can be ordered from choosing the language from the link below which will direct you to the Health Publications website.

[www.gov.uk/government/publications/flu-vaccination-who-should-have-it-this-winter-and-why](http://www.gov.uk/government/publications/flu-vaccination-who-should-have-it-this-winter-and-why)

## National Communications links

<p>UKHSA resources</p>	<p><a href="#"><u>Child flu leaflets and posters</u></a></p> <p><a href="#"><u>GP template letter for inviting 2-3s</u></a></p> <p><a href="#"><u>Easy read posters and leaflets on flu</u></a></p> <p><a href="#"><u>Simple text flu leaflets for adults and children</u></a></p> <p><a href="#"><u>NHS vaccines in pregnancy</u></a></p>
<p>BSL resources</p>	<p><a href="#"><u>The flu vaccination: who should have it and why - BSL - Health Publications</u></a></p> <p><a href="#"><u>The flu vaccination: who should have it and why - Audio - Health Publications</u></a></p> <p><a href="#"><u>A guide to the RSV vaccination for pregnant women leaflet - BSL - Health Publications</u></a></p> <p><a href="#"><u>A guide to the RSV vaccination for pregnant women leaflet - Audio - Health Publications</u></a></p> <p><a href="#"><u>NHS England » Seasonal vaccination invitation</u></a></p> <p><a href="#"><u>A guide to the RSV vaccine for older adults - leaflet - BSL - Health Publications</u></a></p>