

Communications toolkit

'Be wise, immunise' flu vaccination for school aged children (reception to year 11) 2026/27

(v3. 24/08/26)



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 focused 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 vaccines this autumn and winter. Some children with suppressed immune systems may also be eligible for a COVID-19 vaccine, parents/carers should speak to their GP or hospital consultant. There is a separate communications toolkit for flu vaccination for 2 and 3-year-olds.

The campaign will be backed by a region wide media buy including radio adverts, social media, outdoor advertising and programmatic. More content will be shared in the coming weeks as we roll out the campaign.

Your support 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

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 2026 and paid for social media advertising, radio, digital outdoor and programmatic from October 2026.

More content will be shared as the campaign progresses through the winter months.

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.

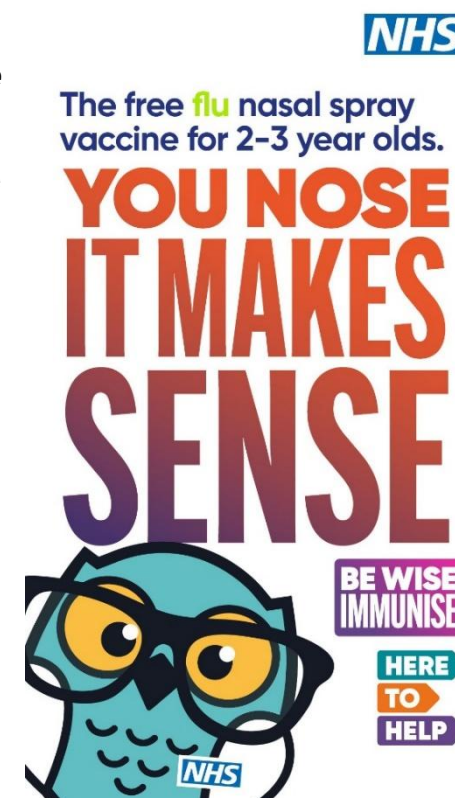
Flu vaccinations – Be wise, immunise!

This campaign toolkit is available for [schools](#) to use and adapt to encourage the uptake of the flu vaccination for children.

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 parents of the importance of their children getting the flu vaccine this year.

We have attached information in this toolkit, to share with parents and content which can be used on websites, social media, or any other communication channels you may have.

- The flu nasal spray vaccine is free for children aged 2-3 years, those in primary schools and in secondary schools up to year 11.
- The flu vaccine is also free for children and young people who have a medical condition from the age of six months. It is given as an injection just like other infant/childhood vaccines.
- If you have children of primary or secondary school age, up to year 11, they will receive information from the School Age Immunisation Service asking you to give consent so your child can have their free nasal spray vaccination at school.
- If you have children of primary or secondary school age, up to year 11, and they haven't received their free nasal spray vaccination, at school, by 1 December, you can book them an appointment at a participating pharmacy [book online](#). Speak to your school vaccination team for more information.



**This campaign is focussed on flu vaccinations but there are some children (those age 6 months - 17 years who are also eligible for COVID-19 vaccine if they are in a high-risk group. This is covered in key messages.*

Further information is available at: <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>

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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. If your child cannot receive the nasal vaccine for any reason, alternative injectable vaccines are available, so your child can still be protected.
- Your child can get a flu vaccine if they are aged 2 years to school year 11, or from aged 6 months to 18 years 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 from 1 September.
- 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 and return their consent form, which will be sent to you by your local School Age Immunisation Service either directly or via the school.
- If you have children of primary or secondary school age and they haven't received their free nasal spray vaccination at school, by 1 December, you can book them an appointment at a participating pharmacy [book online](#). Speak to your school vaccination team for more information.



**Remember to complete
your child's vaccination
consent form.**



Flu children website copy

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

Flu isn't just a bad cold – it can make children very unwell. The good news? There's a quick, safe and free way to protect them: the flu vaccine.

All primary school children and those up to year 11 can get the nasal spray (or alternative where required) at school or a local clinic.

The vaccine is a simple nasal spray – no needles, no pain. It takes seconds and within two weeks it starts protecting your child.

It means they're less likely to get seriously ill, less likely to pass flu on to others (like grandparents or new babies) and less likely to miss school or activities.

Children need consent from a parent or carer. You'll get a form (online or paper) – please return it as soon as possible.

If the spray isn't suitable, a small injection should be offered instead. If you don't receive a form, contact your child's school immunisation team or GP.

If your child hasn't received their free nasal spray vaccination, at school, by 1 December, you can book them an appointment at a participating pharmacy [book online](#). Speak to your school vaccination team for more information. The School Age Immunisation Service will also be offering catch up community clinics.

Flu can be serious, even for healthy children. The flu vaccine is the best way to protect your child and your family too.

Short copy for use with parents

Be wise immunise, you nose it makes sense!

Getting your child vaccinated against flu this winter could stop them getting really poorly AND stop flu spreading to family or friends.

There's no needle – just a squirt up the nose - millions of children get it every year – so the evidence shows it's safe and effective too!

Protect YOUR child from flu:

Be wise, immunise, - you nose it makes sense!

Go to <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/> to find out more.

Short newsletter copy general

Flu isn't just a bad cold – it can make children very unwell, even if they're usually healthy. The good news is there's a quick, safe and free way to protect them: the flu nasal spray.

Most children will be offered the vaccine at school or in a local clinic. It only takes a few seconds, is completely needle-free and starts protecting within two weeks.

By getting the vaccine, your child is less likely to miss school or activities and less likely to pass flu on to family and friends – especially to those who are more vulnerable, like grandparents or young babies.

Parents and carers will be sent a consent form, either online or on paper. Please complete and return it as soon as possible so your child doesn't miss out. If the nasal spray isn't suitable, your child should be offered a small injection instead.

If your child hasn't received their free vaccination at school, by 1 December, you can book them an appointment at a participating pharmacy [book online](#)

Protect your child this winter – and help protect your whole family too. Be wise, immunise, - you nose it makes sense!

Key messages for the children's vaccine - general

- Getting your child vaccinated against flu is the best way to protect them from the virus.
- Flu can cause illnesses like high fever, dry cough, sore throat, aching joints and extreme tiredness but can also cause more serious complications such as pneumonia and some children may need to go to hospital. It spreads easily and children can pass it on to others without realising.
- The vaccine protects children from catching flu and helps stop it spreading to others.
- Children can pass flu to people at higher risk, such as older relatives or those with health problems.
- Research since the childhood flu vaccination programme began shows that vaccinating large numbers of children reduces the amount of flu in the community. This means fewer people going to the GP with flu-like illness and fewer hospital admissions.
- For schools and nurseries, the benefits include fewer children missing school and a lower chance of teachers catching flu from pupils, being unwell and needing to be off work.

Key messages for parents

- Children are being offered the flu nasal spray vaccine to protect them and help stop the virus spreading.
- Flu can be an unpleasant illness for young children and in some cases, it can be serious enough for them to need hospital care.
- The children's flu vaccine is usually given as a quick, painless spray up the nose – no needles needed for most children.
- Getting your child vaccinated protects them from flu and helps stop it spreading to vulnerable family and friends.
- Vaccinating your child can help you avoid missing work or other commitments because your child is unwell – or because you've caught flu yourself.
- If your child hasn't received their free vaccination at school, by 1 December, you can book them an appointment at a participating pharmacy [book online](#). Speak to your school vaccination team for more information.
- Children aged 6 months and over who are immunosuppressed are also eligible for a COVID-19 autumn booster.

For more information, visit www.nhs.uk/child-flu.

Newsletter copy

Be Wise, Immunise - Five reasons for your child to have the free flu vaccine – you nose it makes sense!

1. **Protect your child** - The vaccine will help protect your child against flu and serious illnesses such as bronchitis and pneumonia.
2. **Protect you, your family, and friends** - Vaccinating your child will help protect others especially grandparents.
3. **Breathe easy – for most children there's no injection or needles** - The flu nasal spray is painless and easy to have. If the nasal spray isn't suitable, your child can be offered a small injection instead.
4. **It's better than having flu** – Flu can be a nasty illness. A child with flu will usually feel very unwell and some may need to go to hospital; the nasal spray is the best protection. It has been given to millions of children worldwide and is safe.
5. **Avoid costs** - If your child gets flu, they could miss school and you may have to take time off work or arrange alternative childcare.

What should you do?

If you have a child over 6 months and up to 2 years who has a long-term health condition and have not heard from your GP practice to be offered the flu vaccination, contact your GP.

If you have a 2–3-year-old and have not heard from your GP practice by October, please contact them or from 1 October you can arrange an appointment at your local pharmacy [book online](#).



If your child is of school age, reception to year 11, make sure to look out for, sign, and return their consent form. If they haven't received their free vaccination at school, by 1 December, you can book them an appointment at a participating community pharmacy [book online](#). Speak to your school vaccination team for more information. Also, your School Age Immunisation Service will be offering more community clinics.

For more information visit <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>

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 – @NENC_NHS

Instagram – nenc_nhs

TikTok - @nenc_icb

LinkedIn - @north-east-and-north-cumbria-nhs

YouTube - North East and North Cumbria NHS

The following pages include social media posts for the children's flu nasal spray autumn/winter campaign 2026.

All assets are available to download from the [ICB toolkit page](#) and are supported by paid for advertising, radio, outdoor and programmatic. This toolkit will be updated regularly with new messages and assets.

General posts

Post	Instagram	Facebook	X	Visual/film
1. Dr Mike McKean	Dr Mike McKean talks about the importance of protecting children against flu. ‘Vaccinating your child against flu can stop serious illness and help stop it spreading to family and friends.’ 🩺💉 📅 If your child is of school age, reception to year 11, make sure to look out for, sign and return their consent form. If they haven't received their free nasal spray vaccination at school, by 1 December, you can book them an appointment at a participating community pharmacy book online 📍 Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ #BeWiselyImmunise	Dr Mike McKean talks about the importance of protecting children against flu. ‘Vaccinating your child against flu can stop serious illness and help stop it spreading to family and friends.’ 🩺💉 📅 If your child is of school age, reception to year 11, make sure to look out for, sign and return their consent form. If they haven't received their free nasal spray vaccination at school, by 1 December, you can book them an appointment at a participating community pharmacy book online 📍 Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ #BeWiselyImmunise	Dr Mike McKean says vaccinating your child against flu can prevent serious illness and stop it spreading to others 🩺💉 📍 Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ #BeWiselyImmunise	 https://youtube.com/shorts/pUjLbiRxD54 (18 seconds)

2. Dr Mike McKean	Dr Mike McKean answers a common question: Is the flu vaccine for children an injection? It's a quick, painless nasal spray for most children ages 2-3, all primary pupils, and years 7-11 🩺💉 📅 For 2–3-year-olds book with your GP from 1 Sept. From 1 Oct, book online at some pharmacies. If your child is of school age, reception to year 11, make sure to look out for, sign and return their consent form. If they haven't received their free vaccination at school, by 1 December, you can book them an appointment at a participating community pharmacy book online 📍 Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ #BeWiseImmunise	Dr Mike McKean answers a common question: Is the flu vaccine for children an injection? It's a quick, painless nasal spray for most children ages 2-3, all primary pupils, and years 7-11 🩺💉 📅 For 2–3-year-olds book with your GP from 1 Sept. From 1 Oct, book online at some pharmacies. If your child is of school age, reception to year 11, make sure to look out for, sign and return their consent form. If they haven't received their free vaccination at school, by 1 December, you can book them an appointment at a participating community pharmacy book online 📍 Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ #BeWiseImmunise	Dr Mike McKean explains the flu vaccine for most children isn't an injection, it's a quick nasal spray for ages 2-3, all primary pupils & years 7-11 🩺💉 📍 Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ #BeWiseImmunise	 https://youtube.com/shorts/tpeT-DV5FmI (25 seconds)
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3.	💡 Did you know? If your child is aged 6 months to 17 years and is at clinical risk, they're eligible for a free flu vaccine this winter. Book today and find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ 💡 Be wise, immunise.	💡 Did you know? If your child is aged 6 months to 17 years and is at clinical risk, they're eligible for a free flu vaccine this winter. Book today and find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ 💡 Be wise, immunise.	💡 Did you know? If your child is aged 6 months to 17 years and is at clinical risk, they're eligible for a free flu vaccine and a COVID-19 booster this winter. Book today and find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ 💡 Be wise, immunise.	
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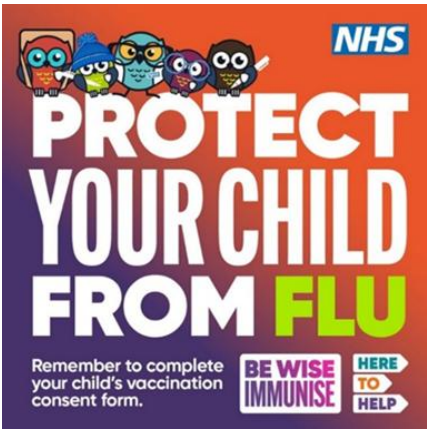
Primary school children

Post	Instagram	Facebook	X	Visual/film
1.	Be wise immunise, you nose it makes sense! Getting your child vaccinated against flu this winter could stop them getting really poorly AND stop flu spreading to family or friends. There's no needle for most children, just a squirt up the nose - millions of children get it every year – so it's safe too!	Be wise immunise, you nose it makes sense! Getting your child vaccinated against flu this winter could stop them getting really poorly AND stop flu spreading to family or friends. There's no needle for most children, just a squirt up the nose - millions of children get it every year – so it's safe too!	Be wise, immunise – you nose it makes sense! 🧐 The free nasal spray flu vaccine can help protect your child this winter & stop flu spreading to others. No needle for most children – just a quick squirt up the nose. Safe. Simple. Effective.	

If your child is in primary school, please remember to sign and return their consent form to school for their free flu vaccine. 📅 If they haven't received their free nasal spray vaccination at school, by 1 December, you can book them an appointment at a participating community pharmacy book online Protect YOUR child from flu. Be wise, immunise, you nose it makes sense! Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	If your child is in primary school, please remember to sign and return their consent form to school for their free flu vaccine. 📅 If they haven't received their free nasal spray vaccination at school, by 1 December, you can book them an appointment at a participating community pharmacy book online Protect YOUR child from flu. Be wise, immunise, you nose it makes sense! Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	Find out more 🖱️ https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	
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2.	As your child heads back to the classroom, please remember to sign their flu vaccination consent form from school. All primary school children are recommended a free flu nasal spray this year. Children who have a serious long term health condition will be invited to have their vaccine at their GP Practice or a community pharmacy. Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	As your child heads back to the classroom, please remember to sign their flu vaccination consent form from school. All primary school children are recommended a free flu nasal spray this year. Children who have a serious long term health condition will be invited to have their vaccine at their GP Practice or community pharmacy. Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	Back to school? 📅 Don't forget to sign your child's flu vaccine consent form. All primary pupils get a free flu vaccine this year. Children with long-term conditions will also be invited by their GP. More info 🖱️ https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	  PROTECT YOUR CHILD FROM FLU Remember to complete your child's vaccination consent form. BE WISE IMMUNISE HERE TO HELP
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3. Do not use until 23/11	Has your child missed their flu vaccination at school? Don't worry, from 1 December, they can still get their free nasal spray flu vaccine at a local community pharmacy. Help protect your child and those around them from flu this winter. Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	Has your child missed their flu vaccination at school? Don't worry, from 1 December, they can still get their free nasal spray flu vaccine at a local community pharmacy. Help protect your child and those around them from flu this winter. Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	Has your child missed their flu vaccination at school? Don't worry, from 1 December, they can still get their free nasal spray flu vaccine at a local community pharmacy. More info 🖱️ https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	
Secondary school children				
Post	Instagram	Facebook	X	Visual/film

1.	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. Please remember to complete your child's flu vaccination consent form from school. Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ #BeWiseImmunise	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. Please remember to complete your child's flu vaccination consent form from school. Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/ #BeWiseImmunise	Flu = missed school days. 😞 The free nasal spray is safe & offered to pupils in Years 7–11. Remember to return your child's consent form. 👉 https://www.nhs.uk/vaccinations/child-flu-vaccine/ #BeWiseImmunise	
2.	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. Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	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. Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	All pupils in Years 7–11 are being offered a free flu vaccine this year. Please sign & return your child's school consent form. More info 👉 https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	

3. Do not use until 23/11	Has your child missed their flu vaccination at school? Don't worry, from 1 December, they can still get their free nasal spray flu vaccine at a local community pharmacy. Help protect your child and those around them from flu this winter. Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	Has your child missed their flu vaccination at school? Don't worry, from 1 December, they can still get their free nasal spray flu vaccine at a local community pharmacy. Help protect your child and those around them from flu this winter. Find out more: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	Has your child missed their flu vaccination at school? Don't worry, from 1 December, they can still get their free nasal spray flu vaccine at a local community pharmacy. More info 🖱️ https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ #BeWiseImmunise	
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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
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