

Flu vaccination communications

Frontline healthcare staff toolkit - 26/27

Increasing uptake of the flu vaccination for frontline healthcare staff - Version 2

(07/09/26)

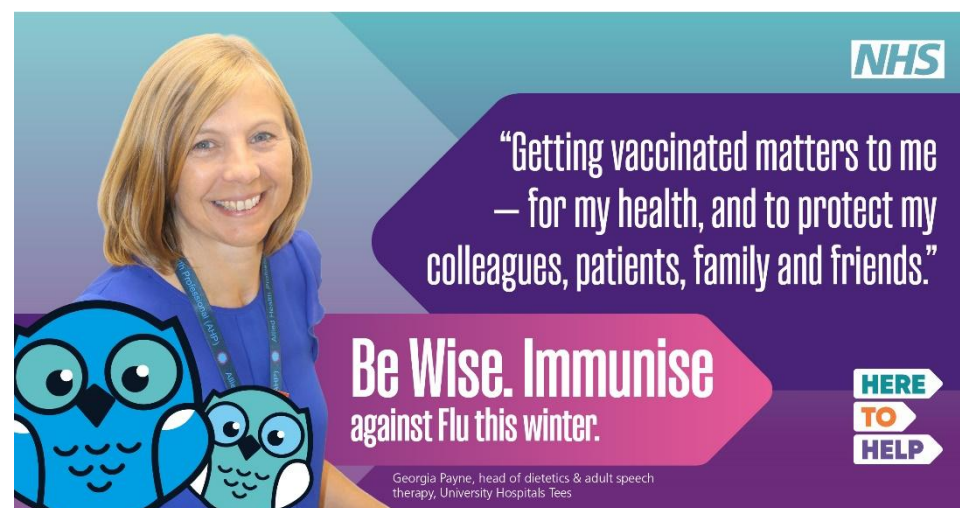
The North East and North Cumbria Integrated Care Board (ICB) in partnership with regional NHS trusts have developed the following flu vaccination toolkit to support the awareness and uptake of flu vaccinations for our frontline health and care professionals.

The toolkit, created to help support the national flu vaccination programme and the ICB winter campaign 26/27, includes content from 'trusted voices' and is aimed at frontline health and care staff. It is designed for sharing across internal channels, and as appropriate, external channels such as social media. Artwork and content are available to all organisations to adapt for their own channels/organisations.

The content is led by frontline NHS and local authority health and care staff.

The campaign builds on the ICB's wider 'Here to Help' campaign, which signposts patients to the most appropriate service and advice for their health needs. All online resources can be found on our [online toolkit](#).

Your support in helping us share these messages is very much appreciated. For further help or advice on using this 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



Toolkit content

- Background
- Campaign aims and objectives
- Key messages
- Social media messaging and visuals with frontline staff from across the region
- Videos
- Additional assets

Background

Why vaccination of frontline healthcare staff is important

Vaccinating frontline health and care staff is a key part of protecting people from infectious diseases including flu.

Vaccination plays a vital role in protecting staff and patients, reducing the spread of disease, supporting the NHS, and keeping essential services running when they're needed most.

Frontline staff are more likely to be exposed to flu due to their work, which often involves close and prolonged contact with patients, including those who are particularly vulnerable to serious illness. Many of these patients are elderly, immunocompromised, or have underlying health conditions, making them more susceptible to severe outcomes from infections. Reducing the risk of transmission from staff to patients is vital in safeguarding those most at risk.

Vaccinating frontline staff, not only protects their own health, and that of their patients, it also protects the whole of the health and social care system. If frontline workers are ill, it can lead to staff shortages, delays in care and more pressure on services. Keeping staff healthy means hospitals, clinics and care homes can continue running safely and effectively, especially in winter when demand is higher. Even a small reduction in the spread of infection through vaccination can make a big difference.

Frontline healthcare staff encounter many people every day, so lowering the risk of passing on viruses can help reduce transmission across the system.

The ICB have proposed a collaborative system-led approach for frontline health and care worker flu vaccination uptake using a joint flu communications campaign across the region.

The Be wise, immunise campaign features 'trusted voices' - frontline health and care staff who have chosen to have the flu vaccine. They will share positive, relatable information to help others feel confident about making their own informed choices. The campaign will also direct people to trusted sources of information at NHS.UK.

Last year AW 25/26

Improving frontline staff flu vaccine uptake was identified as a national priority area for AW 25/26 to help tackle winter pressures. All trusts were required to improve flu vaccine uptake by at least 5% - this was **achieved in 9 out of 11 trusts across the North East and North Cumbria**.

Overall, frontline staff flu vaccination uptake across the region rose to an average of **52.6%** a **9.3%** improvement on 24/25.

This year AW 26/27

The national aim is to boost flu vaccine uptake among frontline health and care staff across the region, in line with the three-year national ambition for NHS trusts to improve and increase uptake to minimum **60%** this year and **65% by A/W 28/29**.

Flu Vaccinations for Frontline Healthcare Workers - Baseline and Ambitions										
Baseline figures are 'end-of-season' figures as at 08/04/26										
Source: Federated Data Platform (FDP)										
2025-2026 Flu Trust Uptake Reporting for ESR FHCW Trust Uptake reporting										
ICB	Organisat ion Code	Organisation Name	AW 25-26 Baseline			AW 26-27 ambition			Ambitions for future	
			Eligible	Vaccinated	% uptake	AW 26-27 % uptake ambition	Differenc e from baseline to AW 26- 27 ambition	Additional vaccinati ons required to reach 26-27 ambiti	AW 27-28 % uptake ambition	AW 28-29 % uptake ambition
NHS North RXP		COUNTY DURHAM AND DARLINGTON NHS FOUNDATION TRUST	7,132	3,694	51.8%	60.0%	8.2%	586	62.5%	65.0%
NHS North RX4		CUMBRIA, NORTHUMBERLAND, TYNE AND WEAR NHS FOUNDATION TRUST	5,041	2,314	45.9%	60.0%	14.1%	711	62.5%	65.0%
NHS North RR7		GATESHEAD HEALTH NHS FOUNDATION TRUST	4,167	2,418	58.0%	60.0%	2.0%	83	62.5%	65.0%
NHS North NB7		LEAD EMPLOYER TRUST/POST GRADUATE INSTITUTE	3,162	1,845	58.3%	60.0%	1.7%	53	62.5%	65.0%
NHS North RNN		NORTH CUMBRIA INTEGRATED CARE NHS FOUNDATION TRUST	5,696	3,034	53.3%	60.0%	6.7%	384	62.5%	65.0%
NHS North RX6		NORTH EAST AMBULANCE SERVICE NHS FOUNDATION TRUST	3,094	1,277	41.3%	60.0%	18.7%	580	62.5%	65.0%
NHS North RVW		NORTH TEES AND HARTLEPOOL NHS FOUNDATION TRUST	4,953	2,719	54.9%	60.0%	5.1%	253	62.5%	65.0%
NHS North RTF		NORTHUMBRIA HEALTHCARE NHS FOUNDATION TRUST	7,089	4,372	61.7%	61.7%	0.0%	0	62.5%	65.0%
NHS North RTR		SOUTH TEES HOSPITALS NHS FOUNDATION TRUST	7,888	3,946	50.0%	60.0%	10.0%	787	62.5%	65.0%
NHS North R0B		SOUTH TYNESIDE AND SUNDERLAND NHS FOUNDATION TRUST	6,846	3,613	52.8%	60.0%	7.2%	495	62.5%	65.0%
NHS North RX3		TEES, ESK AND WEAR VALLEYS NHS FOUNDATION TRUST	6,055	2,784	46.0%	60.0%	14.0%	849	62.5%	65.0%
NHS North RTD		THE NEWCASTLE UPON TYNE HOSPITALS NHS FOUNDATION TRUST	13,992	8,328	59.5%	60.0%	0.5%	68	62.5%	65.0%

Our campaign aim

- To increase confidence in and uptake of flu vaccinations, in line with the national ambition, for all frontline healthcare staff

Campaign objectives

- To ensure staff know that flu vaccine is safe and is the best way to protect themselves, their family, their patients and their colleagues against becoming seriously ill from flu.

Eligibility

- Frontline workers in a social care setting without an employer led occupational health scheme including those working for a registered residential care or nursing home, registered domiciliary care providers, voluntary managed hospice providers and those that are employed by those who receive direct payments (personal budgets) or Personal Health budgets, such as Personal Assistants.
- All frontline health care workers, including both clinical and non-clinical staff who have contact with patients, should be offered flu vaccines from **1 October** as a vital part of each organisations' policy for the prevention of the transmission of flu.

Key messages for frontline healthcare professionals

- Flu spread more easily in winter
- The flu virus can cause serious illness
- As a frontline health or care professional, you're more likely to be exposed to flu
- If you are vaccinated and catch flu this winter, you are likely to have milder symptoms and recover faster, cutting your risk of being hospitalised
- Get your flu vaccine as soon as possible to protect yourself and help reduce pressure on the NHS during winter
- The seasonal free flu vaccine will be offered to all frontline healthcare workers, including both clinical and non-clinical staff, through their employer from **1 October**
- Get vaccinated - protect yourself, protect your patients, protect your team, protect each other – Be wise, immunise!

Ways to get a free flu vaccine from 1 October 2026: (proof of NHS employment required)

Frontline health care workers can get the flu vaccine through their employer.

- **Occupational health:** NHS trusts and other NHS healthcare providers arrange and pay for staff vaccinations. Your employer will give you details of how and where to get vaccinated.
- **Vouchers:** Some employers may provide digital or paper flu vouchers to use at participating local pharmacies.

Front line social care workers directly working with people clinically vulnerable to flu should also have the flu vaccine provided by their employer.

If your employer does not provide a scheme and you are a front-line social care worker, you can still access the free NHS flu vaccination:

- **Where to go:** Most local pharmacies or your registered GP surgery. You can also find a pharmacy and [book online now](#).
- **Eligibility:** This applies if you are employed by a residential care or nursing home, a domiciliary care provider, a voluntary managed hospice, or through direct payments/personal health budgets (such as personal assistants).
- **Tell your GP or pharmacy** if you are a front-line social care worker. They will ask to see your work ID or other ID that shows you are a front-line social care worker.

Social media - Please tag us in your external social media posts #BeWiselyImmunise

Facebook - NorthEastandNorthCumbriaNHS

X – @NENC_NHS

Instagram – nenc_nhs

TikTok - @nenc_icb

Linked-In - @north-east-and-north-cumbria-nhs

YouTube - North East and North Cumbria NHS

Social media video messaging - flu vaccinations frontline staff				
Post	Instagram	Facebook	X	Visual/film
Dr Catherine Monaghan – Deputy medical director and consultant in acute and respiratory medicine, University Hospital Tees				
1 FIVE reasons why for frontline staff to get their flu vaccine	Dr Catherine Monaghan shares FIVE reasons for frontline staff to get their flu vaccine this winter. Protect yourself, your team, protect your patients! Find out more at NHS.UK ❤️ #BeWiselyImmunise	Dr Catherine Monaghan shares FIVE reasons for frontline staff to get their flu vaccine this winter. Protect yourself, your team, protect your patients! Find out more at NHS.UK ❤️ #BeWiselyImmunise	Dr Catherine Monaghan shares FIVE reasons for frontline staff to get their flu vaccine this winter. Protect yourself, your team, protect your patients! Find out more at NHS.UK ❤️ #BeWiselyImmunise	Dr Catherine Monaghan (silent pointing 25 sec) landscape https://youtu.be/5YOxsRXhaDw 

2 FIVE reasons why frontline staff should get their flu vaccine	Dr Catherine Monaghan shares FIVE reasons for frontline staff to get their flu vaccine this winter. Protect yourself, your team, protect your patients! Find out more at NHS.UK ♥ #BeWiseImmunise	Dr Catherine Monaghan shares FIVE reasons for frontline staff to get their flu vaccine this winter. Protect yourself, your team, protect your patients! Find out more at NHS.UK ♥ #BeWiseImmunise	Dr Catherine Monaghan shares 5 reasons for frontline staff to get their flu vaccine this winter. Protect yourself, your team, protect your patients! Find out more at NHS.UK ♥ #BeWiseImmunise	Dr Catherine Monaghan (talking 22 sec) https://youtu.be/64Tb7F70dXg 
3 Flu can spread fast	Flu can spread fast — through coughs and sneezes and can live on surfaces for up to 24 hours. As frontline health care workers we are more likely to catch and spread flu. We need to protect ourselves and people we care for. Get the flu vaccine. Find out more at NHS.UK ♥ #BeWiseImmunise	Flu can spread fast — through coughs and sneezes and can live on surfaces for up to 24 hours. As frontline health care workers we are more likely to catch and spread flu. We need to protect ourselves and people we care for. Get the flu vaccine. Find out more at NHS.UK ♥ #BeWiseImmunise	Flu can spread fast — through coughs & sneezes & can live on surfaces for up to 24 hours. Frontline workers are more likely to catch and spread flu. Let's protect ourselves and the people we care for. Get the flu vaccine. Find out more at NHS.UK ♥ #BeWiseImmunise	Dr Catherine Monaghan (18 sec) https://youtu.be/KHxWwk8NGfQ 

4 We protect vulnerable patients every day.	As frontline health care workers, we protect vulnerable patients every day. Protect them even more by getting your flu vaccine this year. Find out more at NHS.UK ♥ #BeWiseImmunise	As frontline health care workers, we protect vulnerable patients every day. Protect them even more by getting your flu vaccine this year. Find out more at NHS.UK ♥ #BeWiseImmunise	As frontline health care workers, we protect vulnerable patients every day. Protect them more by getting your flu vaccine this year. Find out more at NHS.UK ♥ #BeWiseImmunise	Dr Catherine Monaghan (11 sec) https://youtu.be/7f9M28RO9Z4 
5 Flu isn't just a bad cold	Flu isn't just a bad cold — it can be serious and even deadly. As frontline health care workers we are more likely to catch and spread flu. Protect yourself, protect your patients, and protect your team. Get your flu vaccine. Find out more at NHS.UK ♥ #BeWiseImmunise	Flu isn't just a bad cold — it can be serious and even deadly. As frontline health care workers we are more likely to catch and spread flu. Protect yourself, protect your patients, and protect your team. Get your flu vaccine. Find out more at NHS.UK ♥ #BeWiseImmunise	Flu isn't just a bad cold — it can be serious and even deadly. Frontline health care workers are more likely to catch and spread flu. Protect yourself, protect your patients, and protect your team. Find out more at NHS.UK ♥ #BeWiseImmunise	Dr Catherine Monaghan (17 sec) https://youtu.be/8hTBC70u_I 

Danielle Robinson – lead immunisation nurse - Northumbria Healthcare NHS Foundation Trust

Post	Instagram	Facebook	X	Visual/film
1 Flu doesn't just affect our patients	Flu doesn't just affect our patients — it affects us all As frontline healthcare workers, we're more likely to catch and pass it on. The flu vaccine helps to protect us and the people we care for. So, this winter protect yourself, your team and your patients. Find out more NHS.UK 💙 #BeWiseImmunise	Flu doesn't just affect our patients — it affects us all As frontline healthcare workers, we're more likely to catch and pass it on. The flu vaccine helps to protect us and the people we care for. So, this winter protect yourself, your team and your patients. Find out more NHS.UK 💙 #BeWiseImmunise	Flu doesn't just affect our patients — it affects us all The flu vaccine helps to protect us and the people we care for. This winter protect yourself, your team and your patients. Find out more NHS.UK 💙 #BeWiseImmunise	Danielle Robinson, lead immunisation nurse (20 sec) https://youtu.be/GI6OYH-iHMA 
2 Flu spreads quickly	Flu spreads quickly — especially in health and care settings. Even a small drop in infection rates can make a big difference. This winter protect yourself, protect your team, protect your patients – get the flu vaccine. Find out more NHS.UK 💙 #BeWiseImmunise	Flu spreads quickly — especially in health and care settings. Even a small drop in infection rates can make a big difference. This winter protect yourself, protect your team, protect your patients – get the flu vaccine. Find out more NHS.UK 💙 #BeWiseImmunise	Flu spreads fast — especially in health & care settings. The flu vaccine protects you, your patients and your team. Even small drops in infection rates save lives. Find out more NHS.UK 💙 #BeWiseImmunise	Danielle Robinson, (32 sec) https://youtu.be/Yi_IU8IRNzc 
3 As frontline staff, we care for those most at risk	As frontline staff, we care for those most at risk.	As frontline staff, we care for those most at risk.	As frontline staff, we look after those most at risk.	Danielle Robinson, lead immunisation nurse (34 sec)

	By getting vaccinated, we reduce the risk of spreading flu to those who depend on us. Let's protect ourselves, our patients and our healthcare teams this winter. Find out more NHS.UK ♥ #BeWiselyImmunise	By getting vaccinated, we reduce the risk of spreading flu to those who depend on us. It's a simple step we can all take to protect our patients — and each other. Find out more NHS.UK ♥ #BeWiselyImmunise	By getting vaccinated, we reduce the risk of spreading flu to those who depend on us. It's a simple step we can all take to protect our patients — and each other. Find out more NHS.UK ♥ #BeWiselyImmunise	https://youtu.be/VxFM7uvOM9A 
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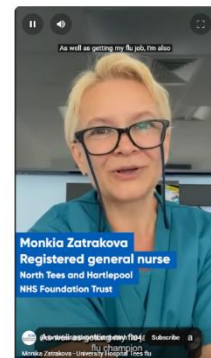
Dr Esther Mireku - public health consultant - North Tees & Hartlepool NHS Foundation Trust

Post	Instagram	Facebook	X	Visual/film
1 Protecting yourself means protecting others	'Protecting yourself means protecting others.' Dr. Esther Mireku, consultant in public health at University Hospitals Tees, explains why it's so important for our frontline staff to get their flu jab this winter. Find out more NHS.UK ♥ #BeWiselyImmunise	'Protecting yourself means protecting others.' Dr. Esther Mireku, consultant in public health at University Hospitals Tees, explains why it's so important for our frontline staff to get their flu jab this winter. Find out more NHS.UK ♥ #BeWiselyImmunise	'Protecting yourself means protecting others.' Dr. Esther Mireku, explains why it's so important for our frontline staff to get their flu jab this winter. Find out more NHS.UK ♥ #BeWiselyImmunise	Dr Esther Mireku - University Hospital Tees flu - https://youtu.be/jC_GW08qI0o 

Kimberley Almond - South Tees Hospitals NHS Foundation Trust

Post	Instagram	Facebook	X	Visual/film
1 Flu is a serious illness, and I'd hate to pass it on	'Flu is a serious illness, and I'd hate to pass it on.' Kimberley Almond, cancer care co-ordinator at South Tees Hospitals NHS Foundation Trust, shares why getting her flu jab matters so much. Find out more NHS.UK ❤️ #BeWiseImmunise	'Flu is a serious illness, and I'd hate to pass it on.' Kimberley Almond, cancer care co-ordinator at South Tees Hospitals NHS Foundation Trust, shares why getting her flu jab matters so much. Find out more NHS.UK ❤️ #BeWiseImmunise	'Flu is a serious illness, and I'd hate to pass it on.' Kimberley Almond shares why getting her flu jab matters so much. Find out more NHS.UK ❤️ #BeWiseImmunise	Kimberley Almond https://youtu.be/qkbKM39V2wk 

Monika Zatrakova – Flu champion, Friarage Hospital, Northallerton

Post	Instagram	Facebook	X	Visual/film
1 We can all play our part in stopping this happening again this year	'Last year a lot of patients and staff were unwell with flu, we can all play our part in stopping this happening again this year.' Monika Zatrakova, registered nurse and flu champion at the Friarage Hospital, Northallerton, urges all staff to get their flu jab as early as possible. Find out more NHS.UK ❤️ #BeWiseImmunise	'Last year a lot of patients and staff were unwell with flu, we can all play our part in stopping this happening again this year.' Monika Zatrakova, registered nurse and flu champion at the Friarage Hospital, Northallerton, urges all staff to get their flu jab as early as possible. Find out more NHS.UK ❤️ #BeWiseImmunise	'Last year a lot of patients and staff were unwell with flu, we can all play our part in stopping this happening again this year.' Monika Zatrakova urges all staff to get their flu jab as early as possible. Find out more NHS.UK ❤️ #BeWiseImmunise	Monika Zatrakova - https://youtube.com/shorts/apuvD8yBHLU 

Amanda Evans – Ward manager, University Hospitals Tees

Post	Instagram	Facebook	X	Visual/film
1 Get your flu jab as early as possible	Please get your flu jab as early as possible this year. ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiselyImmunise	Please get your flu jab as early as possible this year. ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiselyImmunise	Please get your flu jab as early as possible this year. ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiselyImmunise	Amanda Evans - University Hospital Tees flu - https://youtu.be/1Wed4SOKV-E 

Brooke Patterson, vaccination nurse, Northumbria Healthcare NHS Foundation Trust

Post	Instagram	Facebook	X	Visual/film
1. Flu doesn't just affect our patients it affects us all	'Flu doesn't just affect our patients it affects us all.' Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiselyImmunise	'Flu doesn't just affect our patients it affects us all.' Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiselyImmunise	'Flu doesn't just affect our patients it affects us all.' Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiselyImmunise	Brooke Patterson 24 seconds - https://youtu.be/d2vdf-OaevU 

2. Flu spreads quickly	'As frontline staff we are more exposed to the virus and more likely to pass it on.' Vaccination nurse Brooke Patterson, at Northumbria Healthcare NHS Foundation Trust encourages all staff to get their flu vaccination this year. Find out more NHS.UK ♥ #BeWiseImmunise	'As frontline staff we are more exposed to the virus and more likely to pass it on.' Vaccination nurse Brooke Patterson, at Northumbria Healthcare NHS Foundation Trust encourages all staff to get their flu vaccination this year. Find out more NHS.UK ♥ #BeWiseImmunise	'As frontline staff we are more exposed to the virus and more likely to pass it on.' Vaccination nurse Brooke Patterson urges all staff to get their flu jab this year. Find out more NHS.UK ♥ #BeWiseImmunise	Brooke Patterson — 27 seconds https://youtu.be/p7Tyf9Odoco 
3. We care for those most at risk	'Flu isn't just unpleasant, for some people it can lead to serious complications.' Vaccination nurse Brooke Patterson, at Northumbria Healthcare NHS Foundation Trust encourages all staff to get their flu vaccination this year. Find out more NHS.UK ♥ #BeWiseImmunise	'Flu isn't just unpleasant, for some people it can lead to serious complications.' Vaccination nurse Brooke Patterson, at Northumbria Healthcare NHS Foundation Trust encourages all staff to get their flu vaccination this year. Find out more NHS.UK ♥ #BeWiseImmunise	'Flu isn't just unpleasant — for some, it can cause serious complications.' Vaccination nurse Brooke Patterson is encouraging all staff to get their flu jab this year. Find out more NHS.UK ♥ #BeWiseImmunise	Brooke Patterson — 27 seconds https://youtu.be/33UU-zajdok 

Dr Kathy Petersen – GP – Primary Care Messaging

Post	Instagram	Facebook	X	Visual/film
1. Primary Care: Staff are our most vital resource — we need to keep everyone fit and well	'Staff are our most vital resource — we need to keep everyone fit and well.' Dr Kathy Petersen explains why it's so important for primary care staff to get their flu jab this year. Get your flu vaccine! Find out more NHS.UK ❤️ #BeWiseImmunise	'Staff are our most vital resource — we need to keep everyone fit and well.' Dr Kathy Petersen explains why it's so important for primary care staff to get their flu jab this year. Get your flu vaccine! Find out more NHS.UK ❤️ #BeWiseImmunise	'Staff are our most vital resource — we need to keep everyone fit and well.' Dr Kathy Petersen explains why it's so important for primary care staff to get their flu jab this year. Find out more NHS.UK ❤️ #BeWiseImmunise	Dr Kathy Petersen, GP, (55 seconds) https://youtu.be/HIzbLCRJywg 

Myth busting videos – flu vaccinations – TEWV staff

1. The flu vaccines gives you flu	💉 Flu myth: The flu vaccine can give you flu. ❌ Busted! The flu vaccine can't give you flu. It doesn't contain live flu viruses. You might have a sore arm or feel a little achy afterwards, but these side effects are usually mild and don't last long.	💉 Flu myth: The flu vaccine can give you flu. ❌ Busted! The flu vaccine can't give you flu. It doesn't contain live flu viruses. You might have a sore arm or feel a little achy afterwards, but these side effects are usually mild and don't last long.	💉 Flu myth: The flu vaccine can give you flu ❌ The flu vaccine can't give you flu. It doesn't contain live flu viruses. Protect yourself and those around you this winter. Find out more NHS.UK ❤️ #BeWiseImmunise	 Think you know the flu vaccine? Let's bust a few. The flu vaccine gives you flu.  21 seconds – https://youtu.be/5M_Cd7PLxhs
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	Protect yourself and those around you this winter. Find out more NHS.UK ♥ #BeWiseImmunise	Protect yourself and those around you this winter. Find out more NHS.UK ♥ #BeWiseImmunise		
2. I'm fit and healthy so I don't need it	💉 Flu myth: I'm fit and healthy, so I don't need the flu vaccine. ✗ Busted! You might recover quickly from flu, but you could still pass it on to vulnerable patients, colleagues or family – sometimes before you even know you're ill. Getting vaccinated helps protect you and the people around you. Find out more NHS.UK ♥ #BeWiseImmunise	💉 Flu myth: I'm fit and healthy, so I don't need the flu vaccine. ✗ Busted! You might recover quickly from flu, but you could still pass it on to vulnerable patients, colleagues or family – sometimes before you even know you're ill. Getting vaccinated helps protect you and the people around you. Find out more NHS.UK ♥ #BeWiseImmunise	💉 Flu myth: I'm fit and healthy, so I don't need the flu vaccine ✗ You might recover quickly from flu, but you could still pass it on to vulnerable patients, colleagues or family, sometimes before you even know you're ill. Find out more NHS.UK ♥ #BeWiseImmunise	 I'm fit and healthy, so I don't need it.  23 seconds - https://youtu.be/wnHGgYaS6UA
3. Flu is just a bad cold	💉 Flu myth: Flu is just a bad cold. ✗ Busted! Flu can be much more serious than a cold. It can make you	💉 Flu myth: Flu is just a bad cold. ✗ Busted! Flu can be much more serious than a cold. It can make you	💉 Flu myth: Flu is just a bad cold ✗ Flu can be much more serious than a cold. It can make you very unwell, lead to a hospital	 Flu is just a bad cold. 

	very unwell, lead to a hospital stay and, for some people, can be life-threatening. Getting vaccinated helps protect you and those most at risk. Find out more NHS.UK ♥ #BeWiseImmunise	very unwell, lead to a hospital stay and, for some people, can be life-threatening. Getting vaccinated helps protect you and those most at risk. Find out more NHS.UK ♥ #BeWiseImmunise	stay and, for some people, can be life-threatening. Find out more NHS.UK ♥ #BeWiseImmunise	22 seconds - https://youtu.be/n6qgo18jqZ8
4. I'll stay home if I get flu	💉 Flu myth: I'll stay home if I get flu. ✗ Busted! By the time you feel unwell, you may already have passed flu on. You can spread the virus before symptoms appear. Getting vaccinated helps reduce the risk of passing flu to patients and colleagues. Find out more NHS.UK ♥ #BeWiseImmunise	💉 Flu myth: I'll stay home if I get flu. ✗ Busted! By the time you feel unwell, you may already have passed flu on. You can spread the virus before symptoms appear. Getting vaccinated helps reduce the risk of passing flu to patients and colleagues. Find out more NHS.UK ♥ #BeWiseImmunise	💉 Flu myth: I'll stay home if I get flu ✗ By the time you feel unwell, you may already have passed flu on. You can spread the virus before symptoms appear. Getting vaccinated helps reduce the risk of passing flu to patients and colleagues. Find out more NHS.UK ♥ #BeWiseImmunise	 I'll stay home if I get flu.  23 seconds - https://youtu.be/LHOKsYbvzA0

5. The side effects aren't worth it	 Flu myth: The side effects aren't worth it. ✗ Busted! Most people only experience mild side effects after their flu vaccine, such as a sore arm, and serious side effects are very rare. Flu itself can be much more serious – particularly for people who are most at risk. Find out more NHS.UK ♥ #BeWiseImmunise	 Flu myth: The side effects aren't worth it. ✗ Busted! Most people only experience mild side effects after their flu vaccine, such as a sore arm, and serious side effects are very rare. Flu itself can be much more serious – particularly for people who are most at risk. Find out more NHS.UK ♥ #BeWiseImmunise	 Flu myth: The side effects aren't worth it ✗ Most people only experience mild side effects after their flu vaccine, such as a sore arm, and serious side effects are very rare. Flu itself can be much more serious. Find out more NHS.UK ♥ #BeWiseImmunise	 Our mythbusting facts are here to help you feel more informed. The side effects aren't worth it.  21 seconds - https://youtu.be/o7UpTWJrm4M
6. It's my choice, it only affects me	 Flu myth: It's my choice – it only affects me. ✗ Busted! Flu doesn't just affect you. You can pass it on to patients, colleagues, friends and family – including people who may be more vulnerable to serious illness. Getting vaccinated helps protect those around you and helps	 Flu myth: It's my choice – it only affects me. ✗ Busted! Flu doesn't just affect you. You can pass it on to patients, colleagues, friends and family – including people who may be more vulnerable to serious illness. Getting vaccinated helps protect those around you and helps	 Flu myth: It's my choice – it only affects me ✗ Flu doesn't just affect you. You can pass it on to patients, colleagues, friends and family – including people who may be more vulnerable to serious illness. Find out more NHS.UK ♥ #BeWiseImmunise	 vaccinated helps protect your patients, colleagues, friends and family. It's my choice – it only affects me.  24 seconds – https://youtu.be/VuMVfMbcLEg

	keep NHS services running through winter. Find out more NHS.UK 💙 #BeWiseImmunise	keep NHS services running through winter. Find out more NHS.UK 💙 #BeWiseImmunise		
7. I've already had flu, so I'm protected	💉 Flu myth: I've already had flu, so I'm protected. ❌ Busted! Having flu before doesn't mean you're fully protected. Different strains of flu circulate, and they can change over time. Getting vaccinated each year helps protect you against the flu viruses most likely to be circulating that winter. Find out more NHS.UK 💙 #BeWiseImmunise	💉 Flu myth: I've already had flu, so I'm protected. ❌ Busted! Having flu before doesn't mean you're fully protected. Different strains of flu circulate, and they can change over time. Getting vaccinated each year helps protect you against the flu viruses most likely to be circulating that winter. Find out more NHS.UK 💙 #BeWiseImmunise	💉 Flu myth: I've already had flu, so I'm protected ❌ Having flu before doesn't mean you're fully protected. Different strains of flu circulate, and they can change over time. Find out more NHS.UK 💙 #BeWiseImmunise	 24 seconds - https://youtu.be/FLthVJYHaFg

8. I had my flu jab last year	 Flu myth: I had my flu jab last year, so I'm still protected. ✗ Busted! Flu viruses can change from year to year, and protection from the vaccine reduces over time. That's why it's important to get your flu vaccine every year for the best protection this winter. Find out more NHS.UK  #BeWiseImmunise	 Flu myth: I had my flu jab last year, so I'm still protected. ✗ Busted! Flu viruses can change from year to year, and protection from the vaccine reduces over time. That's why it's important to get your flu vaccine every year for the best protection this winter. Find out more NHS.UK  #BeWiseImmunise	 Flu myth: I had my flu jab last year, so I'm still protected ✗ Flu viruses can change from year to year, and protection from the vaccine reduces over time. That's why it's important to get your flu vaccine every year. Find out more NHS.UK  #BeWiseImmunise	 I had my flu jab last year.  20 seconds - https://youtu.be/J6zULismvfg
9. I've never had flu	 Flu myth: I've never had flu, so I don't need the vaccine. ✗ Busted! There's always a first time. If you work on the frontline, you're more likely to come into contact with flu and could pass it on to patients, colleagues, friends or family. Getting vaccinated helps protect you and those around you.	 Flu myth: I've never had flu, so I don't need the vaccine. ✗ Busted! There's always a first time. If you work on the frontline, you're more likely to come into contact with flu and could pass it on to patients, colleagues, friends or family. Getting vaccinated helps protect you and those around you.	 Flu myth: I've never had flu, so I don't need the vaccine ✗ There's always a first time. If you work on the frontline, you're more likely to come into contact with flu and could pass it on to patients, colleagues, friends or family. Find out more NHS.UK  #BeWiseImmunise	 I've never had flu.  19 seconds - https://youtu.be/ROXEsZhm5v4

	Find out more NHS.UK ❤️ #BeWiseImmunise	Find out more NHS.UK ❤️ #BeWiseImmunise		
10. The flu vaccine doesn't work	💉 Flu myth: The flu vaccine doesn't work. ❌ Busted! No vaccine offers 100% protection, but the flu vaccine can reduce your risk of getting seriously ill from flu. Getting vaccinated also helps protect patients, colleagues and those around you. Find out more NHS.UK ❤️ #BeWiseImmunise	💉 Flu myth: The flu vaccine doesn't work. ❌ Busted! No vaccine offers 100% protection, but the flu vaccine can reduce your risk of getting seriously ill from flu. Getting vaccinated also helps protect patients, colleagues and those around you. Find out more NHS.UK ❤️ #BeWiseImmunise	💉 Flu myth: The flu vaccine doesn't work. ❌ Busted! No vaccine offers 100% protection, but the flu vaccine can reduce your risk of getting seriously ill from flu. Getting vaccinated also helps protect patients, colleagues and those around you. Find out more NHS.UK ❤️ #BeWiseImmunise	 The flu vaccine doesn't work.  21 seconds - https://youtu.be/Hskvg7f-MJc

Social media statics - flu vaccinations frontline staff

Post	Instagram	Facebook	X	Visual
Dr Ashley Price consultant in infectious diseases and acute medicine Newcastle Hospitals NHS FT	Frontline staff are in daily contact with vulnerable patients Flu vaccines: ✅ Reduce the risk of flu spreading ✅ Help staff stay healthy and able to provide care	Frontline staff are in daily contact with vulnerable patients Flu vaccines: ✅ Reduce the risk of flu spreading ✅ Help staff stay healthy and able to provide care	Frontline staff are in daily contact with vulnerable patients. By getting vaccinated against flu, our staff protect themselves, their patients and their team.	

	✓ Protect those at highest risk of serious illness ✓ Keep our hospitals and clinics running safely By getting vaccinated, our staff protect themselves, their patients and their team. Find out more NHS.UK ♥ #BeWiseImmunise	✓ Protect those at highest risk of serious illness ✓ Keep our hospitals and clinics running safely By getting vaccinated, our staff protect themselves, their patients and their team. Find out more NHS.UK ♥ #BeWiseImmunise	Find out more NHS.UK ♥ #BeWiseImmunise	
Danielle Robinson, lead immunisation nurse, Northumbria Healthcare NHS FT	"Let's protect ourselves, our patients and our healthcare teams this winter." Get your flu vaccine! Find out more NHS.UK ♥ #BeWiseImmunise	"Let's protect ourselves, our patients and our healthcare teams this winter." Get your flu vaccine! Find out more NHS.UK ♥ #BeWiseImmunise	"Let's protect ourselves, our patients and our healthcare teams this winter." Get your flu vaccine! Find out more NHS.UK ♥ #BeWiseImmunise	
Georgia Payne head of dietetics and adult speech therapy South Tees NHS FT	"Getting vaccinated matters to me, for my health and to protect my colleagues, patients, family and friends." Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other	"Getting vaccinated matters to me, for my health and to protect my colleagues, patients, family and friends." Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other	"Getting vaccinated matters to me, for my health and to protect my colleagues, patients, family and friends." Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other	

	Find out more NHS.UK ♥ #BeWiseImmunise	Find out more NHS.UK ♥ #BeWiseImmunise	Find out more NHS.UK ♥ #BeWiseImmunise	
Alison Kerr , workforce strategic lead and therapeutic radiographer South Tees NHS FT	"Let's make sure we give ourselves, our patients and the wider community a fighting chance by getting the flu jab." Find out more NHS.UK ♥ #BeWiseImmunise	"Let's make sure we give ourselves, our patients and the wider community a fighting chance by getting the flu jab." Find out more NHS.UK ♥ #BeWiseImmunise	"Let's make sure we give ourselves, our patients and the wider community a fighting chance by getting the flu jab." Find out more NHS.UK ♥ #BeWiseImmunise	
Dr Fide Mure , Obstetrics and Gynaecology (O&G) Doctor Darlington Memorial Hospital	"I'll be getting the vaccine to protect my health and the health of the many patients visiting the ward." Find out more NHS.UK ♥ #BeWiseImmunise	"I'll be getting the vaccine to protect my health and the health of the many patients visiting the ward." Find out more NHS.UK ♥ #BeWiseImmunise	"I'll be getting the vaccine to protect my health and the health of the many patients visiting the ward." Find out more NHS.UK ♥ #BeWiseImmunise	
Nicky Hayes , Matron Community Respiratory and TB Services Sedgefield Community Hospital	"I get the flu vaccine to protect myself, loved ones, patients and colleagues – leading by example to prevent illness." Find out more NHS.UK ♥ #BeWiseImmunise	"I get the flu vaccine to protect myself, loved ones, patients and colleagues – leading by example to prevent illness." Find out more NHS.UK ♥ #BeWiseImmunise	"I get the flu vaccine to protect myself, loved ones, patients and colleagues – leading by example to prevent illness." Find out more NHS.UK ♥ #BeWiseImmunise	

Tom, ambulance support practitioner NEAS	"The flu vaccine keeps me well so I can help to keep others safe." Find out more NHS.UK ♥ #BeWiseImmunise	"The flu vaccine keeps me well so I can help to keep others safe." Find out more NHS.UK ♥ #BeWiseImmunise	"The flu vaccine keeps me well so I can help to keep others safe." Find out more NHS.UK ♥ #BeWiseImmunise	 "The vaccine keeps me well so I can keep others safe." Be Wise. Immunise against Flu this winter. HERE TO HELP
Alyson Harding, involvement bank member CNTW	"In 2019 I had a stroke. Since then, I've had the flu vaccine every year. It helps protect me from catching flu and from becoming seriously ill. I encourage others to do the same, not only for themselves but also for those around them who may be at high risk." 💉 Getting the flu vaccine is quick, simple, and could save lives. Find out more NHS.UK ♥ #BeWiseImmunise	"In 2019 I had a stroke. Since then, I've had the flu vaccine every year. It helps protect me from catching flu and from becoming seriously ill. I encourage others to do the same, not only for themselves but also for those around them who may be at high risk." 💉 Getting the flu vaccine is quick, simple, and could save lives. Find out more NHS.UK ♥ #BeWiseImmunise	💉 After my stroke in 2019, I get the flu vaccine every year. It keeps me safe and helps protect those at high risk. Please consider getting yours too. 💉 Getting the flu vaccine is quick, simple, and could save lives. Find out more NHS.UK ♥ #BeWiseImmunise	 "After my stroke, I get the flu jab every year to stay well. Please get yours too – it protects you and those at high risk." Be Wise. Immunise against Flu this winter. HERE TO HELP

Hannah Mackay, porter Cumberland Infirmary CNTW	💉 Did you know you could have the flu without even realising it? The flu vaccine doesn't just protect you — it helps keep your loved ones, vulnerable patients, and our whole community safe. 🌍💙 💡 Protect yourself. Stop the spread. Find out more NHS.UK 💙 #BeWiseImmunise	💉 Did you know you could have the flu without even realising it? The flu vaccine doesn't just protect you — it helps keep your loved ones, vulnerable patients, and our whole community safe. 🌍💙 💡 Protect yourself. Stop the spread. Find out more NHS.UK 💙 #BeWiseImmunise	💉 You could have the flu without even knowing it. The flu vaccine protects <i>you</i>, your loved ones and vulnerable patients — and helps stop the spread in our communities. 💡 Protect yourself. Get vaccinated. Find out more NHS.UK 💙 #BeWiseImmunise	
Karen Clark, involvement bank member and service user CNTW	💙 Why the flu vaccine matters to me... In 2018, my father who was living with Dementia contracted the flu. On 20 December 2019, we sadly lost him. It wasn't Dementia that took him from us — it was flu.	💙 Why the flu vaccine matters to me... In 2018, my father, who was living with Dementia, contracted the flu. On 20 December 2019, we sadly lost him — not to Dementia, but to flu. That's why I urge you to have the flu vaccination. 💉	💙 Why the flu vaccine matters to me... In 2018 my father, who had Dementia, caught the flu. In Dec 2019, we lost him — not to Dementia, but to flu. 💉 Please get your flu vaccine. 💡 Protect yourself. Protect others. Find out more NHS.UK	

	This is why I urge you to please consider having the flu vaccination. 💉 It's not just about protecting yourself — it's about protecting your loved ones, especially those who may be elderly or vulnerable. If you work face-to-face caring for others, your choice to get vaccinated could help prevent serious illness — or even save a life. 💡 Protect yourself. Protect others. Get vaccinated. Find out more NHS.UK 💙 #BeWiseImmunise	It protects you, your loved ones, and especially those who are elderly or vulnerable. 💡 Protect yourself. Protect others. Get vaccinated. Find out more NHS.UK 💙 #BeWiseImmunise	💙 #BeWiseImmunise	
Teams	Whether you work in health care or social care, we're all part of the same team. This winter let's look out for one another. Get your flu vaccine to:	Whether you work in health care or social care, we're all part of the same team. This winter let's look out for one another. Get your flu vaccine to:	Whether you work in health care or social care, we're all part of the same team. This winter let's look out for one another. Get your flu vaccine to:	

	✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiseImmunise	✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiseImmunise	✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiseImmunise	
Teams	We may work in different roles, but we're all one team. Let's look out for one another this winter. Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiseImmunise	We may work in different roles, but we're all one team. Let's look out for one another this winter. Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ♥ #BeWiseImmunise	We may work in different roles, but we're all one team. Let's look out for one another this winter. Get your flu vaccine. Find out more NHS.UK ♥ #BeWiseImmunise	
Teams	We're all part of the same team This winter let's protect each other and our patients! Get your flu vaccine. Find out more NHS.UK	We're all part of the same team This winter let's protect each other and our patients! Get your flu vaccine. Find out more NHS.UK	We're all part of the same team This winter let's protect each other and our patients! Get your flu vaccine. Find out more NHS.UK	

	♥ #BeWiseImmunise	♥ #BeWiseImmunise	♥ #BeWiseImmunise	
Social care visuals/videos				
Post	Instagram	Facebook	X	Visual
1.	Protect yourself to protect others ♥ Flu can spread easily and can make some people seriously ill. By getting vaccinated, you're helping to reduce the risk of passing flu on to residents, patients, colleagues and your family. Frontline health and social care workers can get their free flu vaccine. Find out more NHS.UK #BeWiseImmunise	Protect yourself to protect others ♥ Flu can spread easily and can make some people seriously ill. By getting vaccinated, you're helping to reduce the risk of passing flu on to residents, patients, colleagues and your family. Frontline health and social care workers can get their free flu vaccine. Find out more NHS.UK #BeWiseImmunise	Protect yourself to protect others ♥ As a frontline health and care worker, getting your flu vaccination, you're helping to protect residents, colleagues, your family and yourself. Find out more NHS.UK #BeWiseImmunise	

2.	Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Flu can spread quickly. Getting vaccinated helps reduce the risk of passing it on and keeps you well this winter. Frontline health and social care workers can get their free flu vaccine. Find out more NHS.UK Protect yourself to protect others this winter ❤️ #BeWiseImmunise	Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Flu can spread quickly. Getting vaccinated helps reduce the risk of passing it on and keeps you well this winter. Frontline health and social care workers can get their free flu vaccine. Find out more NHS.UK Protect yourself to protect others this winter ❤️ #BeWiseImmunise	Are you a frontline health and social care worker? Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK Protect yourself to protect others this winter ❤️ #BeWiseImmunise	
3.	Protect yourself to protect others ❤️ If you work in health or social care, getting your flu vaccine is one of the simplest ways to help protect yourself and the people you care for this winter.	Protect yourself to protect others ❤️ If you work in health or social care, getting your flu vaccine is one of the simplest ways to help protect yourself and the people you care for this winter.	Protect yourself to protect others ❤️ From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine.	

	From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine. Immunosuppressed staff may also be eligible for a COVID-19 booster. Find out more NHS.UK #BeWiseImmunise	From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine. Immunosuppressed staff may also be eligible for a COVID-19 booster. Find out more NHS.UK #BeWiseImmunise	Immunosuppressed staff may also be eligible for a COVID-19 booster. Find out more NHS.UK #BeWiseImmunise	
4. General	You might think that the flu vaccinations aren't for you – and you're right! They're also for your family, your friends, your work colleagues - and the people you look after! From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine. Find out more NHS.UK ♥ #BeWiseImmunise	You might think that the flu vaccinations aren't for you – and you're right! They're also for your family, your friends, your work colleagues - and the people you look after! From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine. Find out more NHS.UK ♥ #BeWiseImmunise	Think the flu jab isn't for you? You're right – it's also for your family, friends, colleagues & those you care for. From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine. Find out more NHS.UK ♥ #BeWiseImmunise	

Additional assets

Podcast	Danielle Robinson, lead vaccination nurse, Northumbria Healthcare NHS Foundation Trust talks about the importance of flu vaccinations for frontline healthcare staff.	https://youtu.be/TU6WwGDUtMk 6 mins 56 seconds
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		 Danielle Robinson Lead immunisation nurse Northumbria Healthcare NHS Foundation Trust
Posters		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Lanyards/pin badge artwork		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Stickers template		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Social media picture frames		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/

Logo		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
E-mail banner		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Digital Teams background		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Screensaver		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Myths poster		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/