

Communications toolkit – nursery school children

'Be wise, immunise' Flu vaccinations 25/26

(v3. 12/09/25)



Be wise, immunise!

We are asking nursery schools across the North East and North Cumbria to help us remind parents to ensure their little ones are protected against flu this winter.

This is part of the NHS '**Be wise, immunise**' campaign, which encourages everyone who is eligible, to get their flu vaccine.

The campaign will be seen across the region, with adverts on TV, radio, social media and outdoor posters and there's more to come on our [online toolkit](#) in the next few weeks.

Additional assets including colouring in sheets, posters and a newsletter advert are included in this toolkit. We would love for you to share any photos about how your nursery has used these assets to help promote flu vaccines.

We've also included some useful messages for parents and carers. These highlight where to check a child's symptoms when they're unwell, with signposts to the Healthier Together website and the Little Orange Book, plus advice on when to visit a pharmacy for common childhood illnesses.

Your support to share these messages on your own communication channels, newsletters and other channels 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.jones2@nhs.net, Abbie.mulgrew@nhs.net or anisah.sharmeen@nhs.net



Flu vaccinations – Be wise, immunise!

This campaign toolkit is available for **nursery schools** to use and adapt to encourage the uptake of the **flu vaccination for 2-3-year-olds**.

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 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.
- It is also free for children and young people who have a medical condition from the age of six months.
- Children aged 2-3 years (as of 31 August 2025) can receive their flu vaccination either at their GP surgery (book appointment from 1 September at your GP practice) or at a participating pharmacy ([book online](#) now for an appointment on or after 1 October). If you have not heard from your GP practice by mid-October, please contact them or arrange an appointment at your local pharmacy.
- 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.



**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) – www.nhs.uk/child-flu

- Children should get their flu nasal spray 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 flu vaccine reduces your child's chance of needing hospital care for flu by around two thirds.
- Vaccinating your child helps protect them from flu and prevent it spreading among vulnerable family and friends
- The child flu vaccine is usually given as a quick and painless spray up the nose.
- Your child can get a flu nasal spray vaccine if they are aged 2 years to school year 11, or from aged 6 months with certain health conditions
- If your child is aged 2 or 3 years old or if they are aged over 6 months or older with certain health conditions, you can book a flu vaccination appointment at their GP surgery (book appointment from 1 September at your GP practice) or at a participating pharmacy ([book online](#) now for an appointment on or after 1 October). We encourage you to book your child's flu vaccine as soon as the vaccine becomes available.
- If your child is of school age, you do not need to make an appointment. They will be vaccinated in schools or community clinics - make sure that you sign their consent form.
- If your child has asthma, you can book an appointment at a GP practice from 1 September for a flu nasal spray vaccine.



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



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 – there's no injection or needles** - The flu nasal spray is painless and easy to have.
4. **It's better than having flu** – Flu can be a nasty illness; 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?

From 1 September, children aged 2 and 3 years can get their free flu nasal spray vaccine at their GP surgery. You can also [book online](#) ,at a participating pharmacy, for appointments starting 1 October.

If you have not heard from your GP practice by mid-October, please contact them or arrange an appointment at your local pharmacy. If your child is of school age, make sure to look out for, and sign, their consent form.

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



BREATHE EASY

BE WISE IMMUNISE The free flu vaccine for 2-3-year olds is a nasal spray! **HERE TO HELP**

Social media messaging

Join us on social media so we can remind eligible groups to #BeWiseImmunise

Please tag North East and North Cumbria ICB in your social media posts and use #BeWiseImmunise

Our social media handles are:

Facebook - NorthEastandNorthCumbriaNHS

X – @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 2025.

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.

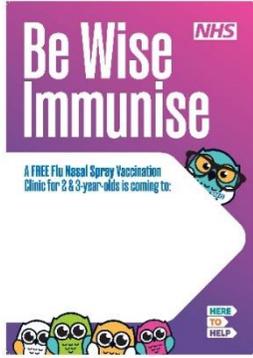
2-3-year-olds nasal spray

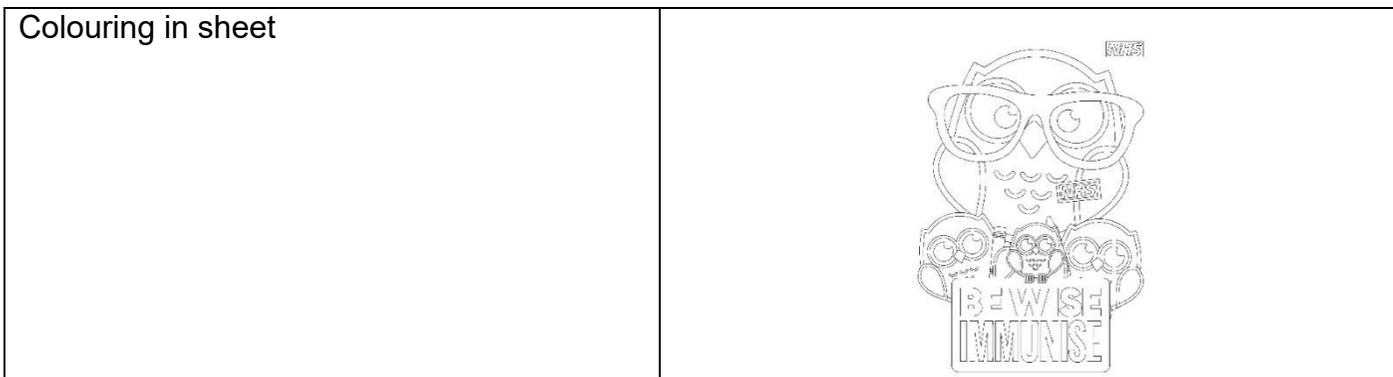
Post	Instagram	Facebook	X	Visual/film
1.	<p>🛡️ Protect your little one from flu this winter – and help keep the whole family safe!</p> <p>Free flu nasal spray now available for 2–3-year-olds.</p> <p>📅 Appointments available from your GP now or book online at a local pharmacy for appointments from 1 Oct</p> <p>📍 Info: Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS #BeWiseImmunise</p>	<p>🛡️ Protect your little one from flu this winter – and help keep the whole family safe!</p> <p>Free flu nasal spray now available for 2–3-year-olds.</p> <p>📅 Appointments available from your GP now or book online at a local pharmacy for appointments from 1 Oct</p> <p>📍 Info: Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS #BeWiseImmunise</p>	<p>Free flu nasal spray now available for 2–3-year-olds.</p> <p>📅 Appointments available from your GP now or book online at a local pharmacy for appointments from 1 Oct</p> <p>📍 Info: Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS</p> <p>#BeWiseImmunise</p>	
2.	<p>If your child is aged 2–3, they can now have their flu nasal spray at selected local pharmacies.</p> <p>📅 From 1 Sept, book at your GP surgery (ages 2 & 3). From 1 Oct, at participating pharmacies.</p> <p>Quick, safe, and needle-free.</p> <p>📍 Find out more - Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS #BeWiseImmunise</p>	<p>If your child is aged 2–3, they can now have their flu nasal spray at selected local pharmacies.</p> <p>📅 From 1 Sept, book at your GP surgery (ages 2 & 3). From 1 Oct, at participating pharmacies.</p> <p>Quick, safe, and needle-free.</p> <p>📍 Find out more - Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS #BeWiseImmunise</p>	<p>Children aged 2–3 can get a free nasal spray flu vaccine at their GP from 1 Sept, or at some pharmacies from 1 Oct. Quick, safe & needle-free.</p> <p>📍 Info - Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS</p> <p>#BeWiseImmunise</p>	

<p>3.</p>	<p>Dr Cath Monaghan, respiratory consultant at North Tees and Hartlepool NHS Foundation Trust talks about protecting your little one this flu season ❤️</p> <p>Children aged 2–3 can get a free flu nasal spray at their GP from 1 Sept, or at some pharmacies from 1 Oct (book online).</p> <p>Quick, safe, needle-free.</p> <p>📍 Find out more - Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS</p> <p>#BeWiseImmunise</p>	<p>Dr Cath Monaghan, respiratory consultant at North Tees and Hartlepool NHS Foundation Trust talks about protecting your little one this flu season ❤️</p> <p>Children aged 2–3 can get a free flu nasal spray at their GP from 1 Sept, or at some pharmacies from 1 Oct (book online).</p> <p>Quick, safe, needle-free.</p> <p>📍 Find out more - Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS</p> <p>#BeWiseImmunise</p>	<p>Dr Cath Monaghan, respiratory consultant at North Tees and Hartlepool NHS Foundation Trust talks about protecting your little one this flu season ❤️</p> <p>Kids aged 2–3 can get a free nasal spray flu vaccine at their GP from 1 Sept, or at some pharmacies from 1 Oct (book online). Quick, safe & needle-free.</p> <p>📍 Find out more - Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS</p> <p>#BeWiseImmunise</p>	<p>Dr Cath Monaghan - 2–3-year-old flu nasal spray video</p>  <p>https://youtu.be/N5uBlL2uM (35 seconds)</p>
<p>4.</p>	<p>Pharmacist Ella Hemsley reminds you to be wise – immunise! You <i>nose</i> it makes sense! 😊</p> <p>Protect your child from flu this winter with the free nasal spray vaccine.</p> <p>📅 From 1 Sept – book at your GP surgery (ages 2 & 3).</p> <p>📅 From 1 Oct –at participating pharmacies.</p> <p>Quick, safe, and needle-free.</p>	<p>Pharmacist Ella Hemsley reminds you to be wise – immunise! You <i>nose</i> it makes sense! 😊</p> <p>Protect your child from flu this winter with the free nasal spray vaccine.</p> <p>📅 From 1 Sept – book at your GP surgery (ages 2 & 3).</p> <p>📅 From 1 Oct –at participating pharmacies.</p> <p>Quick, safe, and needle-free.</p>	<p>Pharmacist Ella Hemsley reminds you to be wise – immunise! You <i>nose</i> it makes sense! 😊</p> <p>📅 From 1 Sept – book at GP surgery (ages 2 & 3)</p> <p>📅 From 1 Oct –at pharmacies</p> <p>Quick, safe, needle-free.</p> <p>📍 More info: Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS</p>	<p>Ella Hemsley - Pharmacy flu nasal spray video</p>  <p>https://youtu.be/pswPoKjgy64 (30 seconds)</p>

	<p>📍 Find out more - Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS #BeWiseImmunise</p>	<p>📍 Find out more - Book, change or cancel a free NHS flu vaccination at a pharmacy - NHS #BeWiseImmunise</p>		
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Additional resources – [download on our website](#)

<p>Empty belly vaccination clinic poster</p>	 <p>The poster features the NHS logo at the top right. The main text reads 'Be Wise Immunise' in large white letters on a purple background. Below this, it says 'A FREE Flu Nasal Spray Vaccination Clinic for 2 & 3-year-olds is coming to:'. At the bottom, there are four cartoon characters and a 'HERE TO HELP' button with a right-pointing arrow.</p>
<p>Magazine advert</p>	 <p>The magazine advert is split into two columns. The left column has a purple background with the text 'BE WISE IMMUNISE' and '3 reasons to vaccinate your child against flu'. It lists three points: 1. No injection needed, 2. Flu spreads easily, 3. It's safe. The right column has a white background with the heading 'How to protect your child' and bullet points about when and where to get the vaccine. It also includes a 'HERE TO HELP' button at the bottom right.</p>



Additional social messaging for children – more assets available on [our website](#)

<p>Antibiotics aren't always the answer!</p> <p>Most coughs, colds, fever and sore throats get better without antibiotics.</p> <p>Not sure what to do when your child is unwell?</p> <p>📱 Download the Healthier Together app!</p> <p>It helps you:</p> <ul style="list-style-type: none"> ✅ Check your child's symptoms ✅ See easy-to-follow advice with pictures ✅ Use a simple traffic light system (● ● ●) to know if you need to see a doctor – or if it's safe to care for them at home. <p>💡 Learn when antibiotics <i>do</i> and <i>don't</i> help here</p> <p>#LittleBugBusters #HereToHelp</p>	
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Little problems?

Headlice, verruca, chicken pox, nappy rash

Head straight to your local pharmacy...

Pharmacists are qualified experts in healthcare and medicines and can give you advice and treatment for a range of common health concerns.

Find out more - <https://northeastnorthcumbria.nhs.uk/here-to-help-you/think-pharmacy-first/>

#HeretoHelp

<https://youtu.be/ppVmsL2Ms5Y>

Poorly baby or child?

Download the Little Orange Book!

It contains online advice for parents of under 5s on a wide range of illnesses in children from common minor concerns to more serious conditions.

Find out more here: www.nenc-healthiertogether.nhs.uk

#HereToHelp

<https://youtu.be/qSU2ZV6uTIk>

<p>Got an itch? Tummy trouble? Ticky cough?</p> <p>Head straight to your local pharmacy...</p> <p>Pharmacists are qualified experts in healthcare and medicines and can give you advice and treatment for a range of common health concerns.</p> <p>Find out more - https://northeastnorthcumbria.nhs.uk/here-to-help-you/think-pharmacy-first/</p> <p>#HeretoHelp</p>	
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National Communications links

<p>UKHSA resources</p>	<p>Child flu leaflets and posters</p> <p>GP template letter for inviting 2-3s</p> <p>Easy read posters and leaflets on flu</p> <p>Simple text flu leaflets for adults and children</p>
<p>Community pharmacy advanced service specification</p>	<p>Community pharmacy advanced service specification – childhood seasonal influenza vaccination 1 October 2025 - 31 March 2026</p>