

# Flu vaccination communications Frontline healthcare staff toolkit - 25/26

Increasing uptake of the flu vaccination for frontline healthcare staff - Version 4

(22/08/25)

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

The toolkit, created to help support the national flu vaccination programme and the ICB winter campaign 25/26, includes content from 'trusted voices' and is aimed at frontline healthcare 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.

More content and case studies will be added to the campaign as it develops to ensure an increasing diversity of people will be represented.

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 at: Frontline staff flu vaccination communications 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 <a href="mailto:andrea.jones2@nhs.net">andrea.jones2@nhs.net</a> 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 healthcare 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.



Following a winter debrief session, led by the Urgent Emergency Care (UEC) Network and the North East and North Cumbria Immunisation and Strategy Partnership Group, there was a shared ambition to collaborate on a joint flu communications campaign across the region this year. The aim is to boost flu vaccine uptake among frontline health and care staff across the region, in line with the national goal for NHS trusts to maintain and improve uptake by **5%.** 

The Be wise, immunise campaign will feature 'trusted voices'—frontline healthcare 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.

#### Campaign aim

• To increase confidence in and uptake of flu vaccinations by 5% for all frontline healthcare staff

## **Campaign objectives**

• To ensure staff know that the flu vaccines are safe and are 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.
- Please come forward for your flu vaccine as soon as possible to protect yourself and help reduce pressure on the NHS during winter.
- The seasonal 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 2025: (proof of NHS employment required)

- Through your employer
- Search book a flu vaccine online for an appointment at a community pharmacy
- Call your GP surgery to book an appointment
- Book using the NHS App
- Call 119



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

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

Socia	Social media video messaging - flu vaccinations frontline staff				
Dr Neil O'B	rien ICB chief medical officer				
Post	Instagram	Facebook	X	Visual/film	
1. Dr Neil O'Brien ICB chief medical officer	"Protect yourself, protect others – get your flu vaccination this winter."  Find out more at NHS.UK  #BeWiseImmunise	"Protect yourself, protect others – get your flu vaccination this winter."  Find out more at NHS.UK  #BeWiseImmunise	"Protect yourself, protect others – get your flu vaccination this winter."  Find out more at NHS.UK  #BeWiseImmunise	Dr Neil O'Brien — (46 sec) https://youtu.be/WGu8mf-JD I  Better health nd Chief medical officer & GP North Combrid Integrated Care Board Portrait (reel) https://youtu.be/ClwFp7cnnLY	



# Dr Hilary Lloyd ICB chief nurse and AHP officer

2. Dr Hilary Lloyd chief nurse and AHP officer "This winter protect yourself, protect your patients protect your team."

Find out more at NHS.UK

#BeWiseImmunise

"This winter protect yourself, protect your patients protect your team."

#BeWiseImmunise

"This winter protect yourself, protect your patients protect your team."

Dr Hilary Lloyd - Frontline staff flu vaccinations -

Find out more at NHS.UK Find out more at NHS.UK

#BeWiseImmunise



https://youtu.be/bR6x06AQWng Portrait (reel) https://youtu.be/6K1974vL4bY

# Dr Catherine Monaghan - ICB medical director and consultant in acute and respiratory medicine

Let's beat flu together this winter Last year only 37% of all NHS frontline staff got the flu vaccine.

**Let's change that**. Let's beat flu together this winter!

The flu vaccine protects you, your patients, and your team.

Last year only 37% of all NHS frontline staff got the flu vaccine.

**Let's change that**. Let's beat flu together this winter!

The flu vaccine protects you, your patients, and your team.

Last year only 37% of all NHS frontline staff got the flu vaccine.

**Let's change that**. Let's beat flu together this winter!

This year say YES to the flu vaccine! Find out more at NHS.UK

#BeWiseImmunise

Dr Catherine Monaghan (1 min 22 sec) Long version <a href="https://youtu.be/Q2XYeFEB6d">https://youtu.be/Q2XYeFEB6d</a>





	This year say YES to the flu vaccine. Find out more at NHS.UK  #BeWiseImmunise	This year say YES to the flu vaccine. Find out more at NHS.UK  #BeWiseImmunise		
2 FIVE reasons why for frontline staff to get their flu vaccine	Dr Catherine Monaghan, medical director and consultant in acute and respiratory medicine 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, medical director and consultant in acute and respiratory medicine 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 (silent pointing 25 sec) landscape https://youtu.be/8Bcz_3lO-kQ  Five reasons to get your flu vaccine  Dr Catherine Monaghan Medical director & consultant in acute and respiratory medicine with both duminor bitraputed Core Board  Dr Catherine Monaghan (silent pointing 25 sec) portrait  Dr Catherine Monaghan (silent pointing 25 sec) portrait



3 FIVE reasons why frontline staff should get their flu vaccine	Dr Catherine Monaghan shares <b>FIVE</b> reasons for frontline staff to get their flu vaccine this winter.  Protect yourself, your team, protect your patients!  Find out more at NHS.UK	Dr Catherine Monaghan shares <b>FIVE</b> 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/5gr QoYiXRs  Dr Catherine Monaghan Medical director & consultant in acute and respiratory medicine North East and North Cumbria Integrated Care Board
4 Flu can spread fast	Flu can spread fast — through coughs and sneezes and can live on surfaces for up to 24 hours.	Flu can spread fast — through coughs and sneezes and can live on surfaces for up to 24 hours.	Flu can spread fast — through coughs & sneezes & can live on surfaces for up to 24 hours.	Dr Catherine Monaghan (18 sec) <a href="https://youtu.be/Z-qR0pNx1e8">https://youtu.be/Z-qR0pNx1e8</a>
	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.	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.	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	Dr Catherine Monaghan Medical director & consultant in acute and respiratory medicine North East and North Cumbria Integrated Care Board Fin rain scread fast through coulons and screezes
	Find out more at NHS.UK	Find out more at NHS.UK	#BeWiseImmunise	



5 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.	As frontline health care workers, we protect vulnerable patients every day.  Protect them even more by getting your flu vaccine this year.	As frontline health care workers, we protect vulnerable patients every day.  Protect them more by getting your flu vaccine this year.	Dr Catherine Monaghan (11 sec)  Dr Catherine Monaghan Medical director & consultant in
	Find out more at NHS.UK  #BeWiseImmunise	Find out more at NHS.UK  #BeWiseImmunise	Find out more at NHS.UK	acute and respiratory medicine North East and North Combrid Integrated Care Board  As frontine hashing are workers, and forded value on the second acute constant  https://youtu.be/QVeeMnE3d-  M
6 Flu isn't just a bad cold	Flu isn't just a bad cold — it can be serious and even deadly.	Flu isn't just a bad cold — it can be serious and even deadly.	Flu isn't just a bad cold — it can be serious and even deadly.	Dr Catherine Monaghan (17 sec)  https://youtu.be/_SnUMXe0SV
	As frontline health care workers we are more likely to catch and spread flu.	As frontline health care workers we are more likely to catch and spread flu.	Frontline health care workers are more likely to catch and spread flu.	8
	Protect yourself, protect your patients, and protect your team. Get your flu vaccine.	Protect yourself, protect your patients, and protect your team. Get your flu vaccine.	Protect yourself, protect your patients, and protect your team.	Dr Catherine Monaghan Medical director & consultant in xcute and respiratory medicine lerth East and North Cumbria Integrated Care
	Find out more at NHS.UK	Find out more at NHS.UK	Find out more at NHS.UK	0.04
	#BeWiseImmunise	#BeWiseImmunise	#BeWiseImmunise	



Post	Instagram	in infectious diseases  Facebook	X	Visual/film
1 Why it 12important for frontline staff to get the flu vaccination	Protect yourself. Protect others.  Getting the flu vaccine doesn't just keep you healthy, it helps stop the spread to your family, friends, colleagues, and the people you care for most.  Dr. Ashley Price shares why it's especially vital for frontline staff to get the flu vaccine.  Find out more at NHS.UK	Protect yourself. Protect others.  Getting the flu vaccine doesn't just keep you healthy, it helps stop the spread to your family, friends, colleagues, and the people you care for most.  Dr. Ashley Price shares why it's especially vital for frontline staff to get the flu vaccine.  Find out more at NHS.UK	Protect yourself. Protect others.  The flu vaccine keeps you healthy and helps stop the spread to family, friends, colleagues & those you care for.  Dr Ashley Price explains why it's vital for frontline staff to get vaccinated.  Find out more at NHS.UK	Dr Ashley Price — (2min 24 sec) https://youtu.be/hT63YDLSWE  S  Alex Holloway SNOC Covid 19 programme director work fare and work when county and we're here loody suit to lieur a comparation about vaccines, particularly their programme as we go into submyowire
Will you be having your flu vaccine?	"Absolutely, I'll be having my flu vaccine!"- Dr Ashley Price Find out more at NHS.UK  #BeWiseImmunise	"Absolutely, I'll be having my flu vaccine!"- Dr Ashley Price Find out more at NHS.UK  #BeWiseImmunise	"Absolutely, I'll be having my flu vaccine!"- Dr Ashley Price Find out more at NHS.UK  #BeWiseImmunise	Dr Ashley Price — (19 sec) https://youtu.be/JhOUK9oe57g  Alex Holloway SVOC Covid 19 programme director New York House Society surface in comprisation about Recorder Republic Will Programme director New York House Society surface in comprisation about Recorder Republic Will Programme director New York House Society surface in comprisation about Recorder Republic Will Programme director New York House Society surface in comprisation about Recorder Republic Will Programme director New York House Society surface in comprisation about Recorder Republic Will Programme director New York House Society surface in comprisation about Recorder Republic Will Programme director New York House Society surface in comprisation about Recorder Republic Will Programme director New York House Society surface in comprisation about Recorder Republic Will Programme director New York House Society surface in comprisation about Recorder Republic Will Programme director New York House Society surface in comprisation about Recorder Republic Will Programme director New York House Society Socie



Daniell	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	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	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  Danielle Robinson Lead immunisation nurse Northumbria Healthcare NHS Foundation Trust  Flu doesn't just affect our patients it affects us all		
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  Danielle Robinson Lead Immunisation nurse Northumbria Healthcare NHS Foundation Trust  Portrait (32 sec) https://youtube.com/shorts/_iV 2mfO7gOM		



				North Cumbria
3 As frontline staff, we	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)
care for those most at risk	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	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	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	As frontline staff we care for those most at risk.
Dr Eatl	•	<u> </u>	•	Equadation Trust
	<u>-</u>	Ith consultant - North	_	
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.	'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.	'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	Dr Esther Mireku - University Hospital Tees flu - https://youtu.be/jC GW08qI0o
	Find out more NHS.UK	Find out more NHS.UK	♥#BeWiseImmunise	

#BeWiseImmunise

#BeWiseImmunise



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	'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.'	'Flu is a serious illness, and I'd hate to pass it on.'	Kimberley Almond <a href="https://youtu.be/qkbKM39V2wk">https://youtu.be/qkbKM39V2wk</a>
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.	Kimberley Almond, cancer care co-ordinator at South Tees Hospitals NHS Foundation Trust, shares why getting her flu jab matters so much.	Kimberley Almond shares why getting her flu jab matters so much.  Find out more NHS.UK  #BeWiseImmunise	Kimberley Almond Cancer care coordinator South Tee Hospitals NHS Foundation Trust
Monika Post	Find out more NHS.UK  #BeWiseImmunise  a Zatrakova – Flu cham  Instagram	Find out more NHS.UK  #BeWiseImmunise  pion, Friarage Hospita  Facebook	II, Northallerton	Visual/film
1 We can all play our part in stopping this happening again this	"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."	"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."	"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 - https://youtube.com/shorts/apu vD8yBHLU
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.	Monika Zatrakova, registered nurse and flu champion at the Friarage Hospital, Northallerton, urges all staff to get their flu jab as early as possible.	Monika Zatrakova urges all staff to get their flu jab as early as possible.  Find out more NHS.UK  #BeWiseImmunise	Mankia Zatrakova Registered general nurse North Tees and Horrispool NHS Foundation Trust



	Find out more NHS.UK	Find out more NHS.UK		
	♥#BeWiseImmunise	♥#BeWiseImmunise		
Amano	la Evans – Ward mana	ger, University Hospita	als 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."	"Please get your flu jab as early as possible this year."	"Please get your flu jab as early as possible this year."	Amanda Evans - University Hospital Tees flu - <a href="https://youtu.be/1Wed4SOKV-">https://youtu.be/1Wed4SOKV-</a>
<b>P</b>	Protect yourself	Protect yourself	✓ Protect yourself	<u>E</u>
	Protect your patients	Protect your patients	Protect your patients	
	Protect your team	✓ Protect your team	✓ Protect your team	
	✓ Protect each other	✓ Protect each other	✓ Protect each other	
	Find out more NHS.UK	Find out more NHS.UK	Find out more NHS.UK	Amanda Evans Ward manager Infectious diseases ward
	#BeWiseImmunise	#BeWiseImmunise	♥#BeWiseImmunise	
Brooke	Patterson, vaccinatio	n nurse, Northumbria	Healthcare NHS Found	lation Trust
Post	Instagram	Facebook	X	Visual/film
1. Flu doesn't just affect our	"Flu doesn't just affect our patients it affects us all."	"Flu doesn't just affect our patients it affects us all."	"Flu doesn't just affect our patients it affects us all."	Brooke Patterson 24 seconds - https://youtu.be/d2vdf-OaevU
patients it affects us	Get your flu vaccine to:	Get your flu vaccine to:	Get your flu vaccine to:	
all	✓ Protect yourself	✓ Protect yourself	✓ Protect yourself	
	☑ Protect your patients	☑ Protect your patients	✓ Protect your patients	
	✓ Protect your team	✓ Protect your team	✓ Protect your team	Brooke Patterson
	☑ Protect each other	✓ Protect each other	✓ Protect each other	Vaccination nurse Northumbrid Healthcare NHS Foundation Trust
	Find out more NHS.UK	Find out more NHS.UK	Find out more NHS.UK	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
	♥#BeWiseImmunise	♥#BeWiseImmunise	#BeWiseImmunise	



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



Dr Kat	hy Petersen – GP – Pri	mary Care Messaging		
Post	Instagram	Facebook	X	Visual/film
1. Primary Care: Staff are our most vital resource —	"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."	"Staff are our most vital resource — we need to keep everyone fit and well."	Dr Kathy Petersen, GP, (55 seconds) <a href="https://youtu.be/HIzbLCRJywg">https://youtu.be/HIzbLCRJywg</a>
we need to keep everyone fit and well	Dr Kathy Petersen explains why it's so important for <b>primary care staff</b> to get their flu jab this year.	Dr Kathy Petersen explains why it's so important for <b>primary care staff</b> to get their flu jab this year.	Dr Kathy Petersen explains why it's so important for <b>primary care staff</b> to get their flu jab this year.	
	Get your flu vaccine!	Get your flu vaccine!	Find out more NHS.UK	Dr Kathy Petersen GP  I'm going to talk to you about how important it is to get
	Find out more NHS.UK	Find out more NHS.UK	#BeWiseImmunise	
	♥#BeWiseImmunise	♥#BeWiseImmunise		
Socia	al media statics - f	lu vaccinations fro	ntline staff	
Post	Instagram	Facebook	X	Visual
Dr Catherine Monaghan medical director and	"Protect vulnerable patients by getting your flu vaccine this year."	"Protect vulnerable patients by getting your flu vaccine this year."	"Protect vulnerable patients by getting your flu vaccine this year."	"Protect vulnerable patients even mon by getting your flu vaccine this year
consultant in acute and respiratory	Get your flu vaccine!	Get your flu vaccine!	Get your flu vaccine!	Be Wise. Immunise against Flu this winter.

Find out more NHS.UK

#BeWiseImmunise

Find out more NHS.UK

#BeWiseImmunise

Find out more NHS.UK

#BeWiseImmunise

medicine North Tees NHS FT



Price consultant in infections 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	Frontline staff are in daily contact with vulnerable patients  Flu vaccines:  Reduce the risk of flu spreading	Frontline staff are in daily contact with vulnerable patients.  By getting vaccinated against flu, our staff protect themselves, their patients	"This winter, protect your patients, protect your team."  Be Wise. Immunise against Flu this winter.  **This winter your dealers and the second of the secon
	<ul> <li>✓ Help staff stay healthy and able to provide care</li> <li>✓ Protect those at highest risk of serious illness</li> <li>✓ Keep our hospitals and clinics running safely</li> </ul>	<ul> <li>✓ Help staff stay healthy and able to provide care</li> <li>✓ Protect those at highest risk of serious illness</li> <li>✓ Keep our hospitals and clinics running safely</li> </ul>	and their team.  Find out more NHS.UK	
	By getting vaccinated, our staff protect themselves, their patients and their team.  Find out more NHS.UK  #BeWiseImmunise	By getting vaccinated, our staff protect themselves, their patients and their team.  Find out more NHS.UK  #BeWiseImmunise		
Danielle Robinson, lead immunisatio n nurse, Northumbria	"Let's protect ourselves, our patients and our healthcare teams this winter."	"Let's protect ourselves, our patients and our healthcare teams this winter."	"Let's protect ourselves, our patients and our healthcare teams this winter."	"Let's protect ourselves, our patients and our healthcare teams this winter."
Healthcare NHS FT	Get your flu vaccine!  Find out more NHS.UK  #BeWiseImmunise	Get your flu vaccine!  Find out more NHS.UK  #BeWiseImmunise	Get your flu vaccine!  Find out more NHS.UK  #BeWiseImmunise	Be Wise. Immunise against Flu this winter.



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:	"Getting vaccinated matters to me, for my health and to protect my colleagues, patients, family and friends."  Get your flu vaccine to:	"Getting vaccinated matters to me, for my health and to protect my colleagues, patients, family and friends."  Get your flu vaccine to:	"Getting vaccinated matters to me — for my health, and to protect my colleagues, patients, family and friends."  Be Wise. Immunise against Flu this winter.  Page 16 Sect. Head Address of a manual control of the section of the secti
	✓ Protect yourself	✓ Protect yourself	✓ Protect yourself	
	✓ Protect your patients	✓ Protect your patients	✓ Protect your patients	
	✓ Protect your team	✓ Protect your team	✓ Protect your team	
	✓ Protect each other	✓ Protect each other	✓ Protect each other	
	Find out more NHS.UK	Find out more NHS.UK	Find out more NHS.UK	
	♥#BeWiseImmunise	<b>♥</b> #BeWiseImmunise	<b>♥</b> #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	"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	"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	"Let's make sure we give ourselves, our patients and the wider community a fighting chance by getting the flu jab."  Be Wise. Immunise against Flu this winter.  Ann ten of resultant progresses as the chance of page of the chance of the chan
	<b>♥</b> #BeWiseImmunise	<b>♥</b> #BeWiseImmunise	#BeWiseImmunise	



Dr Fide Mure, Obstetrics and Gynaecolog y (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	"I'll be getting the flu vaccine to protect my health, and the health of the many patients visiting the ward."  Be Wise. Immunise against flu this winter.  Man and, dance and engagement of the many
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	"I get the flu vaccine to protect myself, loved ones, patients, and colleagues - leading by example to prevent illness."  Be Wise. Immunise against Flu this winter.  Mer Near Accordance of Programs against Flu this winter.
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.



Alyson Harding, involvement bank member CNTW	"In 2019 I had a stroke.  Since then, I've had the flu jab 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 jab is quick, simple, and could save lives.  Find out more NHS.UK	"In 2019 I had a stroke.  Since then, I've had the flu jab 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 jab is quick, simple, and could save lives.  Find out more NHS.UK	✓ After my stroke in 2019, I get the flu jab every year. It keeps me safe and helps protect those at high risk. Please consider getting yours too. ✓ Getting the flu jab 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.  Accordance Years and Accordance of the Control
Hannah Mackay, porter Cumberland Infirmary CNTW	✓ Did you know you could have the flu without even realising it?  The flu jab doesn't just protect you — it helps keep	✓ Did you know you could have the flu without even realising it? The flu jab doesn't just protect you — it helps keep	✓ You could have the flu without even knowing it.  The flu jab protects you, your loved ones & vulnerable	"You may not feel ill, but flu can still spread. Get the vaccine — protect patients, loved ones, and our community."  Be Wise. Immunise against Flu this winter:  Analysis of the street



	your loved ones, vulnerable patients in hospital, and our whole community safe.    → Protect yourself. Protect others. Stop the spread.  Find out more NHS.UK  ▼#BeWiseImmunise	your loved ones, vulnerable patients in hospital, and our whole community safe.   → Protect yourself. Protect others. Stop the spread.  Find out more NHS.UK  ▼#BeWiseImmunise	patients — and helps stop the spread in our communities.   → Protect yourself. Protect others. 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.  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,	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.  It protects you, your loved ones, and especially those who are elderly or vulnerable.	Why the flu vaccine matters to me In 2018 my father, living with Dementia, caught the flu . In Dec 2019, we lost him — not to Dementia, but to flu. ✓ Please get your flu jab. → Protect yourself. Protect others. Find out more NHS.UK ♥#BeWiseImmunise	"Flu can be devastating, especially for the most vulnerable. Protect yourself and your loved ones — please get the flu jab."  Be Wise. Immunise against Flu this winter.  Mentifact and earth at Mildland Grant Start Coulded Prince Prin



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	especially those who may be	Protect yourself. Protect		
	elderly or vulnerable.	others. Get vaccinated.		
	If you work face-to-face	Find out more NHS.UK		
	caring for others, your choice			
	to get vaccinated could help	♥#BeWiseImmunise		
	prevent serious illness — or	#Devviseiriinuriise		
	even save a life.			
	even save a me.			
	Protect yourself. Protect			
	others. Get vaccinated.			
	others. Get vaccinated.			
	First and make a NUICING			
	Find out more <u>NHS.UK</u>			
	#BeWiseImmunise			
Dr Sharath Vishwaraj,	Flu season is coming	✓ Flu season is coming	✓ Flu season is coming	NHS
Consultant			Flu can mean serious illness,	"Flu season is here — protect yourself
Psychiatrist CNTW	Flu isn't just "a bad cold" — it	Flu isn't just "a bad cold" — it	missed work & added strain	and your colleagues. Get the flu jab and
CIVIVV	can cause serious illness,	can cause serious illness,	on the NHS.	help ease the strain on our Trust."
	time off work, and extra	time off work, and extra		Be Wise. Immunise
	pressure on our NHS teams.	pressure on our NHS teams.		BUT WISE, IIIIIIIIIIISU RERE TO RELEVANTE PROPERTY REPORT OF THE PRO
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	** The fly ich helpe protect	* The fluidh helpe protect	Protect yourself & your	
	The flu jab helps protect	The flu jab helps protect	colleagues.	
	you, your colleagues, and the	you, your colleagues, and the	E: 1 ( NUO 1117	
	patients we care for.	patients we care for.	Find out more <u>NHS.UK</u>	
	Get vaccinated. Stay well.	Get vaccinated. Stay well.	#BeWiseImmunise	
	Support each other.	Support each other.		
1		I .	I .	



	Find out more NHS.UK	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.	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.	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.	We're all part of the same team."  Be Wise. Immunise against Flu this winter.
	Get your flu vaccine to:  ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other  Find out more NHS.UK	Get your flu vaccine to:  ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other  Find out more NHS.UK	Get your flu vaccine to:  Protect yourself Protect your patients Protect your team Protect each other  Find out more NHS.UK	
	♥#BeWiseImmunise	♥#BeWiseImmunise	♥#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:	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:	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.	We're all part of the same team."  Be Wise. Immunise against Flu this winter.
			Find out more NHS.UK	



	✓ Protect yourself	✓ Protect yourself	#BeWiseImmunise	
	Protect your patients	Protect your patients		
	Protect your team	✓ Protect your team		
	✓ Protect each other	✓ Protect each other		
	Find out more NHS.UK	Find out more NHS.UK		
	#BeWiseImmunise	#BeWiseImmunise		
Teams	We're all part of the same team	We're all part of the same team	We're all part of the same team	NHS O
	This winter let's protect each other!	This winter let's protect each other!	This winter let's protect each other!	We're all part of the same team."
	Get your flu vaccine.	Get your flu vaccine.	Get your flu vaccine.	Be Wise. Immunise against flu this winter.
	Find out more NHS.UK	Find out more NHS.UK	Find out more NHS.UK	
	<b>♥</b> #BeWiseImmunise	♥#BeWiseImmunise	♥#BeWiseImmunise	

# **Social care visuals/vidoes**

Post	Instagram	Facebook	X	Visual
1. Christina, Adlin and Rema	Care workers Christina, Adlin and Rema know how important it is to get vaccinated against flu – to protect themselves and the people they look after.	Care workers Christina, Adlin and Rema know how important it is to get vaccinated against flu – to protect themselves and the people they look after.	Care workers Christina, Adlin & Rema know the flu jab protects them and those they care for. From 1 October, all frontline health & social care workers in England can get a free flu	"It's important to get vaccinated to help protect the people we care for."  Be Wise. Immunise against Fu this winter.
	This winter, all frontline health and social care workers in	This winter, all frontline health and social care workers in	vaccine.	Film (1min 59 secnds)



	England can get their free flu vaccine from 1 October.	England can get their free flu vaccine from 1 October.	Immunosuppressed staff can also get a COVID-19 booster.	https://youtu.be/8ttAW9B0K HY
	COVID-19 vaccinations are also available for staff who are immunosuppressed.	COVID-19 vaccinations are also available for staff who are immunosuppressed.	Find out more NHS.UK	
	Find out more NHS.UK	Find out more NHS.UK		
	<b>♥</b> #BeWiseImmunise	♥#BeWiseImmunise	♥#BeWiseImmunise	
2. Adlin	If you're a frankling again like	If you're a frankling come like	Canana lika Adlim kaassa tha flu	
Z. Adıın	If you're a frontline carer like Adlin, protect yourself and those you care for by getting your winter vaccinations.	If you're a frontline carer like Adlin, protect yourself and those you care for by getting your winter vaccinations.	Carers like Adlin know the flu vaccine protects them and the people they care for.	The vaccinations help to keep us and the people we care for safe."
	This winter, all frontline health and social care workers in England can get their free flu vaccine from 1 October.	This winter, all frontline health and social care workers in England can get their free flu vaccine from 1 October.	Free flu vaccines are available for all frontline health & social care staff from 1 October.	Be Wise. Immunise against Flu this winter.
	Find out more NHS.UK	Find out more NHS.UK	Find out more NHS.UK	
	#BeWiseImmunise	♥#BeWiseImmunise	#BeWiseImmunise	



3. Christina	"It is very, very, important to	"It is very, very, important to	"It's so important to protect	CARE
	protect ourselves so our	protect ourselves so our	ourselves so our residents	C/-IV-
	residents are in safe hands."	residents are in safe hands."	are in safe hands." –	
			Christina, frontline carer.	"The vaccinations
	Like frontline carer, Christina,	Like frontline carer, Christina,		help to keep us
	you can get your free winter	you can get your free winter		and the people we
	flu vaccination to protect	flu vaccination to protect	Get your free winter flu	care for safe."
	yourself and others.	yourself and others.	vaccination to protect yourself	
			& others.	Be Wise. Immunise
	Find out more NHS.UK	Find out more NHS.UK		against Flu this winter.
			Find out more NHS.UK	
	#BeWiseImmunise	♥#BeWiseImmunise		MERE TO HELD
			♥#BeWiseImmunise	
4. Rema	Rema's had her flu & COVID-	Rema's had her flu & COVID-	Rema's protecting herself &	Rema film
	19 jabs to protect herself and	19 jabs to protect herself and	those she cares for with her	https://youtube.com/shorts/dL6
	those she cares for this	those she cares for this	winter vaccines.	J188u4oA
	winter.	winter.		CARE
			From 1 Oct, all frontline	
	From 1 Oct, all frontline	From 1 Oct, all frontline	health & social care workers	"It's important to get vaccinated
	health & social care workers	health & social care workers	in England can get a <b>free flu</b>	to help protect the people we care for."
	in England can get a <b>free flu</b>	in England can get a <b>free flu</b>	vaccine.	De Wise Language
	vaccine.	vaccine.		Be Wise. Immunise
				against Flu this winter.
			Immunosuppressed staff can	
	Immunosuppressed staff can	Immunosuppressed staff can	also get a COVID-19 booster.	
	also get a COVID-19 booster.	also get a COVID-19 booster.		
			Find out more NHS.UK	
	Find out more NHS.UK	Find out more NHS.UK		
			#BeWiseImmunise	
	♥#BeWiseImmunise	♥#BeWiseImmunise		



5. 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 worker in England can get a <b>free f</b>

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**

**Podcasts** 

**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



	<b>Dr Ashley Price</b> , consultant infectious diseases and acute medicine, Newcastle Hospitals NHS Foundation Trust	Better health and wellbeing for all Lead immunisation nurse Northumbria Healthcare NHS Foundation Trust
		https://youtu.be/hyzoSSDB_ZA_33 mins, 26 seconds
		Afex Holloway  SVOC Covid 19 programme director  North East with horth Combrin  diseases and acute medicine  horty-orded Cave Boxes  and we're bren locity just to have a congramation about  vaccines, particularly librar importance as we go into autumn/winter
Posters	BEWISE IMMUNSE A walk-in Fits Viscoination Clinic is coming to:  No appointment needed – just walk in!	https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Lanyards/pin badge artwork	BE WISE IMMUNISE	https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/



Stickers		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-
template	BE WISE IMMUNISE	health-and-social-care-staff/
Social media picture frames	BE WISE MMUNISE BE VISEImmunis	https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Logo	BE WISE IMMUNISE	https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
E-mail banner	Be Wise. Immunise  against Flu this winter.	https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Digital Teams background	BE WISE IMMUNISE  HERE TO HELP	https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Screensaver	Be Wise. Immunise against Flu this winter.	https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/