

# 'Be wise, immunise' flu and COVID-19 vaccinations 24/25 communications toolkit

(v5. 03/12/24)



## Be wise, immunise!

*This campaign toolkit is available **for communication leads across the NHS, local authority and other partners to use and adapt to encourage uptake of the flu and COVID-19 vaccinations, in recommended cohorts.***

*It has been produced by the North East and North Cumbria Integrated Care Board (ICB)*

The 'Be wise, immunise' flu and COVID-19 campaign for the North East and North Cumbria encourages all eligible groups to get their recommended vaccinations, **from 3 October**, including:

### Flu (up to 31 March 2025)

- anyone who is pregnant
- all children aged 2 or 3 years on 31 August 2024, primary school aged children (from Reception to Year 6), secondary school aged children (from Year 7 to Year 11) and all children in clinical risk groups aged from 6 months to less than 18 years to take up the offer of their flu vaccines this winter.
- close contacts of anyone who is immunosuppressed



## COVID-19 (up to 20 December 2024)

- those aged 65 years and over
- 18 years to under 65 years in clinical risk groups (as defined by the Green Book, Influenza Chapter 19)
- long-stay residential care home residents and staff
- anyone who is pregnant
- carers
- frontline health and social care workers

## Download our campaign assets

All campaign assets for flu and COVID-19 vaccinations are now available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) [toolkit page](#) and will go live on ICB social media accounts from **3 October 2024**.

Once again, we are asking colleagues and partners across the region to join us and help to spread the word - *Be wise, immunise*.

Not only that but by working together we know that our messages are stronger and can reach many more of our communities – which means more people get vaccinated and are then protected against flu and COVID-19 which can cause serious illness.

## So, how you can help?

### Check out our toolkit!

Information and content in the [toolkit](#) can be used on websites, social media, or other communication channels. More content will be shared as we roll out the campaign. If there's something missing from the toolkit, or you would like something specific for your own organisation or channel - or simply have an idea on how we could better reach people or share our messages – then please get in touch.

## Who we are targeting

Our *Be wise, immunise* campaign aims to reach out to all eligible groups, but we are specifically focusing on areas and groups of people where data has shown uptake has been lower in the past including:

- 2–3-year-olds
- anyone who is pregnant
- people at high clinical risk

**This toolkit guide covers all eligible vaccination groups for flu and COVID-19 but there are separate more detailed packs available for flu vaccinations for nurseries and schools - <https://northeastnorthcumbria.nhs.uk/here-to-help/covid-19-and-flu/>**

Your support in raising awareness with all eligible cohorts about the importance of getting the flu and COVID-19 vaccines this year is very much appreciated.

For further help or advice on using the toolkit or if you need support to tailor assets, please contact either:

Andrea Jones, [andrea.jones2@nhs.net](mailto:andrea.jones2@nhs.net) or Abbie Mulgrew, [abbie.mulgrew@nhs.net](mailto:abbie.mulgrew@nhs.net)

## Key dates:

- NBS (National Booking Service) closure: NBS will close on 20 December 2024. Last bookable appointments 19 Dec 2024.
- Walk-in finder for COVID-19 only will continue to 31 January 2025: [Find a walk-in COVID-19 vaccination site - NHS](#)
- Flu pharmacy finder will continue to 31 March 2025: [Find a pharmacy that offers free flu vaccination - NHS](#)
- 119 telephone services - will continue for queries and signposting to 31 January 2025.
- COVID-19 vaccinations, including outreach services and the Walkin Finder – will continue to 31 January 2025
- Flu vaccinations - all school should have had a visit by 13 December 2024. Mop up clinics may be required in the new year. Flu vaccinations continue to 31 March 2025.

## Who is recommended to have the flu and COVID-19 vaccines this winter?

<b>Flu</b> - In line with advice from the Joint Committee on Vaccination and Immunisation, those advised to have a flu vaccine this year include: (1.7m across NENC)	<b>COVID-19</b> - In line with advice from the Joint Committee on Vaccination and Immunisation, those advised to have a COVID-19 vaccine this year include: (1.2m across NENC)
<p><b>From 1 September – 31 March</b></p> <ul style="list-style-type: none"> <li>• anyone who is pregnant</li> <li>• all children aged 2 or 3 years on 31 August 2024</li> <li>• primary school aged children (from Reception to Year 6)</li> <li>• secondary school aged children (from Year 7 to Year 11)</li> <li>• all children in clinical risk groups aged from 6 months to less than 18 years</li> </ul> <p><b>From 3 October</b></p> <ul style="list-style-type: none"> <li>• people aged 65 years and over</li> <li>• those aged 6 months to under 65 years in clinical risk groups (as defined by the <a href="#">Green Book, chapter 19 (Influenza)</a>)</li> <li>• people in long-stay residential care homes</li> <li>• carers in receipt of carer’s allowance, or those who are the main carer of an elderly or disabled person</li> <li>• close contacts of immunocompromised individuals</li> <li>• frontline health care workers</li> <li>• front line social care workers</li> </ul>	<p><b>From 3 October – 20 December</b></p> <ul style="list-style-type: none"> <li>• anyone who is pregnant</li> <li>• people aged 65 years and over</li> <li>• people aged 18 years to under 65 years in clinical risk groups (as defined by the Green Book, Influenza Chapter 19)</li> <li>• people in long-stay residential care homes</li> <li>• carers in receipt of carer’s allowance, or those who are the main carer of an elderly or disabled person</li> <li>• frontline healthcare workers</li> <li>• frontline social care workers</li> </ul>

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## Core syndicated copy for autumn/winter flu

### Short syndicated copy autumn/winter flu

This winter **Be wise and immunise with your free flu and COVID-19 vaccines!**

The risks from flu and COVID-19 are still real ...

For some, flu and COVID-19 can be unpleasant. But for others, especially those with certain health problems, older people, and pregnant women, it can be very dangerous or even life-threatening.

The NHS recommends the flu and COVID-19 vaccines to those at highest risk from severe illness. Not only does it keep you safe but it reduces the risk of it spreading to others and helps protect your loved ones.

From **3 October**, anyone who is pregnant, everyone aged 65 and over, and those who turn 65 years, by 31 March 2025, people aged 18 to 65 with certain health conditions, carers and all health and social care workers will be eligible for both a free flu and COVID-19 vaccine.

Anyone who is pregnant will be invited to have their flu and COVID-19 vaccines at their GP practice or during a routine antenatal visit.

Over 18's can book a flu and /or COVID-19 vaccine by using the NHS App, visiting the NHS website, or calling 119 for free. If you're eligible, you'll also get an invitation the NHS or your GP practice.

Children aged 2 or 3 years (on 31 August 2024), school children from Reception to Year 11 and close contacts of people with weak immune systems will be eligible for a free flu vaccine only.

If your child is aged 2 or 3 years old, or if they are aged over 6 months or older with certain health conditions, you can book a flu vaccination appointment at their GP surgery. We encourage you to book your child's flu vaccine 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.

The NHS is also visiting housebound patients' and people in care homes to give the vaccine.

**Don't forget!** If you are pregnant, or if you are aged 75 to 79, you can also get the new **RSV vaccine** from **1 September 2024**. This vaccine protects children and older adults from bronchiolitis and pneumonia. If you're aged 75 to 79, your GP surgery will contact you about getting vaccinated. If you are 28 weeks pregnant or more, you can speak to your midwife or GP surgery about getting your RSV vaccination.

If you are pregnant, it is also recommended that you get your pertussis (whooping cough) vaccine after 16 weeks of pregnancy, from your GP or at a routine antenatal clinic.

You can find out more information about winter vaccines, if you are eligible, and how to book by visiting [www.nhs.uk/wintervaccinations](http://www.nhs.uk/wintervaccinations).

Don't get caught out this winter - **Be wise, immunise.**

## Key messages COVID-19 (general)

- COVID-19 is still with us and is still making people very ill.
- Those at increased risk from COVID-19, due to a health condition or medical treatment, are eligible for a seasonal vaccination for extra protection this winter, when viruses spread much more easily and can cause greater harm.
- This includes people who are pregnant, people who have a lung or heart condition, kidney or liver disease, problems with the brain or nerves, a learning disability, diabetes or a severe mental illness. It also includes people with weakened immune systems.
- If you're not sure if you're at increased risk, you can find out more at <https://www.nhs.uk/vaccinations/covid-19-vaccine/>
- If you are eligible, it is important to top up your protection even if you have had earlier vaccinations or have had the virus, as your immunity from these fades over time.
- It can take 14 days for the vaccination to take full effect, so everyone due a further dose is encouraged to get it as early as possible for maximum protection.
- COVID-19 vaccines and the flu vaccine can be co-administered. This year the NHS is making it easier to receive both of these seasonal vaccinations at the same time. However, if getting both vaccines together is not possible, you should get each vaccination as soon as you can for better protection ahead of winter, rather than waiting.
- You can have your seasonal COVID-19 vaccine if it's been at least three months since you had your previous dose.
- You can get your COVID-19 vaccine at any participating local pharmacy, by booking an appointment at your GP practice, online on the NHS website, using the NHS App or by calling 119.



## Key messages flu (general)

- Flu can be very dangerous, even life threatening for some, particularly people with certain health conditions. The flu vaccine is safe and effective, and it's recommended every year to help protect people at risk of getting seriously ill from flu.
- If you're eligible for a free vaccine, it's important to get it every autumn because the viruses that cause flu change each year. This means flu (and the vaccine) this year may be different from last year.
- Preventing people from becoming ill, hospitalised, or dying from flu through vaccination is one of the main tools we have to protect our health and social care services.

Latest statistics from 23/24 on excess illness, deaths, and staff absences due to flu tell us that:

- There were around 2,800 deaths associated with flu in England from October 2023 to March 2024.
- Flu spread in the population for longer in the 2023 to 2024 season, but peak activity was lower.
- It takes 2-3 weeks for the vaccine to provide immunity and so early vaccination, when the vaccine is offered to you, is essential.
- The impact on health and social care services was significant and, through higher levels of vaccination of staff and patients/clients, more of the impact could have been avoided.

You can get your flu vaccine at any participating local pharmacy, by booking an appointment at your GP practice, online on the NHS website, using the NHS App or by calling 119.

**Key messages children (flu) – [www.nhs.uk/child-flu](http://www.nhs.uk/child-flu)**

- Children should receive the flu vaccine as soon as possible to protect them and help stop the virus spreading to others.
- Flu can be a horrible illness in young children.
- The child flu vaccine reduces your child's chance of needing hospital care for flu by around two thirds.
- Vaccinating your child helps protect them from flu and prevent it spreading among vulnerable family and friends
- The child flu vaccine is usually given as a quick and painless spray up the nose.
- Your child can get a flu 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. 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.



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

**BE WISE  
IMMUNISE**

**HERE  
TO  
HELP**

## Flu syndicated copy children

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

Children aged 2 and 3 years will be offered a flu nasal spray vaccine at their local GP surgery.

All primary school pupils and secondary school pupils up to and including Year 11, will be able to get a flu nasal spray vaccine at school or in a community clinic setting.

Those with long term health conditions aged over 6 months can attend their GP surgery for the flu nasal spray vaccine or get it from their school immunisation team.

School aged pupils will need parental/carer consent to receive their vaccines. Consent forms will be sent either using a link to an electronic form or in paper format.

The vaccine takes about two weeks to work fully and is given as a painless nasal spray. It's quick, safe, and effective and helps prevent children passing the virus on to vulnerable family and friends.

Flu can be extremely serious, even for healthy children, and can lead to other serious problems such as bronchitis and pneumonia.

The nasal spray is the most effective way to protect your child from becoming severely unwell with flu and provides protection to other more vulnerable family members, such as older relatives and young babies.

It can help prevent your child needing to take time off school and away from other activities too.

Parents and carers of primary and secondary school aged children are asked to complete their consent forms as soon as possible.

Information about flu vaccination, and how children can get vaccinated across the North East and North Cumbria, is made available by local school immunisation teams.

If you do not receive a consent form for your child, you can contact their school immunisation team or GP about getting one.

If a nasal spray is not suitable for your child, your School Immunisation Team, GP or practice nurse may be able to offer a flu vaccine injection as an alternative.

## Key messages pregnancy flu and COVID-19

- Flu and COVID-19 can be serious if you are pregnant, for you and your unborn baby.
- If you have flu or COVID-19 while you're pregnant, it could cause your baby to be born prematurely or have a low birth weight.
- Catching flu or COVID-19 while pregnant may increase the need for admission to intensive care for you and your baby and may even lead to stillbirth or death.
- If you're pregnant and you catch flu or COVID-19 you are at higher risk of serious complications, such as bronchitis and pneumonia.
- Getting vaccinated is the safest and most effective way for you to protect yourself and your baby against flu and COVID-19.
- Getting the flu and COVID-19 vaccines will mean you and your baby are less likely to experience complications if you catch the viruses.
- The flu and COVID-19 vaccines help to protect you and your baby from serious illness and provides your baby with protection for the first few months of life.
- It's safe to have the flu and COVID-19 vaccines at any stage of pregnancy from the first few weeks up to your expected due date and if you are breastfeeding.
- If you're pregnant, get vaccinated against flu and COVID-19 as soon as you are invited.
- As well as other booking options, some midwives can give the flu and COVID-19 vaccines at an antenatal clinic.
- Talk to your midwife about recommended vaccines during pregnancy including whooping cough and RSV. Flu vaccine starts from 1 September, COVID-19 vaccines start from 3 October.



## Short syndicated copy pregnancy

### Bump up your protection!

If you're pregnant, it's strongly recommended that you get vaccinated against flu and COVID-19 to **protect you and your baby**.

You're at higher risk of getting seriously ill from flu and COVID-19 if you're pregnant, and if you catch the virus late in your pregnancy, your baby could also be at risk.

You can have the vaccines at any stage of pregnancy - from the first few weeks up to your due date and while breastfeeding!

The vaccines don't contain a live virus and cannot give you or your baby flu or COVID-19.

The vaccines are tested and **SAFE** and will protect you and your baby now and for the first few months after your child is born.

Talk to your midwife, GP, or pharmacist for more information. Protect yourself and protect your baby.

## Short syndicated copy – religious questions

Some people have questions about whether the vaccines are suitable for them because of their religion.

The government has published information on this to help people consider the options.

[Follow this link if you want to know more.](#)

## Social media messaging

**Join us on social media so we can remind eligible groups to #BeWiseImmunise**  
**Please tag North East and North Cumbria ICB in your social media posts and use #BeWiseImmunise**


**Our social media handles are:**


Facebook - NorthEastandNorthCumbriaNHS  
X (the new name for Twitter) – @NENC\_NHS  
Instagram – nenc\_nhs  
TikTok - @NENC\_ICB

The following pages include social media posts for the flu and COVID-19 autumn/winter campaign 2024.


All assets are available to download from the [ICB toolkit page](#) and are supported by paid for advertising, radio, outdoor and programmatic advertising.

This toolkit will be updated regularly with new messages and assets.

Flu and COVID-19			
		Visual	Video links
<p><b>1. General</b></p>	<p>Be wise, immunise!</p> <p>You can get a free <b>COVID-19</b> vaccine if you are:</p> <ul style="list-style-type: none"> <li>• pregnant</li> <li>• aged 65 years and over</li> <li>• 18 years to under 65 years in high-risk groups</li> <li>• a long-stay care home resident</li> <li>• a carer</li> <li>• a frontline health or social care worker</li> </ul> <p>Flu vaccinations are also available for :</p> <ul style="list-style-type: none"> <li>• children aged 2 or 3 years (on 31 August 2024)</li> <li>• primary school children</li> <li>• secondary school children (Year 7 to Year 11)</li> <li>• children aged 6 months to 18 years in a high clinical risk group</li> <li>• close contacts of anyone at high clinical risk</li> </ul> <p>Don't delay - if you're eligible get your vaccines now!</p> <p>Find out more and how to book at:</p> <p><a href="#">COVID-19 vaccinations</a>  <a href="#">Flu vaccinations</a></p> <p>#BeWiseImmunise</p>	 <p>The poster features a purple background with a white speech bubble containing the text 'Be Wise Immunise' in large blue letters. Below this, it says 'against COVID-19 and Flu this winter.' in smaller blue text. In the top right corner is the NHS logo. A cartoon owl wearing glasses is peeking from behind the speech bubble. In the bottom right corner, there is a white box with the text 'HERE TO HELP' in blue and orange.</p>	<p><a href="https://northeastnorthcumbria.nhs.uk/media/ndcj51z/nhs-covid-and-flu-social-edit-38s-mp4.zip">https://northeastnorthcumbria.nhs.uk/media/ndcj51z/nhs-covid-and-flu-social-edit-38s-mp4.zip</a></p>

<p><b>2. General (short copy)</b></p>	<p>Be wise, immunise against flu and COVID-19 this winter!</p> <p>Find out if you can get a free flu and COVID-19 vaccine and how to book at:</p> <p><a href="#">COVID-19 vaccinations</a> <a href="#">Flu vaccinations</a></p> <p>#BeWiseImmunise</p>		<p><a href="https://northeastnorthcumbria.nhs.uk/media/mndcj51z/nhs-covid-and-flu-social-edit-38s-mp4.zip">https://northeastnorthcumbria.nhs.uk/media/mndcj51z/nhs-covid-and-flu-social-edit-38s-mp4.zip</a></p>
<p><b>3. Who's eligible and how to book (short copy)</b></p>	<p>Be wise, immunise!</p> <p>Find out if you can get your free flu and COVID-19 vaccinations this year and how you can book an appointment at:</p> <p><a href="#">COVID-19 vaccinations</a> <a href="#">Flu vaccinations</a></p> <p>#GetVaccinatedGetProtected</p>		<p><a href="https://northeastnorthcumbria.nhs.uk/media/z2o112z/be-wise-immunise-animations.zip">https://northeastnorthcumbria.nhs.uk/media/z2o112z/be-wise-immunise-animations.zip</a></p>




<p><b>4. They're free</b></p>	<p>Be wise, immunise!</p> <p>Protect yourself with a free flu and COVID-19 vaccine this winter.</p> <p>Don't delay - if you're eligible, book your free flu and COVID-19 vaccinations now at</p> <ul style="list-style-type: none"> <li>• your GP practice</li> <li>• community pharmacy</li> <li>• the NHS website</li> <li>• the NHS app</li> <li>• or call 119</li> </ul> <p>Find out more:  <a href="#">COVID-19 vaccinations</a>  <a href="#">Flu vaccinations</a></p> <p>#GetVaccinatedGetProtected</p>	 <p>The poster features the NHS logo at the top left. In the center, a cartoon owl wearing glasses is peeking over a white arrow-shaped banner that contains the text 'Be Wise Immunise'. Below the banner, it says 'against COVID-19 and Flu this winter.' At the bottom right, there are three stacked arrows pointing right, labeled 'HERE', 'TO', and 'HELP'.</p>	<p><a href="https://northeastnorthcumbria.nhs.uk/media/z2o112z/be-wise-immunise-animations.zip">https://northeastnorthcumbria.nhs.uk/media/z2o112z/be-wise-immunise-animations.zip</a></p>
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## Protecting our communities (NEW)

<p><b>5. Jolande</b> <b>Migration manager, Tees Valley</b></p>	<p>Vaccines don't just protect <i>you</i>—they also protect the people you care about!</p> <p>“A lot of people I work with come from places with poor healthcare. They really need our support.” – Jolande, migration manager, Tees Valley.</p> <p>"Look after your community, get vaccinated, get protected!"</p> <p>Visit the <a href="#">NHS website</a> today to book your vaccinations.</p> <p>#StaySafe #ProtectYourCommunity #BeWiseImmunise</p>	<p>“For me, it's very much about protecting others”</p> <p><b>Be Wise. Immunise</b> against COVID-19 and Flu this winter.</p> <p>HERE TO HELP</p>	<p>Video link - <a href="https://northeastnorthcumbria.nhs.uk/media/yt/vf1pdt/l-jolande-social-cut-1.mp4">https://northeastnorthcumbria.nhs.uk/media/yt/vf1pdt/l-jolande-social-cut-1.mp4</a></p>
<p><b>6. Amar</b> <b>ENT surgical registrar, Newcastle</b></p>	<p>Newcastle-based, ENT surgical registrar, Amar, understands the importance of vaccinations.</p> <p>"Some people are more at risk this winter, but you can do your part to protect them.</p> <p>“We know both viruses can cause severe illnesses in people that are high risk.”</p> <p>"Make sure the people you love are protected."</p> <p>Visit the <a href="#">NHS website</a> today to book your vaccinations.</p> <p>#StaySafe #ProtectYourCommunity #BeWiseImmunise</p>	<p>“It's important to protect my high risk patients, my friends and my family”</p> <p><b>Be Wise. Immunise</b> against COVID-19 and Flu this winter.</p> <p>HERE TO HELP</p>	<p>Video link - <a href="https://northeastnorthcumbria.nhs.uk/media/p/wjpu2um/l-amar-social-cut-1.mp4">https://northeastnorthcumbria.nhs.uk/media/p/wjpu2um/l-amar-social-cut-1.mp4</a></p>

<p><b>7. Kuveri</b> <b>Namibian community, Newcastle</b></p>	<p>"The vaccinations are an investment in your health and your community." – Kuveri, Newcastle.</p> <p>"I encourage everyone to take the vaccination, for their own benefit and to protect people in their community."</p> <p>Do your part. Visit the <a href="https://www.nhs.uk">NHS website</a> today to book your vaccinations.</p> <p>#StaySafe #ProtectYourCommunity #BeWiseImmunise</p>		<p>Video link - <a href="https://northeastnorthcumbria.nhs.uk/media/3whkptq5/1-kuveri-social-cut-1.mp4">https://northeastnorthcumbria.nhs.uk/media/3whkptq5/1-kuveri-social-cut-1.mp4</a></p>
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## Pregnancy – Flu and COVID-19

<p><b>8. Pregnant</b></p>	<p><b>Bump up your protection!</b></p> <p>If you are pregnant your risk of serious complications from flu and COVID-19 is higher—and it could affect your baby too.</p> <p>It's safe to get the flu and COVID-19 vaccines anytime while pregnant and even while breastfeeding.</p> <p>The vaccines don't contain a live virus, so can't give you or your baby flu or COVID-19.</p> <p>You can get your free flu and COVID-19 vaccines at your regular antenatal visit or GP practice.</p> <p>Talk to your midwife about other recommended vaccines during pregnancy including whooping cough and RSV.</p>		<p>Rhia video <a href="https://northeastnorthcumbria.nhs.uk/media/li bf04ey/rhia-final.mp4">https://northeastnorthcumbria.nhs.uk/media/li bf04ey/rhia-final.mp4</a></p>
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	<p>Find out more at <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#BeWiseImmunise</p>		
<p><b>9. Rhia</b></p> <p><b>Mum and mum to be, Cumbria</b></p>	<p>"I got all my vaccinations while I was pregnant—flu, Covid, RSV, and whooping cough. I did this to protect myself and my baby."</p> <p>If you're pregnant like Rhia, don't forget to get your vaccinations.</p> <p>Find out more at <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#BeWiseImmunise</p>		<p>Rhia video <a href="https://northeastnorthcumbria.nhs.uk/media/li/bf04ey/rhia-final.mp4">https://northeastnorthcumbria.nhs.uk/media/li/bf04ey/rhia-final.mp4</a></p>
<p><b>10. Pregnant</b></p>	<p>Pregnant?</p> <p>Get your free flu and COVID-19 vaccines anytime during your pregnancy or while breastfeeding. They are safe and protect you and your baby from serious illness.</p> <p>Talk to your midwife about other recommended vaccines during pregnancy including whooping cough and RSV.</p> <p>Find out more at: <a href="https://www.nhs.uk/pregnancy/keeping-well/vaccinations/">https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</a></p> <p>#BeWiseImmunise</p>		<p>Claire Lisle video <a href="https://northeastnorthcumbria.nhs.uk/media/x/hgh53fg/claire-lisle-maternity-be-wise-immunise-final.mp4">https://northeastnorthcumbria.nhs.uk/media/x/hgh53fg/claire-lisle-maternity-be-wise-immunise-final.mp4</a></p> <p>Alex Payne video <a href="https://northeastnorthcumbria.nhs.uk/media/e/cdeccdc/alexandra-payne-maternity-be-wise-immunise-final.mp4">https://northeastnorthcumbria.nhs.uk/media/e/cdeccdc/alexandra-payne-maternity-be-wise-immunise-final.mp4</a></p> <p>Carla Anderson video <a href="https://northeastnorthcumbria.nhs.uk/media/t1/fjywhn/carla-maternity-be-wise-immunise-final.mp4">https://northeastnorthcumbria.nhs.uk/media/t1/fjywhn/carla-maternity-be-wise-immunise-final.mp4</a></p>

## Health and social care staff

<p><b>11. Adlin</b></p> <p><b>Care home worker, Newcastle</b></p>	<p>“Be a barrier to infections, not a carrier.”</p> <p>If you’re a frontline carer like Adlin, protect yourself and those you care for by getting your winter vaccinations.</p> <p>Visit the <a href="#">NHS website</a> today to book your vaccinations.</p> <p>#StaySafe #ProtectYourCommunity #BeWiseImmunise</p>		<p>ICB Adlin.mp4</p>
<p><b>12. Christina, Adlin and Rema</b></p> <p><b>Care workers, Newcastle</b></p>	<p>Care workers Christina, Adlin and Rema, understand how important it is to get vaccinated to protect themselves the people they care for</p> <p>All frontline health and social care workers carers in England can get free flu and COVID-19 vaccinations this winter.</p> <p>Visit the <a href="#">NHS website</a> today to book your vaccinations.</p> <p>#StaySafe #ProtectYourCommunity #BeWiseImmunise</p>		<p>Care workers with subtitles.mp4</p>

<p><b>13. Christina</b> <b>Care worker, Newcastle</b></p>	<p>"It is very, very, important to protect ourselves so our residents are in safe hands."</p> <p>Like frontline carer, Christina, you can get your winter vaccinations to protect yourself and others.</p> <p>Visit the <a href="#">NHS website</a> today to book your vaccinations.</p> <p>#StaySafe #ProtectYourCommunity #BeWiseImmunise</p>	 <p>The video frame shows Christina, a care worker, smiling. The NHS logo is in the top right. A quote bubble says: "The vaccinations help to keep us and the people we care for safe." Below this is a purple banner with the text "Be Wise. Immunise" and "against COVID-19 and Flu this winter." In the bottom left are cartoon owls, and in the bottom right is a "HERE TO HELP" logo.</p>	<p> ICB Christina.mp4</p>
<p><b>14. Rema</b> <b>Care worker, Newcastle</b></p>	<p>"This year, I booked my winter vaccinations online."</p> <p>If, like Rema, you're a frontline carer, protect yourself and those you care for by getting your winter vaccinations.</p> <p>Visit the <a href="#">NHS website</a> today to book your vaccinations.</p> <p>#StaySafe #ProtectYourCommunity #BeWiseImmunise</p>	 <p>The video frame shows three care workers, including Rema, smiling. The NHS logo is in the top right. A quote bubble says: "It's important to get vaccinated to help protect the people we care for." Below this is a purple banner with the text "Be Wise. Immunise" and "against COVID-19 and Flu this winter." In the bottom left are cartoon owls, and in the bottom right is a "HERE TO HELP" logo.</p>	<p> ICB Rema.mp4</p>

**15. Free for all frontline health and social care staff**

You might think that the flu and COVID 19 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!

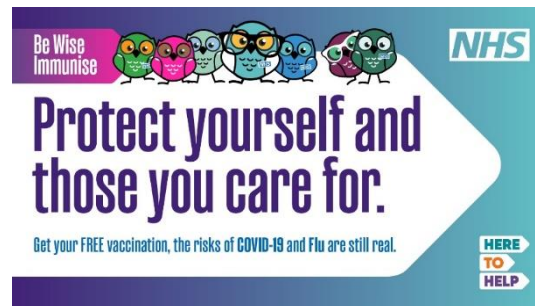
They're free for all frontline health and social care staff and if you're offered them both together, it's safe to have them at the same time!

Staying up to date with your flu and COVID-19 vaccinations is about protecting everyone.

Protect yourself and those you care for!

Visit the [NHS website](#) today to book your vaccinations.

#StaySafe #ProtectYourCommunity  
#BeWiseImmunise



## High risk conditions

### 16. High risk general

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

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

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

Find out more and book your vaccines at:

[COVID-19 vaccinations](#)

[Flu vaccinations](#)

#BeWiseImmunise



Defences Down  
Double Up Facebook :











<p><b>17. Diabetes</b></p>	<p>Living with diabetes?</p> <p>You're 6 times more likely to face severe complications from flu or COVID-19.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Find out more and book your vaccines at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p>Tom video  <a href="https://northeastnorthcumbria.nhs.uk/media/s/2omlmjb/tom-final.mp4">https://northeastnorthcumbria.nhs.uk/media/s/2omlmjb/tom-final.mp4</a></p>
<p><b>18. Tom Living with Type 1 Diabetes, Newcastle</b></p>	<p>"Prevention is easier than trying to deal with the illness itself."</p> <p>Tom has Type 1 Diabetes and knows that winter can be tough on his immune system.</p> <p>Every year, he gets his winter vaccinations to stay safe.</p> <p>Find out more and book your vaccines at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p>Tom video  <a href="https://northeastnorthcumbria.nhs.uk/media/s/2omlmjb/tom-final.mp4">https://northeastnorthcumbria.nhs.uk/media/s/2omlmjb/tom-final.mp4</a></p>

<p><b>19. Asthma, Bronchitis, COPD</b></p>	<p>Defences down? – Double up!</p> <p>Do you have asthma, bronchitis or COPD?</p> <p>People with a chronic respiratory disease are more likely to have severe complications if they catch flu or COVID-19.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Get both vaccines now!</p> <p>Find out more and book your vaccines at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p>Defences Down Double Up Facebook :</p>
<p><b>20. Chronic heart disease</b></p>	<p>Defences down? – Double up!</p> <p>Living with chronic heart disease?</p> <p>People with chronic heart disease are more likely to have severe complications if they catch flu or COVID-19.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Find out more and book your vaccinations at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p>Defences Down Double Up Facebook :</p>

<p><b>21. Chronic kidney disease</b></p>	<p>Defences down? – Double up!</p> <p>Living with chronic kidney disease?</p> <p>People with chronic kidney disease are more likely to have severe complications if they catch flu or COVID-19 than someone without an underlying health condition.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Find out more and book your vaccinations at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p> Defences Down Double Up Facebook :</p>
<p><b>22. Weakened immune system</b></p>	<p>Defences down? – Double up!</p> <p>Do you have a weakened immune system?</p> <p>If you have a weakened immune system from taking medicines such as steroids or chemotherapy or due to HIV or AIDS - make sure you get your free flu &amp; COVID-19 vaccines this year.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Find out more and book your vaccinations at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p> Defences Down Double Up Facebook :</p>

<p><b>23. Neurological</b></p>	<p>Defences down? – Double up!</p> <p>Do you have a neurological condition?</p> <p>If you or a loved one has cerebral palsy, motor neurone disease, MS or Parkinson’s – you don’t need to catch flu or COVID-19 too.</p> <p>Protect yourself by getting both vaccines to stay safe!</p> <p>Find out more and book your vaccinations at:  <a href="#">COVID-19</a>  <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		<p>Defences Down Double Up Facebook :</p>
<h2>General</h2>			
<p><b>24.</b></p>	<p>If you have had your free flu vaccine, you are likely to be eligible for a COVID-19 Autumn booster this year too.</p> <p>Make sure you get both vaccines to boost your immunity and get fully protected.</p> <p>Find out more and book your vaccinations at: <a href="https://www.nhs.uk">https://www.nhs.uk</a></p> <p>#BeWiseImmunise</p>		<p>Be wise immunise Facebook and Instagr:</p>

<p>25.</p>	<p>Being healthy won't stop you getting flu or COVID-19 or passing it on to loved ones!</p> <p>Be wise, immunise against both viruses by getting your flu &amp; COVID-19 vaccinations to ensure you're fully protected.</p> <p>Find more and book your vaccinations at: <a href="https://www.nhs.uk">https://www.nhs.uk</a></p> <p>#BeWiseImmunise</p>	 <p>The poster features the NHS logo at the top right. On the left, it says 'Be Wise Immunise' in large blue letters, with 'against COVID-19 and Flu this winter.' below it. A cartoon owl wearing glasses is on the right. At the bottom right, there is a 'HERE TO HELP' logo.</p>	 <p>Be wise immunise Facebook and Instagram</p>
<p>26.</p>	<p>Dr Alex Kent answers all your questions on winter vaccinations.</p> <p>Watch now and book your vaccinations at: <a href="https://www.nhs.uk">https://www.nhs.uk</a></p> <p>#BeWiseImmunise</p>	 <p>The video thumbnail shows a woman with blonde hair, identified as Dr Alex Kent. Text on the video includes 'How to stay safe this winter' at the top and 'Hi, I'm Doctor Alex Kent' at the bottom. A 'YouTube Shorts' logo is also visible.</p>	 <p>Q&amp;A Final Portrait with subtitles.mp4</p>

<p><b>27.</b></p>	<p>Dr Alex Kent talks about why getting vaccinated this winter is important.</p> <p>You can book your vaccines by going to the NHS website <a href="https://www.nhs.uk">https://www.nhs.uk</a></p> <p>#BeWiseImmunise</p>		 <p>P Q&amp;A Social cut 1.mp4</p>
<p><b>28.</b></p>	<p>Dr Alex Kent talks about who is most at risk of becoming seriously ill from flu and COVID-19.</p> <p>Check if you are eligible for the winter vaccines, on the NHS website and book your vaccines at <a href="https://www.nhs.uk">https://www.nhs.uk</a></p> <p>#BeWiseImmunise</p>		 <p>P Q&amp;A Social cut 2.mp4</p>

<p>29.</p>	<p>Dr Alex Kent talks about who to speak to, to find out more about winter vaccinations.</p> <p>Stay safe and protect others this winter.</p> <p>Book your vaccines at <a href="https://www.nhs.uk">https://www.nhs.uk</a></p> <p>#BeWiseImmunise</p>		<p>P Q&amp;A Social cut 4.mp4</p>
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## Close contacts of immunosupressed (flu only)

<p>30.</p>	<p>Does someone you live with have a weakened immune system because of illness or treatment?</p> <p>You can help to keep them safe by getting your free flu vaccine.</p> <p>Book now at your GP practice, local pharmacy, on the NHS website, the NHS app, or call 119.</p> <p>Find out more at: <a href="#">Flu</a></p> <p>#BeWiseImmunise</p>		
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## 2-3 year olds – Flu only

**31.Book  
now**

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

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

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

If your child is aged 2 to 3 (by 31 August 2024) – make sure they get their FREE Flu jab NOW!

Book a vaccination appointment with your GP and protect YOUR child from flu.

Be wise, immunise!

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







[Animation](#)





<p><b>32. You nose it makes sense!</b></p>	<p>Protect your little one from the flu—you nose it makes sense!</p> <p>For children aged 2-3, it's as easy as a quick nasal spray—no needles, just protection!</p> <p>Your GP will be in touch to book an appointment but if you haven't heard from them by mid-October, please call to book your child's flu spray.</p> <p>Find out more at :  <a href="https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/">https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</a></p> <p>#BeWiseImmunise</p>		<p><a href="#">Or animation</a></p>
<p><b>33. Stop the spread!</b></p>	<p><b>Protect your little ones from the flu this winter and keep it from spreading!</b></p> <p>The free flu nasal spray for 2-3-year-olds not only protects your child but also helps protect the whole family—brothers, sisters, parents, carers and grandparents too!</p> <p>Your GP will contact you to book your child's vaccination.</p> <p>Haven't heard from them by mid-October? Give them a call to arrange a vaccination for your child.</p> <p>Find out more at:  <a href="https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/">https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</a></p> <p>#BeWiseImmunise</p>		

<p><b>34. No needle</b></p>	<p><b>Breathe easy—there's no needles!</b></p> <p>The free flu nasal spray for 2-3-year-olds is a quick, safe squirt up each nostril.</p> <p>Keep your child flu-free this winter!</p> <p>Your GP will be in touch to arrange the vaccination.</p> <p>If you haven't heard from them by mid-October, give them a call to book an appointment.</p> <p>Find out more at: <a href="https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/">https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</a></p> <p>#BeWiseImmunise</p>		<p><a href="#">Or animation</a></p>
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# Primary School Children - Flu

<p><b>35. Primary children</b></p>	<p>All primary school children are recommended a free flu nasal spray this year.</p> <p>Children who have a serious long term health condition will be invited to have their vaccine at their GP Practice.</p> <p>If your child is clinically at risk, they will also be eligible for a COVID-19 autumn booster from 3 October.</p> <p>Find out more: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p>#BeWiseImmunise</p>	  <p><b>PROTECT YOUR CHILD FROM FLU</b></p> <p>Remember to complete your child's vaccination consent form.</p> <p><b>BE WISE IMMUNISE</b> <b>HERE TO HELP</b></p>	
<p><b>36. Primary children Consent form</b></p>	<p>If you have a child in primary school, please remember to sign the consent form for their free flu vaccine.</p> <p>Children who have a serious long term health condition will be invited to have their vaccine by their GP practice.</p> <p>If your child has a high-risk health condition, they will also be eligible for a COVID-19 autumn booster from 3 October.</p> <p>Find out more at: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p>#BeWiseImmunise</p>	  <p><b>PROTECT YOUR CHILD FROM FLU</b></p> <p>Remember to complete your child's vaccination consent form.</p> <p><b>BE WISE IMMUNISE</b> <b>HERE TO HELP</b></p>	

<p><b>37. Primary children Stop the spread</b></p>	<p>Getting your child vaccinated against flu helps reduce their chances of getting seriously ill and stops it spreading to brothers, sisters, carers, parents and grandparents</p> <p>Please remember to complete your child's consent form from school.</p> <p>Children who have a serious long term health condition will be invited to have their vaccine by their GP practice.</p> <p>If your child is clinically high risk, they will also be eligible for a COVID-19 Autumn booster from 3 October.</p> <p>Find out more at: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p>#BeWiseImmunise</p>	  <p><b>PROTECT YOUR CHILD FROM FLU</b></p> <p>Remember to complete your child's vaccination consent form.</p> <p><b>BE WISE IMMUNISE</b></p> <p><b>HERE TO HELP</b></p>	
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## Secondary School Children Yrs 7 - 11- Flu

**38.  
Secondary  
school  
children  
consent  
form**

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

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

12–17-year-olds who are at clinical risk will also be eligible for a COVID-19 autumn booster from 3 October.

Find out more:

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

#BeWiseImmunise



**39.  
Secondary  
school  
children  
nasal spray**

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

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

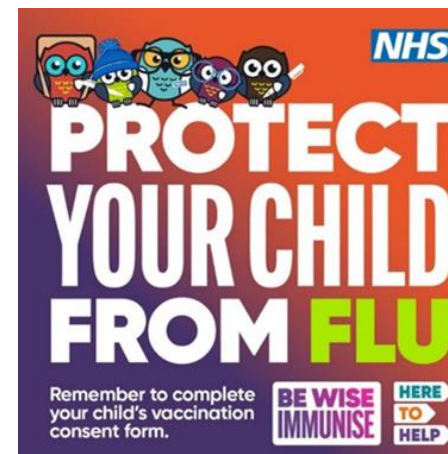
Children at clinical risk are also eligible for a COVID-19 Autumn booster from 3 October.

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

Find out more:

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

#BeWiseImmunise



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

7.	Why having your flu jab helps you and others stay well this winter and protected against flu – a short film by @TwistingDucks #learningdisability #fluimmunisation #BeWiseImmunise		<a href="#">How do I help others stay protected from flu?</a>
8.	When will you get your flu jab? Check out this short video by @TwistingDucks to find out more #learningdisability #fluimmunisation #BeWiseImmunise		<a href="#">When will I get my flu jab?</a>
9.	Children with long term conditions are at higher risk of developing complications from flu. Check out this short film about why and how children with a learning disability can be immunised against flu #learningdisability #fluimmunisation #BeWiseImmunise		<a href="https://youtu.be/ux9uJ5DEDPo">https://youtu.be/ux9uJ5DEDPo</a>
10.	See this short film about how children with a learning disability can be protected against flu this winter #learningdisability #fluimmunisation #BeWiseImmunise		<a href="https://youtu.be/8jw7YQ5IWiy">https://youtu.be/8jw7YQ5IWiy</a>
11.	Flu spreads easily protect you and your loved ones by being immunised against flu. Carers of people with a learning disability are entitled to a free NHS flu vaccine speak to your GP or local pharmacy. #BeWiseImmunise #fluimmunisation #learningdisability		<a href="http://www.learningdisabilitymatters.co.uk">www.learningdisabilitymatters.co.uk</a>
12.	Children with long term conditions such as learning disability are at higher risk of developing complications from flu. Check out the @ldmfamilies website for more info about how to stay protected		<a href="http://www.learningdisabilitymatters.co.uk">www.learningdisabilitymatters.co.uk</a>

#BeWiseImmunise #learningdisability  
#fluimmunisation

## Translated materials

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

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



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

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



## National Communications links

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