



Social media messaging

Eligible groups from 1 September only

'Be wise, immunise' Flu vaccinations 24/25

(v1. 30/08/23)

A new toolkit will be issued for the next phase in vaccination programme (starting 3 October)

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 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.

Positioning/general messages - Flu

1. General

Be wise, immunise!

You can get a free **flu** vaccine from **1 September** if you are:

- pregnant
- aged 2 or 3 years (on 31 August 2024)
- in primary school (Reception to Year 6)
- in secondary school (Year 7 to Year 11)
- aged 6 months to 18 years and in clinical risk groups

Additional free **flu** vaccinations will be available from **3 October** for:


- anyone aged 65 years and over
- people 18 years to under 65 years in clinical risk groups
- long-stay care home residents and staff
- carers
- close contacts of someone at high clinical risk
- frontline health and social care workers

Find out how to book your vaccination at:

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

#BeWiseImmunise



<p>2. General (short copy)</p>	<p>Be wise, immunise against flu this winter!</p> <p>Find out if you are recommended to have a free flu vaccine and how to book at: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	 <p>The poster features a purple and white color scheme. At the top right is the NHS logo. Below it is a cartoon owl wearing glasses and a white NHS badge. The main text reads 'Be Wise Immunise' in large, bold, dark blue letters, with 'against Flu this winter.' in smaller blue text below. In the bottom right corner, there is a graphic of three overlapping arrows pointing right, containing the words 'HERE', 'TO', and 'HELP' respectively.</p>
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3. Who's eligible and how to book (short copy)

Be wise, immunise!

Find out if you're eligible for a free flu vaccination this year and how you can book an appointment at <https://www.nhs.uk/conditions/flu/>

#GetVaccinatedGetProtected



<p>4. They're free</p>	<p>Be wise, immunise!</p> <p>Protect yourself with a free flu vaccine this winter.</p> <p>They're free for over 65s, anyone at clinical risk and their close contacts, anyone who is pregnant, children aged 2 to 18, care home residents, carers, people with learning disabilities and frontline health and social care workers.</p> <p>Don't delay - if you're eligible, book your free flu vaccination now at your local GP practice or participating community pharmacy, on the NHS website, the NHS app or by calling 119.</p> <p>Find out more: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	<p>The poster is purple and white. At the top right is the NHS logo. Below it is a cartoon owl wearing glasses and a small NHS logo on its chest. The main text reads 'Be Wise Immunise' in large purple letters, followed by 'against Flu this winter.' in blue. At the bottom right, there is a graphic that says 'HERE TO HELP' with arrows pointing right.</p>
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Pregnancy - Flu

5. Pregnant

Bump up your protection!

If you are pregnant your risk of serious complications from flu is higher—and it could affect your baby too.

It's safe to get a flu vaccine anytime while pregnant – from the first few weeks up to your due date, and even while breastfeeding.

The vaccine doesn't contain a live virus, so can't give you or your baby flu.

You can get your free flu vaccine from 1 September at your regular midwife visit or GP practice.

Talk to your midwife about recommended vaccines during pregnancy including whooping cough and RSV. COVID-19 vaccines start from 3 October.

Find out more at <https://www.nhs.uk/pregnancy/keeping-well/vaccinations/>

#BeWiseImmunise



<p>6. Pregnant (short copy)</p>	<p>Pregnant?</p> <p>Get your free flu vaccine anytime during your pregnancy or while breastfeeding. It's safe and protects you and your baby from serious illness.</p> <p>Talk to your midwife about recommended vaccines during pregnancy including whooping cough and RSV. COVID-19 vaccines start from 3 October.</p> <p>Find out more at: https://www.nhs.uk/pregnancy/keeping-well/vaccinations/</p> <p>#BeWiseImmunise</p>	<p>Being pregnant can put you at risk of serious illness if you get Flu, RSV, Whooping Cough or COVID-19.</p> <p>Be Wise Immunise</p> <p>Speak to your midwife about vaccinations.</p> <p>HERE TO HELP</p>
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2-3 year olds - Flu

<p>7. Book now</p>	<p>Be wise immunise, you nose it makes sense!</p> <p>Getting your child vaccinated against flu this winter could stop them getting really poorly – AND stop flu spreading to family or friends.</p> <p>There's no needle – just a squirt up the nose - millions of children get it every year – so it's safe too!</p> <p>If your child is aged 2 to 3 (by 31 August 2024) – make sure they get their FREE Flu jab NOW!</p> <p>Book a vaccination appointment with your GP and protect YOUR child from flu.</p> <p>Be wise, immunise!</p> <p>Go to https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/ to find out more.</p>	<p>The free flu nasal spray vaccine for 2-3 year olds.</p> <p>YOU NOSE IT MAKES SENSE</p> <p>BE WISE IMMUNISE</p> <p>HERE TO HELP</p> <p>Or animation</p>
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<p>8. You nose it makes sense!</p>	<p>Protect your little one from the flu—because you <i>nose</i> 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>It's safe and works better for children than an injection.</p> <p>Your GP will be in touch to book an appointment. If you haven't heard by mid-October, please call them to book your child's flu spray.</p> <p>Find out more at : https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p> <p>#BeWiseImmunise</p>	
<p>9. Stop the spread!</p>	<p>Protect your little ones from the flu this winter and keep it from spreading!</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. 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: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p> <p>#BeWiseImmunise</p>	

<p>10. No needle</p>	<p>Breathe easy—no needles!</p> <p>The free flu nasal spray for 2-3-year-olds is a quick, safe squirt up each nostril, and it's more effective in children than an injection.</p> <p>Keep your child flu-free this winter!</p> <p>Your GP will be in touch to arrange the vaccination. If you haven't heard from them by mid-October, give them a call to book one.</p> <p>Find out more at: https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p> <p>#BeWiseImmunise</p>	<p>BREATHE EASY</p> <p>BE WISE IMMUNISE The free flu vaccine for 2-3 year olds is a nasal spray! HERE TO HELP</p> <p>Or animation</p>
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Primary School Children - Flu

<p>11. Primary children Heading back to school</p>	<p>As your child heads back to the classroom, please remember to sign their flu vaccination consent form from school.</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: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	  <p>PROTECT YOUR CHILD FROM FLU</p> <p>Remember to complete your child's vaccination consent form.</p> <p>BE WISE IMMUNISE HERE TO HELP</p>
<p>12. Primary children Consent form</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: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	  <p>PROTECT YOUR CHILD FROM FLU</p> <p>Remember to complete your child's vaccination consent form.</p> <p>BE WISE IMMUNISE HERE TO HELP</p>

<p>13. Primary children Stop the spread</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: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	<p>The poster features the NHS logo at the top right. On the left, there are three cartoon characters: a blue owl wearing glasses, a small brown owl, and a small blue owl. The main text reads 'PROTECT YOUR CHILD FROM FLU' in large, bold, multi-colored letters (purple, orange, green). Below this, it says 'Remember to complete your child's vaccination consent form.' To the right of this text are three small icons: a purple box with 'BE WISE IMMUNISE', a blue box with 'HERE TO HELP', and a red box with 'TO HELP'.</p>
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Secondary School Children Yrs 7 - 11- Flu

<p>14. Secondary school children consent form</p>	<p>All secondary school children in Years 7-11, will be recommended to have a free flu vaccine this year.</p> <p>Please remember to complete your child's consent form from school.</p> <p>12-17-year-olds who are at clinical risk will also be eligible for a COVID-19 autumn booster from 3 October.</p> <p>Find out more: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	
<p>15. Secondary school children nasal spray</p>	<p>If your child gets flu, they could miss valuable time at school.</p> <p>The flu nasal spray is safe and available free for those in Years 7-11.</p> <p>Children at clinical risk are also eligible for a COVID-19 Autumn booster from 3 October.</p> <p>Please remember to complete your child's consent form from school.</p> <p>Find out more: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	
<p>Learning Disability</p>		
<p>1.</p>	<p>Check out this film made by @TwistingDucks for people with a learning disability about the importance of annual health</p>	<p>The importance of annual health and checks and flu immunisation</p>

	checks and being immunised against flu #fluimmunisation #learningdisability #BeWiseImmunise	
2.	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 #BeWiseImmunise	Who should get the flu jab?
3.	A short film by @TwistingDucks about how people with a learning disability can get their flu jab this winter. #fluimmunisation #learningdisability #BeWiseImmunise	How do I get the flu jab?
4.	Why is it important that people with a learning disability have their flu jab this winter! Check out this film by @TwistingDucks. #learningdisability #fluimmunisation #BeWiseImmunise	Why do I need to get the flu jab?
5.	Can the flu jab give you flu? Check out these flu immunisation myth busting films by @TwistingDucks #learningdisability #fluimmunisation #BeWiseImmunise	Can the flu jab give you flu?
6.	A short myth busting film by @TwistingDucks about flu immunisation in people with a learning disability – does the flu jab hurt? #learningdisability #fluimmunisation #BeWiseImmunise	Does the flu jab hurt?
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	How do I help others stay protected from flu?
8.	When will you get your flu jab? Check our this short video by @TwistingDucks to find out more #learningdisability #fluimmunisation #BeWiseImmunise	When will I get my flu jab?
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	https://youtu.be/ux9uJ5DEDPo

	immunised against flu #learningdisability #fluimmunisation #BeWiselmmunise	
10.	See this short film about how children with a learning disability can be protected against flu this winter #learningdisability #fluimmunisation #BeWiselmmunise	https://youtu.be/8jw7YQ5IWiy
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. #BeWiselmmunise #fluimmunisation #learningdisability	www.learningdisabilitymatters.co.uk
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 #BeWiselmmunise #learningdisability #fluimmunisation	www.learningdisabilitymatters.co.uk

Translated materials

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

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



National Communications links

UKHSA resources

[Child flu leaflets and posters](#)

[GP template letter for inviting 2-3s](#)

[Easy read posters and leaflets on flu](#)

[Simple text flu leaflets for adults and children](#)