NHS
North East and
North Cumbria

Communications toolkit – detained estates

'Be wise, immunise' Spring booster vaccinations 2026

(v1. 10/4/26)

Be wise, immunise!

From April 2025 North East and North Cumbria Integrated Care Board (ICB) became responsible to provide vaccination to all detained estates across the region. There are eight estates across our region, these are:

- HMYOI Deerbolt
- HMP Durham
- HMP Frankland
- HMP Holme House
- HMP Low Newton
- HMP Kirklevington
- HMP Northumberland
- Derwentside Immigration Removal Centre

This campaign toolkit is available for detained estates to use and adapt to encourage the uptake of the spring booster COVID-19 vaccination for detainees and staff.

On behalf of the NHS across the North East and North Cumbria Integrated Care Board (ICB), we would really appreciate your support to raise awareness with detainees and staff of the importance of getting vaccinated against COVID-19 this spring. The campaign runs from 13 April 2026 to 29 June 2026.

We have attached information in this toolkit, to share with detainees and staff and content which can be used on digital platforms, printed materials, or any other communication channels you may have.

All campaign assets are available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) toolkit page.

Further information is available on our here to help public page.

Your support in raising awareness with all eligible cohorts of the importance of getting the COVID-19 vaccinations 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:

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Who is eligible for the COVID-19 spring vaccination?

In line with advice from the Joint Committee on Vaccination and Immunisation, those eligible for a COVID-19 spring vaccine this year include:

- adults aged 75 years and over.
  individuals aged 18 years and over who are immunosuppressed, as defined in COVID-19: the green book, chapter 14a.

Immunosuppressed eligibility age 18 and over*

- Patients undergoing chemotherapy leading to immunosuppression.
- Patients undergoing radical radiotherapy.
- Solid organ transplant recipients.
- Bone marrow or stem cell transplant recipients.
- HIV infection at all stages, multiple myeloma or genetic disorders affecting the immune system (e.g. IRAK-4, NEMO, complement disorder, SCID).
- Individuals who are receiving immunosuppressive or immunomodulating biological therapy including, but not limited to, anti-TNF, alemtuzumab, ofatumumab, rituximab,
- Patients receiving protein kinase inhibitors or PARP inhibitors, and individuals treated with steroid sparing agents such as cyclophosphamide and mycophenolate mofetil.
- Individuals treated with or likely to be treated with systemic steroids for more than a month at a dose equivalent to prednisolone at 20mg or more per day for adults.
- Anyone with a history of haematological malignancy, including leukaemia, lymphoma, and myeloma.
- Those who require long term immunosuppressive treatment for conditions including, but not limited to, systemic lupus erythematosus, rheumatoid arthritis, inflammatory bowel disease, scleroderma and psoriasis.

Key messages COVID-19

- COVID-19 is still with us and is still making people very ill.
- Those most vulnerable and at increased risk from COVID-19 are eligible for a free seasonal vaccine for extra protection.
- This includes anyone over 75 and people aged over 18 who are immunosuppressed.
- If you’re not sure if you are eligible, you can find out more by speaking to your healthcare team
- 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 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.
- You can have your COVID-19 spring booster vaccine if it's been at least three months since you had your previous dose.

Short script COVID-19 vaccine – for detainees

Stay strong this spring!

Your NHS is offering the COVID-19 spring booster vaccine to those most vulnerable and at highest risk from severe illness.

Protection against COVID-19 fades over time, so all people aged 75 and above, or aged 18 and over who are immunosuppressed, can get a free vaccine COVID-19 vaccine.

Speak to your healthcare team to find out more about the vaccines and if you are eligible.

Don't get caught out - **stay strong this spring** and make sure you get all the protection you need to stay safe this spring.

Short script COVID-19 vaccine – for staff

Stay strong this spring!

Your NHS is offering the COVID-19 spring booster vaccine to those most vulnerable and at highest risk from severe illness.

Protection against COVID-19 fades over time, so all people aged 75 and above, or aged 18 and over who are immunosuppressed, can get a free vaccine COVID-19 vaccine.

To book an appointment for yourself or a family member, please visit the NHS App, search 'NHS COVID-19 vaccine' or call 119 for free.

Don't get caught out – **stay strong this spring** and make sure you get all the protection you need to stay safe this spring.

Newsletter/magazine copy – for detainees

Stay strong this spring

1) The COVID booster can help protect you from the latest strains of the virus.

2) The prison is an enclosed setting, and the possibility of contracting COVID-19 is at increased risk

3) 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 fades over time

What should you do?

Speak to your healthcare team to find out more about the vaccine and if you are eligible.

It is important to top up your protection, even if you have had a previous vaccine or been ill with COVID-19 before, as immunity fades over time and the virus changes.

The vaccine is **safe**, and side-effects are generally mild and do not last for more than a few days.

You can find out more information about the COVID-19 booster vaccine by speaking to your healthcare team.

Don't get caught out – **stay strong this spring** and make sure you get all the protection you need to stay safe this spring.

Newsletter/magazine copy – for staff

Stay strong this spring

1) The COVID-19 booster vaccine can help protect you from the latest strains of the virus

2) The prison is an enclosed setting, and the possibility of contracting COVID-19 is at increased risk

3) 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 fades over time

What should you do?

It is important to top up your protection, even if you have had a previous vaccine or been ill with COVID-19 before, as immunity fades over time and the virus changes.

The vaccine is **safe** and side-effects are generally mild and do not last for more than a few days.

Your GP may contact you to arrange a vaccination, or you can search 'NHS COVID-19 vaccine' for more details on how to book, or book through the NHS App.

If you can't get online, call 119 for free and make an appointment.

Don't get caught out – **stay strong this spring** and make sure you get all the protection you need to stay safe this spring.

Social media messaging – for staff

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

Our social media handles are:

Facebook - NorthEastandNorthCumbriaNHS
X – @NENC_NHS
Instagram – nenc_nhs

The following pages include social media posts for the COVID-19 spring booster 2026 campaign.

All assets are available to download from the ICB toolkit page.

Positioning /General Messages		
1. Positional	Be wise, immunise! You can get a free COVID-19 vaccine if you are: • aged 75 years and over • 18 years or over in high-risk groups Don't delay - if you're eligible get your vaccines now! Find out more and how to book at https://www.nhs.uk/vaccinations/ #GetVaccinatedGetProtected #StayStrongThisSpring	

2. Who is eligible	Those most vulnerable and at greatest risk from COVID-19 need extra protection. Find out if you can get your free COVID-19 vaccination this year and how you can book an appointment at: https://www.nhs.uk/vaccinations/ Don't delay - if you're eligible book your free vaccination now! #GetVaccinatedGetProtected #StayStrongThisSpring	
3. They're free	Stay strong this spring! Protect yourself with a free COVID-19 vaccine this spring. Don't delay - if you're eligible, book your free COVID-19 vaccination now at • your GP practice • community pharmacy • the NHS website • the NHS app • or call 119 Find out more - https://www.nhs.uk/vaccinations/	

	#GetVaccinatedGetProtected #StayStrongThisSpring	
4. General (short copy)	Stay strong this spring against COVID-19! Find out if you can get a free COVID-19 vaccine and how to book at: https://www.nhs.uk/vaccinations/ #GetVaccinatedGetProtected #StayStrongThisSpring	

Additional resources

Digital screen	
Leaflet	
Posters	
Screensavers	