

Communications toolkit – nursery school children

'Be wise, immunise' Flu vaccinations 26/27

(v1. 17/08/26)



Be wise, immunise!

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

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

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

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

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

Your support to share these messages on your own communication channels, newsletters and other channels is very much appreciated.

For further help or advice on using the toolkit or if you need support to tailor assets, please contact either: Andrea.jones2@nhs.net or Abbie.mulgrew@nhs.net



Flu vaccinations – Be wise, immunise!

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

On behalf of the NHS across the North East and North Cumbria Integrated Care Board (ICB), we would really appreciate your support to raise awareness with parents of the importance of their children getting the flu vaccine this year.

We have attached information to share with parents and content which can be used on websites, social media, or any other communication channels you may have.

- The flu nasal spray vaccine is free for children aged 2-3 years.
- It is also free for children and young people who have a medical condition from the age of six months to 18 years.
- Children aged 2-3 years (as of 31 August 2026) can receive their flu vaccination either at their GP surgery (book appointment from 1 September at your GP practice) or at a participating pharmacy ([book online](#) for an appointment on or after 1 October). If you have not heard from your GP practice by mid-October, please contact them or arrange an appointment at your local pharmacy.
- If you have children of primary or secondary school age, up to year 11, they will receive information from the School Age Immunisation Service asking you to give consent so your child can have their free nasal spray vaccination at school.
- If you have children of primary or secondary school age and they haven't received their free nasal spray vaccination, at school, by 1 December, you can book them an appointment at a participating pharmacy [book online](#).

**This campaign is focussed on flu vaccinations but there are some children (those age 6 months - 17 years who are also eligible for COVID-19 vaccine if they are in a high-risk group. This is covered in key messages.*

Further information is available at: <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>



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Key messages children (flu) – www.nhs.uk/child-flu

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



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



Newsletter copy

Be Wise, Immunise - Five reasons for your child to have the free flu vaccine – you nose it makes sense!

1. **Protect your child** - The vaccine will help protect your child against flu and serious illnesses such as bronchitis and pneumonia.
2. **Protect you, your family and friends** - Vaccinating your child will help protect others especially grandparents.
3. **Breathe easy – there's no injection or needles** - The flu nasal spray is painless and easy to have.
4. **It's better than having flu** – Flu can be a nasty illness; the nasal spray is the best protection It has been given to millions of children worldwide and is safe.
5. **Avoid costs** - If your child gets flu, they could miss school and you may have to take time off work or arrange alternative childcare.

What should you do?

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

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

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



BREATHE EASY

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

**HERE
TO
HELP**

Social media messaging

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

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

Our social media handles are:

Facebook - NorthEastandNorthCumbriaNHS

X – @NENC_NHS

Instagram – nenc_nhs

TikTok - @nenc_icb

LinkedIn - @north-east-and-north-cumbria-nhs

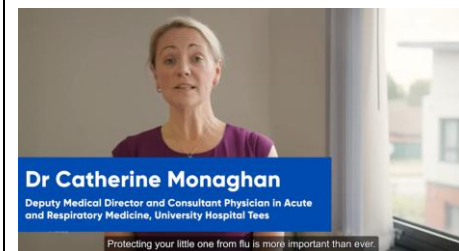
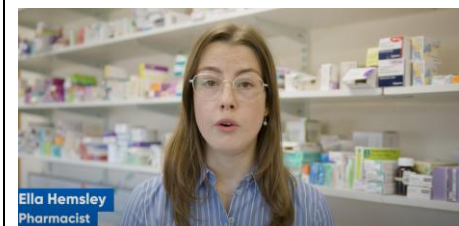
YouTube - North East and North Cumbria NHS

The following pages include social media posts for the children's flu nasal spray autumn/winter campaign 2026.

All assets are available to download from the [ICB toolkit page](#) and are supported by paid for advertising, radio, outdoor and programmatic advertising. This toolkit will be updated regularly with new messages and assets.

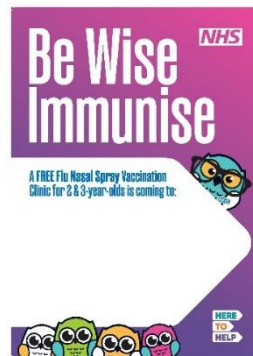
2-3-year-olds nasal spray

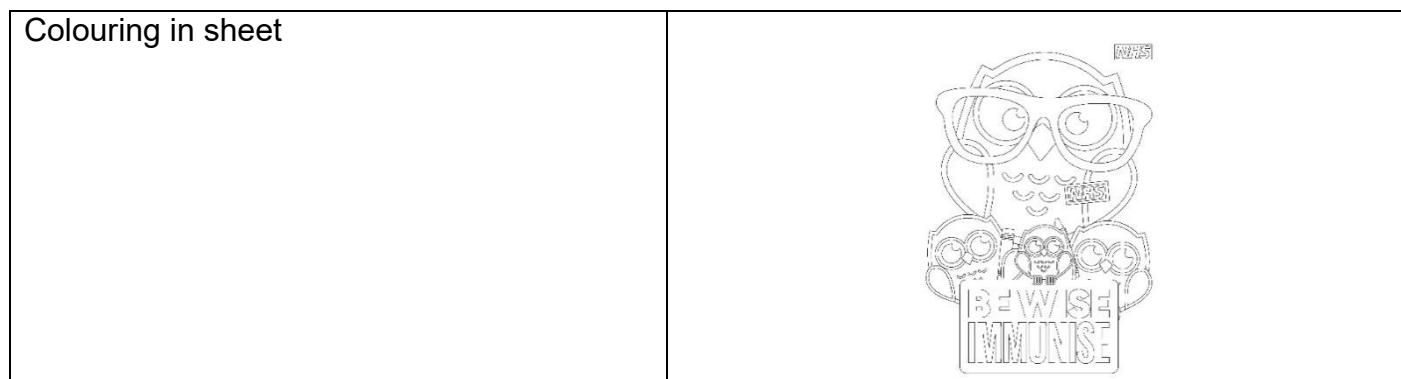
Post	Instagram	Facebook	X	Visual/film
1.	🛡️ Protect your little one from flu this winter – and help keep the whole family safe! Free flu nasal spray now available for 2–3-year-olds. 📅 Appointments available from your GP now or book online at a local pharmacy for appointments from 1 Oct 📍 Info https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-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

	#BeWiseImmunise	#BeWiseImmunise		
3.	Dr Cath Monaghan, deputy medical director at University Hospital Tees talks about protecting your little one this flu season 💙 Children aged 2–3 can get a free flu nasal spray at their GP from 1 Sept, or at some pharmacies from 1 Oct (book online). Quick, safe, needle-free. 📍 Find out more - https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ #BeWiseImmunise	Dr Cath Monaghan, deputy medical director at University Hospital Tees talks about protecting your little one this flu season 💙 Children aged 2–3 can get a free flu nasal spray at their GP from 1 Sept, or at some pharmacies from 1 Oct (book online). Quick, safe, needle-free. 📍 Find out more - https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ #BeWiseImmunise	Dr Cath Monaghan, deputy medical director at University Hospital Tees talks about protecting your little one this flu season 💙 Kids aged 2–3 can get a free nasal spray flu vaccine at their GP from 1 Sept, or at some pharmacies from 1 Oct (book online). Quick, safe & needle-free. 📍 Find out more - https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ #BeWiseImmunise	Dr Cath Monaghan - 2–3-year-old flu nasal spray video  https://youtu.be/V_ACFaHBG8o (35 seconds)
4.	Pharmacist Ella Hemsley reminds you to be wise – immunise! You <i>nose</i> it makes sense! 🧐 Protect your child from flu this winter with the free nasal spray vaccine. 📅 From 1 Sept – book at your GP surgery (ages 2 & 3). 📅 From 1 Oct –at participating pharmacies. Quick, safe, and needle-free.	Pharmacist Ella Hemsley reminds you to be wise – immunise! You <i>nose</i> it makes sense! 🧐 Protect your child from flu this winter with the free nasal spray vaccine. 📅 From 1 Sept – book at your GP surgery (ages 2 & 3). 📅 From 1 Oct –at participating pharmacies. Quick, safe, and needle-free.	Pharmacist Ella Hemsley reminds you to be wise – immunise! You <i>nose</i> it makes sense! 🧐 📅 From 1 Sept – book at GP surgery (ages 2 & 3) 📅 From 1 Oct –at pharmacies Quick, safe, needle-free. 📍 More info: https://www.nhs.uk/nhs-	Ella Hemsley - Pharmacy flu nasal spray video  https://youtu.be/KlIXdgY6o3Q (28 seconds)

	Find out more - https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ #BeWiseImmunise	Find out more - https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ #BeWiseImmunise	services/vaccination-and-booking-services/book-flu-vaccination/	
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Additional resources – [download on our website](#)

Empty belly vaccination clinic poster	 The poster features the NHS logo at the top right. The main text 'Be Wise Immunise' is in large, bold, white letters on a purple background. Below it, in smaller white text, it says 'A FREE Flu Nasal Spray Vaccination Clinic for 2 & 3 year-olds is coming to:'. At the bottom, there are four cartoon characters (a green one, a yellow one, a blue one, and a pink one) and a small box that says 'HERE TO HELP'.
Magazine advert	Artwork to follow



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

Antibiotics aren't always the answer! Most coughs, colds, fever and sore throats get better without antibiotics. Not sure what to do when your child is unwell? 📱 Download the Healthier Together app! It helps you: ✅ Check your child's symptoms ✅ See easy-to-follow advice with pictures ✅ Use a simple traffic light system (● ● ●) to know if you need to see a doctor – or if it's safe to care for them at home. 💡 Learn when antibiotics <i>do</i> and <i>don't</i> help here #LittleBugBusters #HereToHelp	
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Little problems? Headlice, verruca, chicken pox, nappy rash Head straight to your local pharmacy... Pharmacists are qualified experts in healthcare and medicines and can give you advice and treatment for a range of common health concerns. Find out more - https://northeastnorthcumbria.nhs.uk/here-to-help-you/think-pharmacy-first/ #HeretoHelp	 The poster features a young girl with her mouth open as if crying or shouting. The text 'Little problems?' is in large pink letters. Below it, a purple box says 'Treat headlice, verrucas, chickenpox or skin rash fast.' At the bottom, a green arrow points right with the text 'Head to your local pharmacy.' and a small 'HERE TO HELP' logo. https://youtu.be/ppVmsL2Ms5Y
Got an itch? Tummy trouble? Tickly cough? Head straight to your local pharmacy... Pharmacists are qualified experts in healthcare and medicines and can give you advice and treatment for a range of common health concerns. Find out more - https://northeastnorthcumbria.nhs.uk/here-to-help-you/think-pharmacy-first/ #HeretoHelp	 The poster shows a family (father, mother, and child) looking concerned. The text 'Got an itch? Tummy trouble? Tickly cough?' is in green and pink. Below it, a green arrow points right with the text 'Head to your local pharmacy.' and a small 'HERE TO HELP' logo. A list of conditions is provided: '• UTI's', '• Shingles', '• Impetigo', '• Sore throat', '• Sinusitis', '• Infected insect bites', and '• Earache'. A small image of a girl is also present.

National Communications links

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