



Social media messaging

'Be wise, immunise' Spring COVID-19 vaccinations 2024

(v2. 16/04/24)

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 COVID-19 spring vaccination campaign 2024.

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

This will be updated over the coming weeks with additional messaging and assets.

Positioning /General Messages

1. Positional

This spring those most vulnerable and at greatest risk from COVID-19 will need extra protection .

You are eligible for a free COVID-19 vaccine if you are:

- aged 75 years & over
- aged 6 months and over and are immunosuppressed

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.

Make sure you get your vaccination as soon as possible to get fully protected.

#BeWiseImmunise

Animation



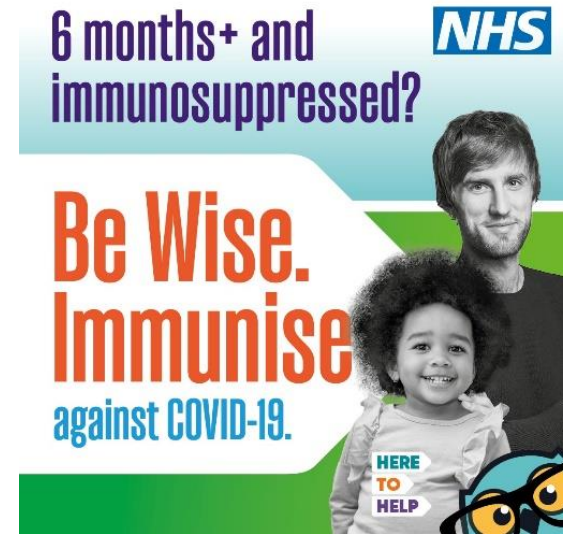
<p>2. They're free!</p>	<p>Those most vulnerable and at greatest risk from COVID-19 will need extra protection this spring.</p> <p>They're free for over 75s and anyone aged 6 months and over who is immunosuppressed.</p> <p>Don't delay - if you're eligible book your free vaccination now!</p> <p>Search 'NHS COVID-19 vaccine' for more details on how to book, or book through the NHS App to get protected.</p> <p>#BeWiseImmunise</p>	<p>Social carousel</p>
<p>4. Who is eligible and how to book</p>	<p>You will be eligible for a COVID-19 spring booster vaccination if you are:</p> <ul style="list-style-type: none"> aged 75 years & over aged 6 months and over and are immunosuppressed <p>You can book a vaccination at your GP practice, when invited, or online at any participating community pharmacy.</p> <p>Search 'NHS COVID-19 vaccine' for more details on how to book, or book through the NHS App.</p> <p>If you can't get online, the free 119 number can make an appointment for you.</p> <p>Don't delay, book your vaccination today!</p> <p>#BeWiseImmunise</p>	<p>Social carousel</p>

<p>5. Side Effects</p>	<p>If you are over 75 or immunosuppressed, the COVID-19 spring booster can protect you from getting seriously ill.</p> <p>But like all medicines, vaccines may cause some side effects which can include:</p> <ul style="list-style-type: none"> • feeling sore where you had the injection • achy, like you have flu • tired • or having a headache <p>Most side effects are mild, only last a day or two and not everyone gets them.</p> <p>Speak to your GP or search 'NHS COVID-19 vaccine' for more details.</p> <p>#BeWiseImmunise</p>	
<p>People who are immunosuppressed</p>		
<p>1. Immunosuppressed only</p>	<p>If you are immunosuppressed, your protection against COVID-19 may fade more quickly than other peoples.</p> <p>It's important to protect yourself to prevent against any further complications, severe illness and hospitalisation from the virus.</p> <p>You can get the extra protection you need by getting the spring COVID-19 vaccine.</p> <p>You may be eligible for the vaccine if you have:</p> <ul style="list-style-type: none"> • a disorder affecting your immune system • are undergoing immunosuppressive treatment, such as for cancer, or are taking medications that increase your risk of infection 	

You can check the list of health conditions, treatments and medications that can cause immunosuppression on the NHS website.

Speak to your GP or search 'NHS COVID-19 vaccine' for more details.

#BeWiseImmunise



Over 75s

1. Over 75s only

This spring, the NHS is offering a free COVID-19 vaccine to those most vulnerable and at highest risk of getting seriously unwell if they catch the virus.

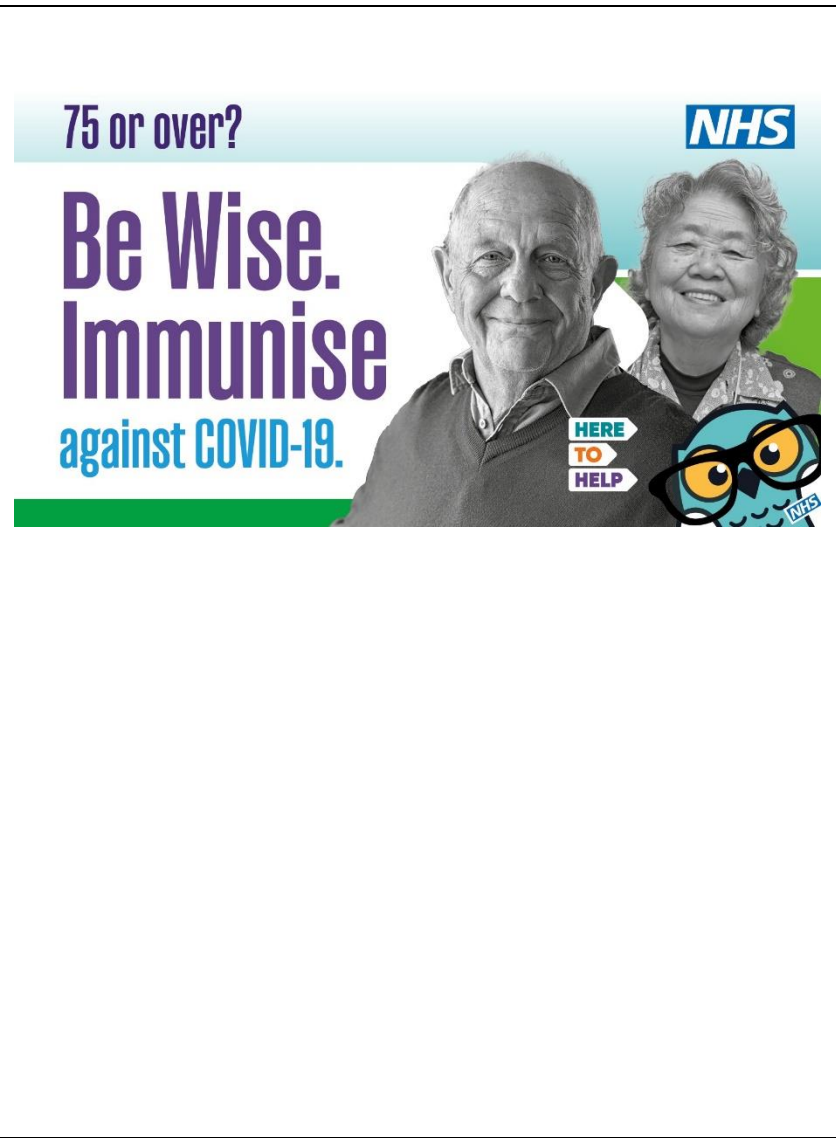
Anyone aged 75 or over, including all those who turn 75 years by 30 June 2024, can top up their protection and book a vaccine.

Don't delay - if you're eligible book now!

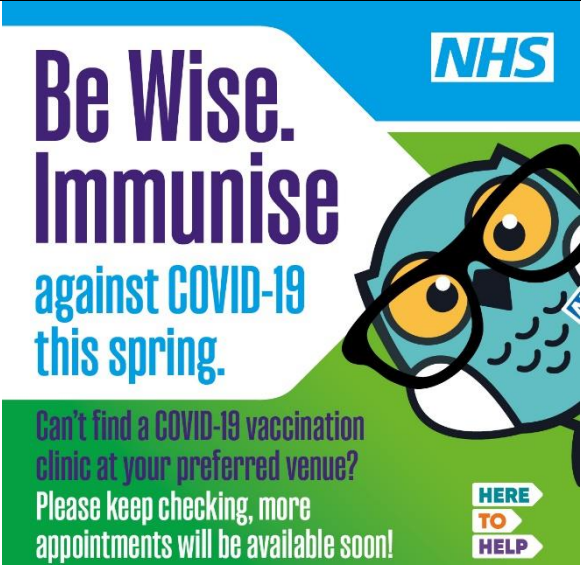
Search 'NHS COVID-19 vaccine' for more details on how to book, or book through the NHS App to get protected.

If you can't get online, the free 119 number can make an appointment for you.




#BeWiseImmunise





Booking appointments COVID-19

<p>1.Preferred clinic not available</p>	<p>Appointments for COVID-19 spring vaccinations are now available to book on the NHS app or online by searching 'NHS COVID-19 vaccine'.</p> <p>If you can't get online, the free 119 number can make an appointment for you.</p> <p>If your preferred clinic venue is not available at the time of checking, please don't worry as more venues and appointments are being added all the time.</p> <p>#BeWiseImmunise</p>	
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Additional resources

<p>E-mail signature</p>	
<p>Leaflet</p>	 <p>J001100_TL_NHS_Spring_Booster_Leaflet_A</p>
<p>Poster</p>	 <p>J0001100 TL NHS Spring Covid booster</p>

Radio ad	 NHS Covid Vaccine Spring 24.wav
Press release	 Spring booster vaccination launch 20

UKHSA assets

<p>COVID-19 vaccination: guide for people with a weakened immune system</p> <p>leaflet can be downloaded in the following languages:</p> <p>English, Albanian, Arabic, Bengali, Bulgarian, Chinese (simplified), Chinese (traditional, Cantonese), Estonian, Farsi, French, Greek, Gujarati, Hindi, Latvian, Lithuanian, Panjabi, Pashto, Polish, Portuguese, Romanian, Romany, Russian, Somali, Spanish, Tagalog, Turkish, Twi, Ukrainian, Urdu, and Yiddish.</p>	<p>https://assets.publishing.service.gov.uk/media/622239d0e90e0710b9a8befb/UKHSA-12222-COVID-19-weakened-immune-systems-March22.pdf</p>
<p>COVID-19 vaccination: what to expect after vaccination</p> <p>leaflet can be downloaded in the following languages:</p> <p>English, Albanian, Arabic, Bengali, Bulgarian, Chinese (simplified), Chinese (traditional, Cantonese), Dari, Estonian, Gujarati, Hindi, Italian, Latvian, Lithuanian, Panjabi, Pashto,</p>	<p>https://www.gov.uk/government/publications/covid-19-vaccination-what-to-expect-after-vaccination</p>

Polish, Russian, Somali, Spanish, Tigrinya, Turkish, Ukrainian, Urdu and Yoruba.	
Vaccination invitation in other languages	https://www.england.nhs.uk/publication/seasonal-vaccination-invitation/