

'Be wise, immunise' remaining flu cohorts and all eligible COVID-19 vaccinations from 1 October 25/26 communications toolkit

(v4. 26/09/25)



Be wise, immunise!

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.

Our campaign toolkits are available for all 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.

This toolkit guide covers all remaining eligible vaccination groups from 1 October for flu including:

- people aged 65 years and over
- those aged 6 months to under 65 years in clinical risk groups (as defined by the [Green Book, chapter 19 \(Influenza\)](#))
- carers in receipt of carer's allowance, or those who are the main carer of an elderly or disabled person
- close contacts of immunocompromised individuals

And cohorts for COVID-19:

- those aged 75 years and over
- 18 years to 74 years in clinical risk groups (as defined by the Green Book, Influenza Chapter 19)



A separate toolkit for first cohort flu vaccinations (available from 1 September), for pregnant women, children aged 2 to 3 years (on 31 August 2025), school aged children (from Reception to Year 11) and children in clinical risk groups aged from 6 months to less than 18 years, is available [on our website](#).

There are also separate, more detailed packs, available for flu vaccinations for frontline staff, vaccines in pregnancy, people with a learning disability, 2–3-year-olds and school children, at the following links:

Frontline staff	https://northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Vaccines in pregnancy	https://northeastnorthcumbria.nhs.uk/toolkits/trusted-voices-vaccinations-in-pregnancy/
Learning disability	https://northeastnorthcumbria.nhs.uk/toolkits/learning-disability-flu-vaccine/
2–3-year-olds	https://northeastnorthcumbria.nhs.uk/toolkits/children-flu-nasal-spray-vaccine/
Schoolchildren	https://northeastnorthcumbria.nhs.uk/toolkits/children-flu-nasal-spray-vaccine/

These toolkits have been produced by the North East and North Cumbria Integrated Care Board (ICB)

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](#).

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?

Information and content in the [toolkit page](#) 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 are we 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 (flu)
- Pregnant women (flu)
- People at high clinical risk (flu and COVID-19)

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 or Abbie Mulgrew, abbie.mulgrew@nhs.net

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

Flu - In line with advice from the Joint Committee on Vaccination and Immunisation, those advised to have a flu vaccine this year include: (1.6m across NENC)	COVID-19 - In line with advice from the Joint Committee on Vaccination and Immunisation, those advised to have a COVID-19 vaccine this year include: (401k across NENC)
<p>From 1 September – 31 March</p> <ul style="list-style-type: none"> • pregnant women • all children aged 2 or 3 years on 31 August 2025 • primary school aged children (from Reception to Year 6) • secondary school aged children (from Year 7 to Year 11) <p>From 1 October</p> <ul style="list-style-type: none"> • all children in clinical risk groups aged from 6 months to less than 18 years • people aged 65 years and over • those aged 6 months to under 65 years in clinical risk groups (as defined by the Green Book, chapter 19 (Influenza)) • people in long-stay residential care homes • carers in receipt of carer's allowance, or those who are the main carer of an elderly or disabled person • close contacts of immunocompromised individuals • frontline health and social care workers • people living with a learning disability 	<p>From 1 October – 31 January</p> <ul style="list-style-type: none"> • people aged 75 years and over • people aged 18 years to 74 years in clinical risk groups (as defined by the Green Book, Influenza Chapter 19) • people in long-stay residential care homes

Contents

Eligibility	4
Website newsletter copy autumn/winter flu and COVID-19	6
Key messages flu and COVID-19	8
Religious questions	9
Social media messaging	11

Website/newsletter copy

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

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

For some people, 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.

Across the North East and North Cumbria, around 1.6 million people are eligible for a free flu vaccine this year, with 401,000 also eligible for a COVID-19 vaccine. To support this, over 950 sites are offering the vaccines – the largest network coverage of any previous vaccination campaign.

The flu vaccine has been available since 1 September 2025 for all pregnant women, children aged 2–3, and school children from Reception to Year 11.

From 1 October, eligibility widened to include people aged 65 and over, those with certain long-term health conditions, carers, care home residents, people living with someone who has a weakened immune system, and frontline health and social care workers.

Free NHS COVID-19 vaccinations are also available for people aged 75 and over, anyone with a weakened immune system, and care home residents.

Pregnant women are being invited to have their flu 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 from the NHS or your GP practice.

Parents and carers of children aged 2 or 3 years old, or 6 months and older with certain health conditions, can book a flu vaccination appointment at their GP surgery or from 1 October flu vaccines will also be available to book, on the NHS website, for 2–3-year-olds at many local community pharmacies.

Parents of school age children do not need to make an appointment. Children from Reception to Year 11 will be vaccinated in school or at a community clinic – parents are reminded that they will need to sign a consent form for their child to be vaccinated.

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 an **RSV vaccine**. 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.

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 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. 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 for 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.
- 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.

Short 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 – @NENC_NHS

Instagram – nenc_nhs

TikTok - @nenc_icb


Linked-In - @north-east-and-north-cumbria-nhs


YouTube - North East and North Cumbria NHS


The following pages include social media visuals, messaging and videos for the flu and COVID-19 autumn/winter campaign 2025.

Assets are available to download from the [toolkit page](#) and will be supported by paid for advertising, radio and programmatic advertising. All flu and COVID-19 toolkits will be updated regularly with new messages and assets.


General flu and COVID-19 eligibility

Post	Instagram	Facebook	X	Visual/film
Full eligibility	<p>Be wise, immunise!</p> <p>✅ You can get a free COVID-19 vaccine if you are:</p> <ul style="list-style-type: none"> 👴 75 or over (or turning 75 by 31 Jan 2026) 🛡️ Immunosuppressed 🏠 Living in a care home <p>✅ You can get a free flu vaccine if you are:</p> <ul style="list-style-type: none"> 👴 65 or over (or turning 65 by 31 Mar 2026) ❤️ Have certain long-term health conditions 🤰 Pregnant 🏠 Live in a care home 👨👩 The main carer for someone older/disabled (or get carer's allowance) 👨👩 Live with someone with a weakened immune system 👶 Age 2 or 3 (on 31 Aug 2025) 🎒 In primary school 🎒 In secondary school (Year 7–11) 👨👩 Frontline health care worker 👴 Age 18–74 in a high-risk group 👶 6 months–18 years in a high-risk group 	<p>Be wise, immunise!</p> <p>✅ You can get a free COVID-19 vaccine if you are:</p> <ul style="list-style-type: none"> 👴 75 or over (or turning 75 by 31 Jan 2026) 🛡️ Immunosuppressed 🏠 Living in a care home <p>✅ You can get a free flu vaccine if you are:</p> <ul style="list-style-type: none"> 👴 65 or over (or turning 65 by 31 Mar 2026) ❤️ Have certain long-term health conditions 🤰 Pregnant 🏠 Live in a care home 👨👩 The main carer for someone older/disabled (or get carer's allowance) 👨👩 Live with someone with a weakened immune system 👶 Age 2 or 3 (on 31 Aug 2025) 🎒 In primary school 🎒 In secondary school (Year 7–11) 👨👩 Frontline health care worker 👴 Age 18–74 in a high-risk group 👶 6 months–18 years in a high-risk group 	<p>Be wise, immunise!</p> <p>You can get a free COVID-19 vaccine if you're:</p> <ul style="list-style-type: none"> 👴 75+ 🛡️ Immunosuppressed 🏠 In a care home <p>You can get a free flu vaccine if you're:</p> <ul style="list-style-type: none"> 👴 65+ ❤️ Health condition 🤰 Pregnant 🎒 School age (2–18) 👨👩 NHS/frontline staff ❤️ carers, high-risk groups & close contacts <p>👉 Book now: nhs.uk/vaccinations #BeWiseImmunise</p>	 <p>The poster features the NHS logo at the top right. On the left, a stylized owl wearing glasses is looking towards the text. The main text reads 'Be Wise Immunise' in large, bold letters, followed by 'against COVID-19 and Flu this winter.' in smaller text. At the bottom right, there is a red button with the text 'HERE TO HELP'.</p>

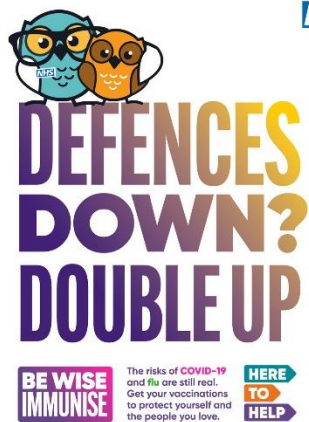
	<p>👉 A close contact of someone at high risk</p> <p>🚨 Don't delay – if you're eligible, get your vaccines now!</p> <p>👉 Find out more + book here: nhs.uk/vaccinations</p> <p>#BeWiseImmunise</p>	<p>👉 A close contact of someone at high risk</p> <p>🚨 Don't delay – if you're eligible, get your vaccines now!</p> <p>👉 Find out more + book here: nhs.uk/vaccinations</p> <p>#BeWiseImmunise</p>		
Find out eligibility and how to book	<p>Be wise, immunise!</p> <p>Check if you're eligible for a FREE flu & COVID-19 vaccine and book your appointment today 👉 nhs.uk/vaccinations</p> <p>#BeWiseImmunise</p>	<p>Be wise, immunise!</p> <p>Check if you're eligible for a FREE flu & COVID-19 vaccine and book your appointment today 👉 nhs.uk/vaccinations</p> <p>#BeWiseImmunise</p>	<p>Be wise, immunise!</p> <p>Check if you're eligible for a FREE flu & COVID-19 vaccine and book your appointment today 👉 nhs.uk/vaccinations</p> <p>#BeWiseImmunise</p>	



Where to get a vaccine	<p>Be wise, immunise!</p> <p>Protect yourself this winter with a FREE flu and COVID-19 vaccine.</p> <p>❄ Don't delay – if you're eligible, book now at :</p> <ul style="list-style-type: none"> ✅ your GP practice ✅ a community pharmacy ✅ on the NHS website ✅ the NHS App ✅ or call 📞 119 <p>👉 Find out more: nhs.uk/vaccinations</p> <p>#BeWiseImmunise</p>	<p>Be wise, immunise!</p> <p>Protect yourself this winter with a FREE flu and COVID-19 vaccine.</p> <p>❄ Don't delay – if you're eligible, book now at :</p> <ul style="list-style-type: none"> ✅ your GP practice ✅ a community pharmacy ✅ on the NHS website ✅ the NHS App ✅ or call 📞 119 <p>👉 Find out more: nhs.uk/vaccinations</p> <p>#BeWiseImmunise</p>	<p>Be wise, immunise!</p> <p>Protect yourself this winter with a FREE flu and COVID-19 vaccine.</p> <p>❄ Don't delay – if you're eligible, book now at :</p> <ul style="list-style-type: none"> ✅ your GP practice ✅ a community pharmacy ✅ on the NHS website ✅ the NHS App ✅ or call 📞 119 <p>👉 Find out more: nhs.uk/vaccinations #BeWiseImmunise</p>	 <p>The poster features the NHS logo at the top right. It has a large white arrow pointing right on a purple background. Inside the arrow, it says 'Be Wise Immunise' in large blue letters, followed by 'against COVID-19 and Flu this winter.' in smaller blue letters. At the bottom right, there is a small graphic of a blue owl wearing glasses and a sign that says 'HERE TO HELP'.</p>
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People at high risk





Post	Instagram	Facebook	X	Visual/film
Flu	<p>🚫 Did you know? Anyone can catch the flu — but for some people, it can be much more dangerous.</p> <p>If you have certain health conditions, you're at higher risk of serious complications from flu, including:</p> <ul style="list-style-type: none"> 👤 Breathing problems (like asthma needing steroid treatment, COPD or cystic fibrosis) 	<p>🚫 Did you know? Anyone can catch the flu — but for some people, it can be much more dangerous.</p> <p>If you have certain health conditions, you're at higher risk of serious complications from flu, including:</p> <ul style="list-style-type: none"> 👤 Breathing problems (like asthma needing steroid treatment, COPD or cystic fibrosis) 	<p>🚫 Did you know? Anyone can catch the flu — but for some, it's much more dangerous.</p> <p>You're at higher risk of serious complications if you have:</p> <ul style="list-style-type: none"> 👤 Breathing problems (asthma, COPD, cystic fibrosis) ❤ Heart conditions (CHD, heart failure) 🧠 Neurological conditions (Parkinson's, MS, cerebral palsy) 	 <p>The poster features the NHS logo at the top right. It has a large white arrow pointing right on a purple background. Inside the arrow, it says 'Be Wise Immunise' in large blue letters, followed by 'against Flu this winter.' in smaller blue letters. At the bottom right, there is a small graphic of a blue owl wearing glasses and a sign that says 'HERE TO HELP'.</p>

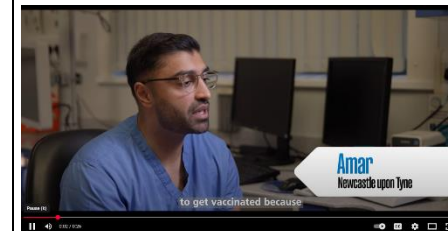


	<p>  Heart conditions (such as coronary heart disease or heart failure)  Neurological conditions (like Parkinson's, multiple sclerosis, cerebral palsy)  Diabetes or Addison's disease  Weakened immune system (from HIV, AIDS, chemotherapy, or steroids)  Being very overweight (BMI 40+)...and more, including chronic kidney disease, liver disease, spleen problems, and having a learning disability. </p> <p>  The good news? You can protect yourself. </p> <p>Get the free flu vaccine to stay safe and reduce your risk of hospital visits.</p> <p>  Don't wait – book today! </p> <p>Find out more and book here: Flu vaccinations</p> <p>#BeWiseImmunise</p>	<p>  Heart conditions (such as coronary heart disease or heart failure)  Neurological conditions (like Parkinson's, multiple sclerosis, cerebral palsy)  Diabetes or Addison's disease  Weakened immune system (from HIV, AIDS, chemotherapy, or steroids)  Being very overweight (BMI 40+)...and more, including chronic kidney disease, liver disease, spleen problems, and having a learning disability. </p> <p>  The good news? You can protect yourself. </p> <p>Get the free flu vaccine to stay safe and reduce your risk of hospital visits.</p> <p>  Don't wait – book today! </p> <p>Find out more and book here: Flu vaccinations</p> <p>#BeWiseImmunise</p>	<p>  Diabetes or Addison's disease  Weakened immune system (HIV, chemo, steroids)  BMI 40+ ...and more </p> <p>  The good news? </p> <p>The FREE flu vaccine helps protect you & lowers your risk of hospital visits.</p> <p>  Don't wait – book today! </p> <p>  Find out more & book: Flu vaccinations </p> <p>#BeWiseImmunise</p>	
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<p>COVID-19 and flu</p>	<p>🚫 Anyone can catch the flu or COVID-19 — but for some, the risks are much greater.</p> <p>If you or someone you love has:</p> <ul style="list-style-type: none"> ✅ Blood cancer (like leukaemia, lymphoma, or myeloma) ✅ Had an organ, bone marrow, or stem cell transplant ✅ HIV or a genetic immune disorder (like SCID) ✅ Recently had chemotherapy, radiotherapy, or biological therapy ✅ Is taking steroids or long-term immunosuppressive treatment for conditions like lupus, rheumatoid arthritis, IBD, scleroderma, or psoriasis <p>...then you may be at higher risk of serious complications.</p> <p>💡 Protect yourself this winter by getting both your flu and COVID-19 vaccines. It's one of the best ways to stay safe and avoid hospital visits.</p> <p>👉 Learn more and book here: vaccinations</p> <p>#BeWiseImmunise</p>	<p>🚫 Anyone can catch the flu or COVID-19 — but for some, the risks are much greater.</p> <p>If you or someone you love has:</p> <ul style="list-style-type: none"> ✅ Blood cancer (like leukaemia, lymphoma, or myeloma) ✅ Had an organ, bone marrow, or stem cell transplant ✅ HIV or a genetic immune disorder (like SCID) ✅ Recently had chemotherapy, radiotherapy, or biological therapy ✅ Is taking steroids or long-term immunosuppressive treatment for conditions like lupus, rheumatoid arthritis, IBD, scleroderma, or psoriasis <p>...then you may be at higher risk of serious complications.</p> <p>💡 Protect yourself this winter by getting both your flu and COVID-19 vaccines. It's one of the best ways to stay safe and avoid hospital visits.</p> <p>👉 Learn more and book here: vaccinations</p> <p>#BeWiseImmunise</p>	<p>🚫 Anyone can catch the flu or COVID-19 — but for some, the risks are much greater.</p> <p>You may be at higher risk if you have:</p> <ul style="list-style-type: none"> ✅ Blood cancer (leukaemia, lymphoma, myeloma) ✅ Organ, bone marrow, or stem cell transplant ✅ HIV or genetic immune disorder (like SCID) ✅ Recent chemo, radiotherapy, or biological therapy ✅ Long-term steroids or immunosuppressants (for lupus, RA, IBD, etc.) <p>💡 Protect yourself this winter: get BOTH the flu & COVID-19 vaccines.</p> <p>📅 It's one of the best ways to stay safe & avoid hospital visits.</p> <p>👉 Learn more and book here: vaccinations</p> <p>#BeWiseImmunise</p>	<p>NHS</p> 
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<p>Tom - Diabetes</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>📅 Book today 🖱️ winter vaccines</p> <p>#BeWiseImmunise ❄️</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>📅 Book today 🖱️ winter vaccines</p> <p>#BeWiseImmunise ❄️</p>	<p>💡 "Prevention is easier than dealing with the illness itself."</p> <p>❤️ Tom, who has Type 1 Diabetes, knows winter can be tough on his immune system — that's why he gets his vaccines every year.</p> <p>💉 Stay safe this winter protect yourself against COVID-19 ✅ Flu ✅</p> <p>📅 Book today 🖱️ winter vaccines</p> <p>#BeWiseImmunise ❄️</p>	<p>Tom video (1 minute 50 seconds) - https://youtu.be/JX1tiMpWJFE</p> <p>Tom video reel (1 minute 1 second) - https://youtu.be/bdbxjfgwodw</p> 
<p>Defences down – double up</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! Get both vaccines now!</p> <p>📅 Book your winter vaccines today 🖱️ winter vaccines</p> <p>#BeWiseImmunise</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! Get both vaccines now!</p> <p>📅 Book your winter vaccines today 🖱️ winter vaccines</p> <p>#BeWiseImmunise</p>	<p>🛡️ Defences down? ➡️ Double up!</p> <p>😷 If you have asthma, bronchitis or COPD, you're at higher risk of severe illness from flu or COVID-19.</p> <p>Protect yourself — get BOTH vaccines to stay safe!</p> <p>📅 Book your winter vaccines today 🖱️ winter vaccines</p> <p>#BeWiseImmunise</p>	

Protecting our communities


Post	Instagram	Facebook	X	Visual/film
<p>Jolande – local authority manager, Tees Valley.</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." –</p> <p>"Look after your community, get vaccinated, get protected!"</p> <p>Visit winter vaccines today to book your vaccinations.</p> <p>#BeWiseImmunise</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." –</p> <p>"Look after your community, get vaccinated, get protected!"</p> <p>Visit winter vaccines today to book your vaccinations.</p> <p>#BeWiseImmunise</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." –</p> <p>"Look after your community, get vaccinated, get protected!"</p> <p>winter vaccines</p> <p>#BeWiseImmunise</p>	 <p>Or video https://youtu.be/LBXso08mgCg (28 sec)</p> 
<p>Amar - Newcastle-based, ENT surgical registrar</p>	<p>❄️ Some people are more at risk this winter... but YOU can help protect them.</p> <p>🦠 Both viruses can cause severe illness in those at high risk.</p> <p>💙 Do your part — make sure the people you love are protected.</p> <p>📅 Book your winter vaccines today 🖱️ winter vaccines</p> <p>#BeWiseImmunise</p>	<p>❄️ Some people are more at risk this winter... but YOU can help protect them.</p> <p>🦠 Both viruses can cause severe illness in those at high risk.</p> <p>💙 Do your part — make sure the people you love are protected.</p> <p>📅 Book your winter vaccines today 🖱️ winter vaccines</p> <p>#BeWiseImmunise</p>	<p>❄️ Some people are more at risk this winter... but YOU can help protect them.</p> <p>🦠 Both viruses can cause severe illness in those at high risk.</p> <p>💙 Do your part — make sure the people you love are protected.</p> <p>📅 Book your winter vaccines today 🖱️ winter vaccines</p> <p>#BeWiseImmunise</p>	 <p>Be Wise. Immunise against COVID-19 and Flu this winter.</p> 


				<p>Or video (26 sec) https://youtu.be/Fjo9cshhfss</p>  <p>Amar, surgical registrar - importance of vaccines</p>
<p>Kuveri, Newcastle</p>	<p>"The vaccinations are an investment in your health and your community."</p> <p>"I encourage everyone to take the vaccination, for their own benefit and to protect people in their community."</p> <p>Visit winter vaccines today to book your vaccinations.</p> <p>#BeWiseImmunise</p>	<p>"The vaccinations are an investment in your health and your community."</p> <p>"I encourage everyone to take the vaccination, for their own benefit and to protect people in their community."</p> <p>Visit winter vaccines today to book your vaccinations.</p> <p>#BeWiseImmunise</p>	<p>💉 Vaccinations = an investment in your health AND your community 💙</p> <p>👏 Protect yourself & protect others — it's a win-win!</p> <p>📅 Book your winter vaccines today 👉 winter vaccines</p> <p>#BeWiseImmunise</p>	 <p>or video (https://youtu.be/BJsOkAMPU9M) (19 sec)</p>  <p>Kuveri - protect yourself and your community</p>

Close contacts of immunosuppressed (flu only)



Post	Instagram	Facebook	X	Visual/film
Immunosuppressed close contacts	<p>🏠 Does someone you live with have a weakened immune system due to illness or treatment?</p> <p>💙 You can help keep them safe by getting your free flu vaccine.</p> <p>📅 Book now at your GP, local pharmacy, NHS website, NHS app, or call 119.</p> <p>Find out more at https://www.nhs.uk/vaccinations/flu-vaccine/</p> <p>#BeWiseImmunise</p>	<p>🏠 Does someone you live with have a weakened immune system due to illness or treatment?</p> <p>💙 You can help keep them safe by getting your free flu vaccine.</p> <p>📅 Book now at your GP, local pharmacy, NHS website, NHS app, or call 119.</p> <p>Find out more at https://www.nhs.uk/vaccinations/flu-vaccine/</p> <p>#BeWiseImmunise</p>	<p>💙 Protect the ones you love. If someone you live with has a weakened immune system, your free flu vaccine can help keep them safe.</p> <p>📅 Book today: GP, pharmacy, NHS app, NHS site or call 119.</p> <p>Find out more at https://www.nhs.uk/vaccinations/flu-vaccine/</p> <p>#BeWiseImmunise</p>	



Carers



Carers	Are you a Carer?	Are you a Carer?	Are you a Carer?	
	<p>Do you look after someone who can't cope without your help?</p> <p>Be wise, immunise against flu this year & get your free vaccination - protect yourself and those you care for.</p> <p>Find out more - www.nhs.uk</p> <p>#BeWiseImmunise</p>	<p>Do you look after someone who can't cope without your help?</p> <p>Be wise, immunise against flu this year & get your free vaccination - protect yourself and those you care for.</p> <p>Find out more - www.nhs.uk</p> <p>#BeWiseImmunise</p>	<p>Do you look after someone who can't cope without your help?</p> <p>Be wise, immunise against flu this year & get your free vaccination - protect yourself and those you care for.</p> <p>Find out more - www.nhs.uk</p> <p>#BeWiseImmunise</p>	

<p>Helen - Carer</p>	<p>It's so much easier to have the flu vaccine than to have the flu 😞</p> <p>👤 If you're a main carer or get carer's allowance, you can get a free flu vaccination at your GP practice 🏠</p> <p>✅ It's a simple way to protect yourself and the person you care for 🤝</p> <p>👤 Talk to your doctor or pharmacist about getting your flu vaccine</p> <p>💙 #BeWiseImmunise Find out more at www.nhs.uk</p>	<p>It's so much easier to have the flu vaccine than to have the flu 😞</p> <p>👤 If you're a main carer or get carer's allowance, you can get a free flu vaccination at your GP practice 🏠</p> <p>✅ It's a simple way to protect yourself and the person you care for 🤝</p> <p>👤 Talk to your doctor or pharmacist about getting your flu vaccine</p> <p>💙 #BeWiseImmunise Find out more at www.nhs.uk</p>	<p>It's so much easier to have the flu vaccine than to have the flu 😞</p> <p>👤 If you're a main carer or get carer's allowance, you can get a free flu vaccination at your GP practice 🏠</p> <p>✅ It's a simple way to protect yourself and the person you care for 🤝</p> <p>👤 Talk to your doctor or pharmacist about getting your flu vaccine</p> <p>💙 #BeWiseImmunise</p>	 <p>(30 sec) https://youtu.be/tA6HJaL4hTI</p> 
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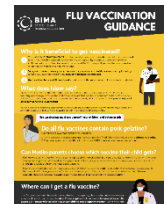
Videos – trusted voices

<p>Margaret's advice</p>	<p>Don't wait, don't hesitate — protect yourself today!</p> <p>We're lucky to have this protection, so take advantage & look after YOU.</p> <p>📅 Book your winter vaccines now 👉 Visit Winter Vaccines</p> <p>#BeWiseImmunise</p>	<p>Don't wait, don't hesitate — protect yourself today!</p> <p>We're lucky to have this protection, so take advantage & look after YOU.</p> <p>📅 Book your winter vaccines now 👉 Visit Winter Vaccines</p> <p>#BeWiseImmunise</p>	<p>Don't wait, don't hesitate — protect yourself today!</p> <p>We're lucky to have this protection, so take advantage & look after YOU.</p> <p>📅 Book your winter vaccines now 👉 Visit Winter Vaccines</p> <p>#BeWiseImmunise</p>	<p>Margaret – (17 sec) https://youtube.com/shorts/WJgUN4UT16k?feature=share</p> 
<p>Humphrey's advice</p>	<p>I encourage everyone to get protected every year!</p> <p>First time? Go for it!</p> <p>⌚ Don't hesitate — it's for YOUR benefit.</p> <p>📅 Book your winter vaccines now 👉 Visit Winter Vaccines</p> <p>#BeWiseImmunise</p>	<p>I encourage everyone to get protected every year!</p> <p>First time? Go for it!</p> <p>⌚ Don't hesitate — it's for YOUR benefit.</p> <p>📅 Book your winter vaccines now 👉 Visit Winter Vaccines</p> <p>#BeWiseImmunise</p>	<p>I encourage everyone to get protected every year!</p> <p>First time? Go for it!</p> <p>⌚ Don't hesitate — it's for YOUR benefit.</p> <p>📅 Book your winter vaccines now 👉 Visit Winter Vaccines</p> <p>#BeWiseImmunise</p>	<p>Humphrey (15 sec) https://youtube.com/shorts/F2ZWY3Eb2HU?feature=share</p> 

<p>Dr Catherine Monaghan – medical director and consultant in acute and respiratory medicine</p>	<p>😷 Anyone can catch COVID-19 — but for some, the risks are much higher.</p> <p>Protect yourself this winter with BOTH your flu & COVID-19 vaccinations.</p> <p>💡 It's one of the best ways to stay safe and out of the hospital.</p> <p>#BeWiseImmunise</p>	<p>😷 Anyone can catch COVID-19 — but for some, the risks are much higher.</p> <p>Protect yourself this winter with BOTH your flu & COVID-19 vaccinations.</p> <p>💡 It's one of the best ways to stay safe and out of the hospital.</p> <p>#BeWiseImmunise</p>	<p>😷 Anyone can catch COVID-19 — but for some, the risks are much higher.</p> <p>Protect yourself this winter with BOTH your flu & COVID-19 vaccinations.</p> <p>💡 It's one of the best ways to stay safe and out of the hospital.</p> <p>#BeWiseImmunise</p>	<p>Dr Catherine Monaghan (17 seconds) - https://youtu.be/AD4dxUuWVRw</p> 
<p>Dr Catherine Monaghan – medical director and consultant in acute and respiratory medicine</p>	<p>👉 You can now get BOTH your flu & COVID-19 vaccinations (if eligible)!</p> <p>😷 Protect yourself <i>and</i> those around you this winter.</p> <p>📅 Book online today to secure your spot & stay protected.</p> <p>📄 Not sure if you're eligible? Visit NHS.UK</p> <p>#BeWiseImmunise</p>	<p>👉 You can now get BOTH your flu & COVID-19 vaccinations (if eligible)!</p> <p>😷 Protect yourself <i>and</i> those around you this winter.</p> <p>📅 Book online today to secure your spot & stay protected.</p> <p>📄 Not sure if you're eligible? Visit NHS.UK</p> <p>#BeWiseImmunise</p>	<p>👉 You can now get BOTH your flu & COVID-19 vaccinations (if eligible)!</p> <p>😷 Protect yourself <i>and</i> those around you this winter.</p> <p>📅 Book online today to secure your spot & stay protected.</p> <p>📄 Not sure if you're eligible? Visit NHS.UK</p> <p>#BeWiseImmunise</p>	<p>Dr Catherine Monaghan (21 seconds) - https://youtu.be/w5FmgullxpU</p> 

<p>Dr Catherine Monaghan – medical director and consultant in acute and respiratory medicine</p>	<p>🧐 Did you know? <i>Anyone</i> can catch the flu — but for some, it can be much more dangerous!</p> <p>The good news: you can protect yourself.</p> <p>Get the flu vaccine to stay safe & lower your risk of hospital visits.</p> <p>🕒 Don't wait — book today!</p> <p>#BeWiseImmunise</p>	<p>🧐 Did you know? <i>Anyone</i> can catch the flu — but for some, it can be much more dangerous!</p> <p>The good news: you can protect yourself.</p> <p>Get the flu vaccine to stay safe & lower your risk of hospital visits.</p> <p>🕒 Don't wait — book today!</p> <p>#BeWiseImmunise</p>	<p>🧐 Did you know? <i>Anyone</i> can catch the flu — but for some, it can be much more dangerous!</p> <p>The good news: you can protect yourself.</p> <p>Get the flu vaccine to stay safe & lower your risk of hospital visits.</p> <p>🕒 Don't wait — book today!</p> <p>#BeWiseImmunise</p>	<p>Dr Catherine Monaghan (17 seconds) - https://youtu.be/lutVIU2TbkY</p> 
<h2>Ask Dr Alex...</h2>				
<p>Dr Alex Kent – GP and ICB Medical Director</p>	<p>Dr Alex Kent is here to answer ALL your questions on winter vaccinations!</p> <p>What are flu, COVID-19 and RSV?</p> <p>👤 Watch now & take the step to protect yourself. 📅 Book your vaccines today 🖱️ nhs.uk</p> <p>#BeWiseImmunise</p>	<p>Dr Alex Kent is here to answer ALL your questions on winter vaccinations!</p> <p>What are flu, COVID-19 and RSV?</p> <p>👤 Watch now & take the step to protect yourself. 📅 Book your vaccines today 🖱️ nhs.uk</p> <p>#BeWiseImmunise</p>	<p>Dr Alex Kent is here to answer ALL your questions on winter vaccinations!</p> <p>What are flu, COVID-19 and RSV?</p> <p>👤 Watch now & take the step to protect yourself. 📅 Book your vaccines today 🖱️ nhs.uk</p> <p>#BeWiseImmunise</p>	<p>Dr Alex Kent – (26 sec) https://youtu.be/5SvfX3ak9dA</p> 
<p>Dr Alex Kent – GP and ICB Medical Director</p>	<p>Dr Alex Kent is here to answer ALL your questions on winter vaccinations!</p> <p>Why is it important to get vaccinated?</p>	<p>Dr Alex Kent is here to answer ALL your questions on winter vaccinations!</p> <p>Why is it important to get vaccinated?</p>	<p>Dr Alex Kent is here to answer ALL your questions on winter vaccinations!</p> <p>Why is it important to get vaccinated?</p>	<p>Dr Alex Kent (21 sec) https://youtu.be/4NeIBRynICQ</p>

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<p>Dr Alex Kent – GP and ICB Medical Director</p>	<p>Dr Alex Kent is here to answer ALL your questions on winter vaccinations!</p> <p>Who can I talk to about getting vaccinated?</p> <p>👤 Watch now & take the step to protect yourself. 📅 Book your vaccines today 🖱️ nhs.uk</p> <p>#BeWiseImmunise</p>	<p>Dr Alex Kent is here to answer ALL your questions on winter vaccinations!</p> <p>Who can I talk to about getting vaccinated?</p> <p>👤 Watch now & take the step to protect yourself. 📅 Book your vaccines today 🖱️ nhs.uk</p> <p>#BeWiseImmunise</p>	<p>Dr Alex Kent is here to answer ALL your questions on winter vaccinations!</p> <p>Who can I talk to about getting vaccinated?</p> <p>👤 Watch now & take the step to protect yourself. 📅 Book your vaccines today 🖱️ nhs.uk</p> <p>#BeWiseImmunise</p>	<p>Dr Alex Kent (23 sec)</p> <p>https://youtu.be/Prt2MuY9GRc</p> <p>Who can I talk to about getting vaccinated?</p>

<h2>National assets</h2>		
<p>A guide to the autumn COVID-19 vaccination</p>	<p>https://assets.publishing.service.gov.uk/media/68b8a19fb0a373a01819fdce/UKHSA_COVID-19_patient_leaflet_autumn_2025_programme_WEB.pdf</p>	 <p>The leaflet provides information about the autumn COVID-19 vaccination programme. It includes details about who is eligible for the vaccine, where to get it, and what to expect during the appointment. The leaflet is available in multiple languages and formats to ensure it is accessible to all.</p>
<p>Information on COVID-19 easy read guide</p>	<p>https://www.gov.uk/government/publications/covid-19-vaccination-easy-read-resources/information-on-covid-19-vaccination-easy-read-guide</p>	 <p>This leaflet is designed to provide easy-to-understand information about the COVID-19 vaccination. It uses simple language and illustrations to explain the benefits of the vaccine and how to get it. The leaflet is suitable for people who may find standard text difficult to read.</p>
<p>Flu</p>	<p>Easy read posters and leaflets on flu</p> <p>Simple text flu leaflets for adults and children</p>	 <p>This leaflet promotes the importance of getting a free flu vaccination. It highlights the benefits of the vaccine in preventing flu and its complications. The leaflet is available in multiple languages and formats to ensure it is accessible to all.</p>
<p>British Islamic Flu Vaccination Guidance</p>	<p>BIMA Flu Vaccination Guidance British Islamic Medical Association</p>	 <p>This guidance document provides information about the flu vaccination for the British Islamic Medical Association (BIMA). It includes details about the vaccine, its safety, and how to get it. The guidance is tailored to the needs of the BIMA community.</p>