

# Communications toolkit – detained estates

## 'Be wise, immunise' Autumn winter vaccinations 2025

(v2. 19/1/25)

### 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 seven estates across our region, these are:

- HMYOI Deerbolt
- HMP Durham
- HMP Frankland
- HMP Holme House
- HMP Low Newton
- HMP Kirkclevington
- HMP Northumberland



***This campaign toolkit is available for [detained estates](#) to use and adapt to encourage the uptake of the [COVID-19 autumn booster and flu vaccinations 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, flu and RSV this autumn. The campaign runs from 1 October 2025 to 31 January 2026 and until 31 March 2026 for flu.

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 [autumn winter here to help public page](#).

Your support in raising awareness with all eligible cohorts of the importance of getting the COVID-19 and/or flu 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 autumn vaccination?

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

- People aged 75 and over
- People aged 18 and over who are immunosuppressed\* ([defined in the Green Book, chapter 14a; tables 3 and 4](#))\*

### 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.

## Who is eligible for the flu vaccination?

**Flu** - In line with advice from the Joint Committee on Vaccination and Immunisation, those advised to have a flu vaccine this year include:

- those 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 \(Influenza\)](#))
- pregnant women
- close contacts of immunocompromised individuals

## Who is eligible for RSV vaccination?

**RSV** - In line with advice from the Joint Committee on Vaccination and Immunisation, those advised to have an RSV vaccine this year include:

- those aged 75 to 79

## 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 autumn booster vaccine if it's been at least three months since you had your previous dose.

## Key messages flu and RSV

- Flu and RSV can be very dangerous, even life threatening for some, particularly people with certain health conditions. The vaccines are safe and effective.
- Over the course of the 2024 autumn booster campaign **4255 patients were seen in hospitals across the North East and North Cumbria with Flu**
- The flu vaccine is recommended every year to help protect people at risk of getting seriously ill from flu.
- If you're eligible for a free flu 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.
- Preventing people from becoming ill, hospitalised, or dying from flu through vaccination is one of the main tools we have to protect our health and social care services.
- It takes 2-3 weeks for the flu vaccine to provide immunity and so early vaccination, when the vaccine is offered to you, is essential.
- In people aged 75 and over, RSV can lead to serious complications such as pneumonia, hospitalisation, and in some cases, death. Older age, underlying conditions, and a weaker immune system increase the risk.

## Short script COVID-19 and flu vaccines – for detainees

This winter **Be wise, immunise!**

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

Protection against COVID-19 and flu 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. Those aged 65 and above, aged 18 or over and are immunosuppressed or are pregnant you are eligible for a free flu vaccine.

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

Don't get caught out - **Be wise, immunise** and make sure you get all the protection you need to stay safe this winter.

## Short script COVID-19 and flu vaccines – for staff

This winter **Be wise, immunise!**

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

Protection against COVID-19 and flu 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. Those aged 65 and above, aged 18 or over and are immunosuppressed or are pregnant you are eligible for a free flu vaccine.

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

Don't get caught out - **Be wise, immunise** and make sure you get all the protection you need to stay safe this winter.

## Newsletter/magazine copy – for detainees

### Be Wise, Immunise

- 1) The COVID booster and flu vaccines can help protect you from the latest strains of the viruses
- 2) The prison is an enclosed setting, and the possibility of contracting COVID-19 and/or flu is at increased risk, similar to Norovirus
- 3) If you are eligible, it is important to top up your protection even if you have had earlier vaccinations or have had the viruses, 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 or flu before, as immunity fades over time and the viruses change.

The vaccines are **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 and flu vaccine by speaking to your healthcare team.

Don't get caught out - **Be wise, immunise** and make sure you get all the protection you need to stay safe this winter.

## Newsletter/magazine copy – for staff

### Be Wise, Immunise

- 1) The COVID booster and flu vaccines can help protect you from the latest strains of the viruses
- 2) The prison is an enclosed setting, and the possibility of contracting COVID-19 and/or flu is at increased risk, similar to Norovirus



3) If you are eligible, it is important to top up your protection even if you have had earlier vaccinations or have had the viruses, 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 or flu before, as immunity fades over time and the viruses change.

The vaccines are **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' or 'NHS flu 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 - **Be wise, immunise** and make sure you get all the protection you need to stay safe this winter.

## Social media messaging – for staff

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

Our social media handles are:

Facebook - NorthEastandNorthCumbriaNHS  
X (the new name for Twitter) – @NENC\_NHS  
Instagram – nenc\_nhs

The following pages include social media posts for the COVID-19 booster and flu 2025 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


Flu vaccinations are also available for:

- those 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 \(Influenza\)](#))
- pregnant women



	<ul style="list-style-type: none"> <li>close contacts of immunocompromised individuals</li> </ul> <p>Don't delay - if you're eligible get your vaccines now!</p> <p>Find out more and how to book at <a href="https://www.nhs.uk/vaccinations/">https://www.nhs.uk/vaccinations/</a></p> <p>#GetVaccinatedGetProtected #BeWinterStrong</p>	
<b>2. Who is eligible</b>	<p>Those most vulnerable and at greatest risk from COVID-19 and flu will need extra protection this autumn and winter.</p> <p>Find out if you can get your free flu and COVID-19 vaccinations this year and how you can book an appointment at:</p> <p><a href="https://www.nhs.uk/vaccinations/">https://www.nhs.uk/vaccinations/</a></p> <p>Don't delay - if you're eligible book your free vaccination now!</p> <p>#GetVaccinatedGetProtected #BeWinterStrong</p>	 <p>The image is a promotional poster for NHS vaccinations. It features a smiling male healthcare worker in a pharmacy setting. The text on the poster includes the NHS logo, 'Get vaccinated, get protected.', 'Be winter strong.', and 'Speak to your healthcare team.' There is also a small graphic that says 'HERE TO HELP'.</p>

<p><b>3. They're free</b></p>	<p>Be wise, immunise!</p> <p>Protect yourself with a free flu and COVID-19 vaccine this winter.</p> <p>Don't delay - if you're eligible, book your free flu and COVID-19 vaccinations now at</p> <ul style="list-style-type: none"> <li>• your GP practice</li> <li>• community pharmacy</li> <li>• the NHS website</li> <li>• the NHS app</li> <li>• or call 119</li> </ul> <p>Find out more - <a href="https://www.nhs.uk/vaccinations/">https://www.nhs.uk/vaccinations/</a></p> <p>#GetVaccinatedGetProtected #BeWinterStrong</p>	
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<p><b>4. General (short copy)</b></p>	<p>Be wise, immunise against flu and COVID-19 this winter!</p> <p>Find out if you can get a free flu and COVID-19 vaccine and how to book at:</p> <p><a href="https://www.nhs.uk/vaccinations/">https://www.nhs.uk/vaccinations/</a></p> <p>#GetVaccinatedGetProtected #BeWinterStrong</p>	
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### Additional resources

<p>Digital screen</p>	
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Leaflet	 <p><b>Get vaccinated, get protected.</b></p> <p><b>Stay Protected This Winter</b></p> <p>The COVID booster and flu jabs help protect you from the latest strains. In prison, viruses spread more easily – like COVID, flu, or norovirus. Protection fades over time, so even if you've had vaccines or been ill before, you may still need a top-up.</p> <p><b>What to do:</b></p> <p>Ask the healthcare team if you can get the vaccines. The jabs are safe. Side effects are usually mild and go away in a few days. Getting vaccinated gives you the best chance to stay well this winter.</p> <p><b>Be winter strong.</b> Speak to your healthcare team.</p> <p><b>HERE TO HELP</b></p>
Posters	 <p><b>Get vaccinated, get protected.</b></p> <p><b>Be winter strong.</b> Speak to your healthcare team.</p> <p><b>HERE TO HELP</b></p>
Screensavers	 <p><b>Get vaccinated, get protected.</b></p> <p><b>Be winter strong.</b> Speak to your healthcare team.</p> <p><b>HERE TO HELP</b></p>