

## Winter flu and COVID-19 vaccinations – a checklist of key communications activity

The NHS's winter vaccination campaign is one of our widest public-facing health campaigns.

NHS organisations such as GP practices, community pharmacies and provider trusts have excellent resources to communicate with our patients, staff and wider communities. So too do the wide range of voluntary and community organisations you may work with through an ICS or PCN, or may have established direct relationships with.

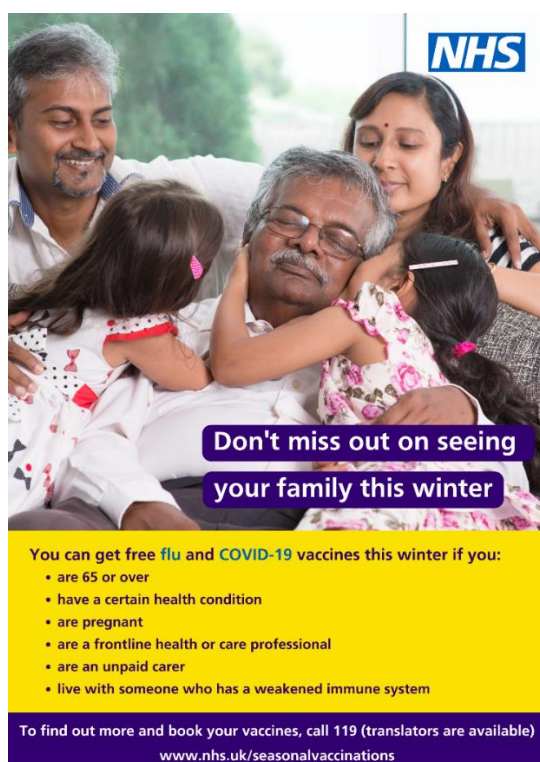
Below is a handy checklist of key actions to take during the current winter campaign, to help improve awareness and uptake of flu and COVID-19 vaccinations this season.

### 1. Place this season's [posters](#) in waiting areas/ staff rooms/ windows/ notice boards, or include [digital display screens](#) in your rotations.

Examples are shown below. Online, you can also find:

- NHS England [public-facing posters](#) and [digital screens](#)
- NHS England [translated posters](#) and [translated digital screens](#)
- NHS England [posters and digital screens for staff vaccinations](#)
- UKHSA [posters](#)

#### Posters:



### Digital screen:

A digital screen advertisement for NHS seasonal vaccinations. The screen is split into two main sections. On the left, a yellow background contains text and a list of eligibility criteria. On the right, a photograph of a smiling woman with blonde hair is shown, with the NHS logo in the top right corner and a yellow banner at the bottom with the text 'GET VACCINATED. GET WINTER STRONG.'

You can get free flu and COVID-19 vaccines this autumn if you:

- are 65 or over
- have a certain health condition
- are pregnant
- are a frontline health or care professional
- are an unpaid carer
- live with someone who has a weakened immune system.

[www.nhs.uk/seasonalvaccinations](https://www.nhs.uk/seasonalvaccinations)

**GET VACCINATED.  
GET WINTER STRONG.**

### 2. Ensure all staff are familiar with, and keep using, this season's **key messages** on winter vaccinations.

This could be backed up by regular discussions about vaccine eligibility and promotion in team meetings, and including information in any staff rooms or internal emails, to support the team to advise the public.

This should include opportunistic vaccine awareness-raising, in relevant conversations with members of the public (or other staff) about their health and wellbeing.

- Key messages, FAQs and more are in [our communications toolkit](#)
- eligibility is shown on [www.nhs.uk/seasonalvaccinations](https://www.nhs.uk/seasonalvaccinations) (also [www.nhs.uk/wintervaccinations](https://www.nhs.uk/wintervaccinations))
- these [business cards \(with translations\)](#) can be printed to include in prescription bags, or shared in public areas.

### 3. Support **eligible staff** to get their own vaccinations

For example, this might be by allowing some rota flexibility, maximising convenience, or by having honest conversations about any concerns staff may have.

Tips for larger organisations are [on FutureNHS here](#).

### 4. Keep posting current **social media content** from any accounts you have such as Facebook and X/Twitter – it is worth doing this regularly as different people are likely to see these each time.

Suggested images to post, with example cover text:



For some, flu or COVID-19 can be very dangerous and even life-threatening. Flu and COVID-19 vaccines reduce the risk of serious illness in colder months.

Find out if you're eligible and book now [www.nhs.uk/wintervaccinations](https://www.nhs.uk/wintervaccinations) or on the NHS App.



Flu and COVID-19 vaccines reduce your risk of serious illness if you have an underlying health condition.

Find out if you're eligible and book now at [www.nhs.uk/wintervaccinations](https://www.nhs.uk/wintervaccinations) or on the NHS App.

You can find further [NHS England social cards](#), [NHS England translated social cards](#), [UKHSA social cards, videos and carousels](#) and [NHSE spokespeople videos](#) online.

With permission, you could also consider sharing local **vaccination stories** on your social media, to show who has been vaccinated if they have an interesting story (e.g. members of the same family visiting together/ local celebrities or community leaders/ people getting vaccinated on their birthday).

##### 5. Ask local **community partners such as faith groups** or others you have a relationship with to spread the word

They can also use the NHS designed resources in linked to above to help spread these messages if useful. An example email to them might begin:

##### ***Encouraging flu/COVID-19 vaccinations***

*We are encouraging those that are eligible to come forwards for their free flu and COVID-19 vaccinations as soon as possible so that they are protected in colder months.*



*Those eligible for both vaccines this season include people aged 65 and over, with certain health conditions, who are pregnant, carers or living with people with a weakened immune system. Children aged 2 and 3 years old by 31 August 2023 can also get the flu vaccine at their GP surgery.*

*Please help us protect as many people as possible this season by reminding anyone that is eligible to book their flu and COVID-19 vaccinations. You can direct them to [www.nhs.uk/wintervaccinations](http://www.nhs.uk/wintervaccinations) for more information and to find out how to book.*

There is also a range of targeted articles that may be especially useful for some community groups to share, depending on the local populations you serve (or you could also print copies of these and use on notice boards, or in local newsletters).

- [The Voice \(English\)](#)
- [Asian Express \(English\)](#)
- [Asian Standard \(English\)](#)
- [Asian Leader \(English\)](#)
- [Bangla Sanglap \(English\)](#)
- [Eastern Eye \(English\)](#)
- [Weekly Desh \(in Bengali\)](#)
- [Portrika \(in Bengali\)](#)
- [Urdu Times \(in Urdu\)](#)
- [Garavi Gujarat \(in Gujarati\)](#)
- [Cooltura 24 \(in Polish\)](#)
- [Le Petit Journal \(in French\)](#)

## **6. Include a winter vaccination banner on your website or in your [email signature](#)**



Following this easy [email signature 'how to add' guide](#).

## **7. Use our online pages to find further communications resources and advice**

- Designed marketing material from NHS England, DHSC and UKHSA is available on the Government's [Campaign Resource Centre](#). This is free to sign up to from NHS email addresses, and also contains a wealth of material for other current campaigns.
- NHS England communications resources including core scripts and further advice are also available on the [FutureNHS COVID-19 Vaccination workspace](#) which most sites participating in the current campaign are already signed up to.
- Dedicated communications staff (for example in provider trusts or ICSs) can also access the wider set of material on [FutureNHS CommsLink](#).