



UK Health  
Security  
Agency

# **UKHSA COVID-19 & Flu Autumn and Winter Vaccination Campaign**

## Communications Support Pack

Dec 2022

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# Overview of Communications Support Pack

## Purpose of Toolkit

This communications support pack contains details of messages to share with stakeholders, including social media graphics and copy, resources that you can order to help raise awareness throughout your stakeholder networks, and answers to typical questions that your stakeholders might have about this autumn and winter vaccinations campaign.

## How you can help

There are a number of ways that you can help to increase uptake of COVID and flu vaccinations this autumn and winter.

Sharing up-to-date, accurate information helps to increase awareness and support vaccine uptake, as well as countering misinformation that can exist online and within communities.

You can help eligible groups to get their booster by:

- Sharing information about the vaccination programme via your various channels – such as social media, newsletters, interviews and webinars – to support the flow of credible information.
- Engaging with stakeholders to reinforce the importance of taking up offers of COVID and flu vaccinations this autumn, and to encourage the cascading of messages to their networks.

# Background

- Specific groups of people across the country were offered a flu vaccine and a COVID-19 autumn booster from September. Some of those who are eligible for both vaccines will receive them in the one appointment, but the vast majority will receive them on separate occasions
- Vaccines are the best protection against these viruses and in England we have some of the best uptake figures in Europe. However, challenges remain to increase uptake in 2 and 3 year olds, pregnant women, those with long term health conditions and people from some ethnic minority community backgrounds.
- NHS have set out details regarding the COVID-19 booster vaccine [here](#)
- NHS have set out details regarding the Flu vaccine [here](#)

## Press Releases:

- 15<sup>th</sup> July Announcement: [Over 50s to be offered COVID-19 booster and flu jab this autumn - GOV.UK \(www.gov.uk\)](#)
- 23<sup>rd</sup> October, launch of marketing campaign: [New vaccine marketing campaign urges millions to boost their immunity this winter - GOV.UK \(www.gov.uk\)](#)
- [Concern over low rate of 2 to 3 year olds getting the flu vaccine - GOV.UK \(www.gov.uk\)](#)
  - Latest UKHSA data reveals that the hospitalisation rates for flu are highest in the under 5s, with the estimated number of hospital admissions for the past week being over 200.

# Links to Latest Information

## Data:

- [National flu and COVID-19 surveillance reports: 2022 to 2023 season - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/national-flu-and-covid-19-surveillance-reports-2022-to-2023-season)
  - National influenza and COVID-19 report, monitoring COVID-19 activity, seasonal flu and other seasonal respiratory illnesses. Updated every Thursday
- [Statistics » COVID-19 vaccinations \(england.nhs.uk\)](https://statistics.nhs.uk/covid-19-vaccinations)
  - Latest COVID-19 data

## Useful Links:

- Campaign assets, including the TV advert, can be downloaded from [here](#).
- The latest flu vaccine uptake can be found in the weekly UKHSA COVID-19 and flu surveillance report [here](#).
- The latest COVID-19 vaccine uptake can be found [here](#).
- You can book or manage a free NHS flu vaccination at a pharmacy [here](#).
- You can book or manage a coronavirus (COVID-19) vaccination [here](#).
- Health and Social Care Workers Winter Vaccination Toolkit [here](#).
- A vaccines communications toolkit for universities and other higher education settings is available to download. This toolkit contains information and resources on vaccines including MenACWY and MMR and the diseases they protect against [here](#).
- Social media resources promoting COVID-19 vaccination in migrant communities in [London](#) and [nationally](#) are available to download.
- Social media resources promoting [COVID-19 vaccination for pregnant women](#) are available to download.
- [Public Facing Winter Vaccinations Campaign | Campaign Resource Centre \(phe.gov.uk\)](https://www.phe.gov.uk/campaigns/winter-vaccinations)

# Eligibility: Flu vaccine

## Adults

The flu vaccination programme started in September with those eligible able to book an appointment with their GP surgery or pharmacy, and school-aged children offered the vaccine in school. Some maternity services offer the vaccine if you are pregnant. The flu vaccine is given free on the NHS to adults who:

- are 50 and over (including those who will be 50 by 31 March 2023)
- have certain health conditions
- are pregnant
- are in long-stay residential care
- receive a carer's allowance, or are the main carer for an older or disabled person who may be at risk if you get sick
- live with someone who is more likely to get a severe infection due to a weakened immune system, such as someone living with HIV, someone who has had a transplant, or is having certain treatments for cancer, lupus or rheumatoid arthritis
- a frontline health and social care worker that do not have access to occupational health

# Eligibility: Flu vaccine

## Children

The nasal spray flu vaccine is free on the NHS for:

- children aged 2 or 3 years on 31 August 2022 (born between 1 September 2018 and 31 August 2020)
- all primary school children (Reception to Year 6)
- some secondary school aged children
- children aged 6m to 17 years with long-term health conditions. Further information regarding health conditions can be found by clicking this links: [Protecting your child against flu; Information for parents and carers \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/111111/protecting-your-child-against-flu.pdf) & [Child flu vaccine - NHS \(www.nhs.uk\)](https://www.nhs.uk/child-flu-vaccine)

If your child is aged between 6 months and 2 years and has a long-term health condition that makes them at higher risk from flu, they'll be offered an injectable flu vaccine instead of the nasal spray.

This is because the nasal spray is not licensed for children under 2 years old.

The nasal spray vaccine offers the best protection for children aged 2 to 17 years. They'll be offered a flu vaccine injection if the nasal spray vaccine is not suitable for them. Injected and nasal spray flu vaccines are safe and effective.

# Eligibility: Flu vaccine

## Long term health conditions

The flu vaccine is offered free on the NHS to anyone with a serious long term health condition, including:

- respiratory conditions, such as asthma (needing a steroid inhaler or tablets), chronic obstructive pulmonary disease (COPD), including emphysema and bronchitis
- diabetes
- heart conditions, such as coronary heart disease or heart failure
- being very overweight – a body mass index (BMI) of 40 or above
- chronic kidney disease
- liver disease, such as hepatitis
- some neurological conditions, such as Parkinson's disease, motor neurone disease, multiple sclerosis (MS), or cerebral palsy
- a learning disability
- problems with your spleen like sickle cell disease, or if you've had your spleen removed
- a weakened immune system as a result of conditions such as HIV and AIDS, or taking medicines such as steroid tablets or chemotherapy

The list above is not exhaustive, and the healthcare professional should apply clinical judgement to take into account the risk of influenza exacerbating any underlying disease that a patient may have, as well as the risk of serious illness from influenza itself.



# Eligibility: COVID-19 autumn booster

The COVID-19 autumn booster programme started in early September. You can have a seasonal booster dose (autumn booster) of the COVID-19 vaccine if you are:

- aged 50 or over
- pregnant
- aged 5 and over and at high risk due to a health condition
- aged 5 and over and at high risk because of a weakened immune system
- aged 5 and over and live with someone who has a weakened immune system
- aged 16 and over and a carer, either paid or unpaid
- living or working in a care home for older people
- a frontline health and social care worker

You can have your seasonal booster (autumn booster) if it's been at least 3 months since you had your previous dose.

More information on eligible health conditions: [JCVI statement on the COVID-19 booster vaccination programme for autumn 2022: update 3 September 2022 - GOV.UK \(www.gov.uk\)](#)

# Key Messages

- Boost your immunity ahead of this winter with the flu vaccine and COVID-19 booster. Find out more details if you are eligible:
  - [Flu vaccine - NHS](#)
  - [Covid-19 booster – NHS](#)
- Flu and COVID-19 can both be life-threatening and spread more easily when mixing indoors during winter. Many people will be offered a free flu vaccine and COVID-19 booster this year. Find out more details if you're eligible:
  - [Flu vaccine - NHS](#)
  - [Covid-19 booster – NHS](#)
- Vaccines are the best protection we have against dangerous viruses like flu and COVID-19.

# Key Messages

## Long-term health conditions

- If you have certain long-term health conditions, you are at increased risk of hospitalisation from flu and COVID-19 this winter. It is important you get vaccinated ahead of winter to protect yourself. Don't delay, book your free flu vaccine and COVID-19 booster appointments now.
- Protect yourself from vaccine-preventable winter viruses. If you have certain health conditions, you could be eligible for a free flu vaccine and a COVID-19 booster. Vaccines are your best protection from viruses like flu and COVID-19 that can cause serious illness.
- Vaccines are your best protection from the flu and COVID-19 viruses. If you have certain health conditions, you could be eligible for a free flu vaccine and a COVID-19 booster.
- People who have weakened immunity due to certain health conditions are more at risk this winter and will need the flu and COVID-19 booster vaccines.

# Key Messages

## Pregnant women

- If you are pregnant, flu and COVID-19 can cause serious harm to you and your baby. The flu and COVID-19 vaccines offer the best protection against these viruses.
- The flu vaccine can reduce the risk of serious complications such as pneumonia, particularly in the later stages of pregnancy.
- Women who have had a flu vaccine while pregnant also pass some protection on to their babies, which lasts for the first few months of their lives.
- All pregnant women are eligible for free flu and COVID-19 vaccines.
- You can get your flu and COVID-19 vaccines at any stage of your pregnancy.
- The COVID-19 vaccines do not contain live coronavirus and cannot infect a pregnant woman or her unborn baby in the womb.
- Flu jabs do not contain live influenza virus and cannot infect a pregnant woman or her unborn baby.

# Key Messages

## Parents of children eligible for the flu vaccine

- The flu vaccine for young children is a quick and painless nasal spray, not an injection.
- The vaccine is the best way for children to build up immunity, they could become seriously ill from flu without it.
- Flu can make young children seriously ill; the nasal spray will help protect them and reduce the risk.
- All primary school aged children will be offered a free flu vaccine at school or a community clinic. It's a quick and easy nasal spray. Look out for your child's consent form in their book bags, sign it and return it.
- Keep your children safe from flu this winter and help stop the spread by getting them vaccinated.
- The flu vaccine is a quick and painless nasal spray for children. It's their best protection and prevents the spread of the virus.
- If your child is aged 2-3 before September 2022, book an appointment now with your GP surgery.

# Key Messages

## People 50 years old and over

- Flu and COVID-19 can spread more easily in winter when we are all mixing indoors more. So, if you're 50 years or over, you should have the flu and COVID-19 vaccines.
- If you're 50 years or over, you are at increased risk of getting seriously ill from COVID-19, particularly if you get both viruses at the same time. That's why it's so important to get your flu vaccine and COVID-19 booster as soon as possible to protect yourself this winter.
- If you're 50 years or over, you are eligible for a free flu vaccine and a COVID-19 booster.

# Resources: Summary

A large number of resources have been created that can be used to support the COVID-19 and flu vaccination programmes

## Health Publications Website

**Free paper versions of patient leaflets and resources can be ordered, as well as downloaded for free.**

**Translations and accessible versions are available for much of the content**

UKHSA Immunisation and Vaccine-Preventable Disease Division created this [Health publications website](#) to provide programme information, resources and collateral to support the delivery of the vaccination programmes including flu and COVID-19.

## Campaigns Resource Centre:

**All resources are available for free and are reviewed and updated regularly.**

The [Campaigns Resource Centre \(CRC\)](#) holds a wealth of resources that can be downloaded to assist in communicating key messages and challenging misinformation.

[Winter Vaccinations Public Facing Campaign | Campaign Resource Centre \(phe.gov.uk\)](#)

# Resources: Summary

A large number of resources have been created that can be used to support the COVID-19 and flu vaccination programmes.

## YouTube and social media

UKHSA and DHSC both have YouTube accounts. A video created by DHSC on vaccine disinformation has been made available in 17 languages [here](#).

Information is also regularly shared via following Twitter accounts:

- [@UKHSA](#)
- [@DHSCgovuk](#)
- [@NHSuk](#)
- [@NHSEngland](#)

## NHS

The NHS website gives clear and concise details about the vaccines, who is eligible, potential side effects and how they were developed, including a short explainer video.

- [Flu vaccine – NHS](#)
- [Coronavirus \(COVID-19\) vaccine - NHS \(www.nhs.uk\)](#)



# Resources: Summary

Further resources are available from [UKHSA COVID-19 vaccination programme](#), including guidance, leaflets, posters and a variety of other information relating to the COVID-19 vaccine.

**Examples of information contained on the COVID-19 vaccination programme webpage include:**

[COVID-19 vaccination: for people with a weakened immune system - GOV.UK \(www.gov.uk\)](#)

- Information on the third and booster doses for people with a weakened immune system.

[COVID-19 vaccination: women of childbearing age, currently pregnant or breastfeeding - GOV.UK \(www.gov.uk\)](#)

- Information for all women of childbearing age, those currently pregnant or breastfeeding on coronavirus (COVID-19) vaccination.

**Paper stocks of these resources can be ordered by visiting:**

<https://www.healthpublications.gov.uk/Home.html>

# Resources: Summary

The following slides highlight some of the content summarised on the previous slides for flu and COVID-19, including:

- Leaflets
- Posters
- Guidance
- Videos
- Social media content

Additional content is also available on gov.uk, the Health Publications website, and UKHSA's Campaigns Resource Centre (CRC). Links are in the box on the right of this slide, and direct links to the content

**These resources and more can be ordered for free or downloaded from:**

[www.healthpublications.gov.uk](http://www.healthpublications.gov.uk)

and

[campaignresources.phe.gov.uk](http://campaignresources.phe.gov.uk)

Many resources available in multiple languages and accessible formats.

[COVID-19 vaccination: British Sign Language resources - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

[COVID-19 vaccination: easy-read leaflets - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

[Flu vaccination: easy-read flu vaccination resources - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

# Resource: Guidance, Posters and Leaflets

## flu: 5 reasons to vaccinate your child



- 1. Protect your child**  
The vaccine will help protect your child against flu and serious complications such as bronchitis and pneumonia
- 2. Protect you, your family and friends**  
Vaccinating your child will help protect more vulnerable friends and family
- 3. No injection needed**  
The nasal spray is painless and easy to have
- 4. It's better than having flu**  
The nasal spray helps protect against flu, has been given to millions of children worldwide and has an excellent safety record
- 5. Avoid costs**  
If your child gets flu, you may have to take time off work or arrange alternative childcare

For more information visit  
[www.nhs.uk/child-flu](http://www.nhs.uk/child-flu)

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## Flu vaccination 2022 to 2023 Briefing for primary schools

This leaflet gives details about the flu vaccination programme for primary school aged children including how the programme is delivered and the role schools play.



Flu immunisation

Helping to protect children, every winter

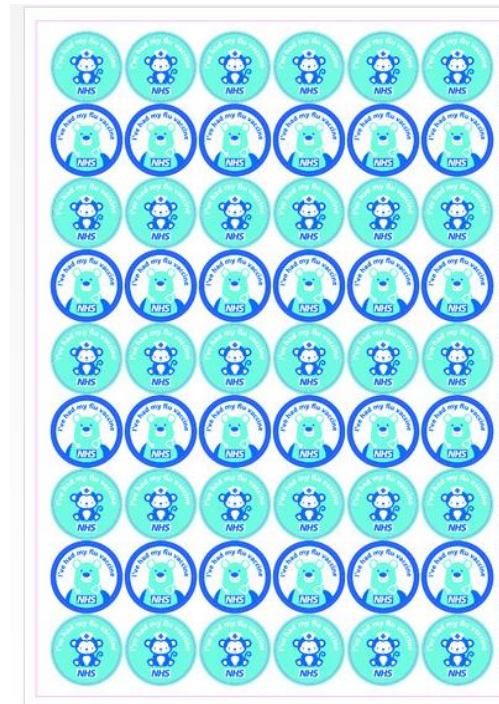
NHS

## Immunising preschool children against flu

Information for practitioners working in  
early years settings, including childminders



NHS



NHS

## Protecting your child against flu

Flu immunisation in England

Information for parents and carers



NHS

ফ্লু: আপনার শিশুকে টিকা দেওয়ার

## 5টি কারণ



- ১. আপনার শিশুকে সুরক্ষিত রাখুন**  
টিকা আপনার শিশুকে ফ্লু এবং গুরুতর ও  
সংক্রমণজনক রোগ প্রতিরোধে সাহায্য করে।
- ২. ঘিঁষাচ্ছে, আপনার পরিবার এবং  
অন্যদের সুস্থ রাখুন**  
আপনার শিশুকে টিকা দেওয়া শুধুমাত্র  
শিশু নয়, বরং পরিবারকে রক্ষা করে  
সহায়তা করে।
- ৩. কোনও ইনজেকশনের মতকার নেই**  
একজন শিশুকে টিকা দেওয়া সহজ এবং  
দ্রুত।
- ৪. ফ্লু ছাড়াও আরও একটি রোগের জন্য  
রক্ষা দেয়**  
ফ্লুর মতো, ফ্লু এবং গুরুতর ও  
সংক্রমণজনক রোগ প্রতিরোধে সাহায্য করে।  
শিশুকে টিকা দেওয়া এবং এই রোগের  
প্রতিরোধে সাহায্য করে।
- ৫. সুরক্ষিত শিশুরা**  
ফ্লু ছাড়াও আরও একটি রোগের জন্য  
রক্ষা দেয়। ফ্লুর মতো, ফ্লু এবং  
গুরুতর ও সংক্রমণজনক রোগ প্রতিরোধে  
সাহায্য করে।

NHS

## Flu vaccination Who should have it and why

WINTER 2022 TO 2023  
Includes information for parents and pregnant women



NHS CARE

## A guide to the COVID-19 autumn booster

People aged 50 years and older, residents in care homes for older people, those aged 5 years and over in a clinical risk group and health and social care staff will be offered a booster of coronavirus (COVID-19) vaccine this autumn. Appointments will be available from the National Booking Service shortly.

Who is being offered an autumn booster?  
COVID-19 is more serious in older people and in people with certain underlying health conditions. This winter it is expected that many respiratory infections, including COVID-19 and flu, may be circulating at high levels - this may put increasing

and social care staff, those who care for vulnerable individuals and families of individuals with weakened immune systems.

The autumn booster is being offered to those at high risk of the complications of COVID-19 infection, who may have not been boosted for a few months. As the number of COVID-19 infections

# Resource: Guidance, Posters and Leaflets

**UK Health Security Agency**

## Pregnant?

**Have your COVID-19 vaccines!**

- COVID-19 infection is currently circulating and can be serious for pregnant women
- Thousands of pregnant women have been safely vaccinated in the UK and worldwide
- It is important to have both doses of your COVID-19 vaccine to protect you and your unborn baby

**Find out more:**  
COVID-19 vaccines are recommended for pregnant women by the Royal College of Midwives and Royal College of Obstetricians and Gynaecologists.

**Use this QR code to find out more about the COVID-19 vaccine and pregnancy:**  
Have your pregnancy confirmed and then scan this QR code to see if you are eligible for the COVID-19 vaccine.

**Use this QR code to see the NICE COVID-19 decision aid and more:**  
[www.nice.org.uk/guidance/decision-aids/decision-aid/COVID-19-decision-aid.pdf](https://www.nice.org.uk/guidance/decision-aids/decision-aid/COVID-19-decision-aid.pdf)

**Call 119 or go online to [www.nhs.uk/healthcareprofessionals/avoid-illnessandvaccination-to-prepare-for-your-vaccination-appointment](https://www.nhs.uk/healthcareprofessionals/avoid-illnessandvaccination-to-prepare-for-your-vaccination-appointment). You can also attend with us, online or go to vaccination clinics in your area.**

**COVID-19 immunisation**  
Protect yourself and your pregnancy

**UK Health Security Agency**

## COVID-19 vaccine

### for people with a weakened immune system

People who have a severely weakened immune system are advised to have a third dose of COVID-19 vaccine. This is to help improve any protection you may have built from your first 2 doses, and is given before your boosters.

**What is COVID-19 or coronavirus?**  
COVID-19 is a very infectious respiratory disease caused by the SARS-CoV-2 virus. It can be very serious in people who have a weakened immune system. There is no cure for COVID-19 although some newly tested treatments do help to reduce the risk of complications.

**Why am I being offered a third dose of the COVID-19 vaccine?**  
This third dose is being offered to all those aged 5 years and older who had a weakened immune system around the time they had their first 2 doses of the COVID-19 vaccine. It is possible that you may not have responded as well as other people. This third dose may help to improve your immune response and give you better protection.

Your specialist can advise whether this applies to you. By having the third dose you may reduce your chance of catching the COVID-19 infection.

And, if you do, the symptoms may be less severe and the illness shorter, than if you had not had the third vaccination.

People who need a third dose are those who had a severely weakened immune system around the time they had their first 2 doses. This includes those who had or have:

- blood cancers (such as leukaemia or lymphoma)
- lowered immunity due to treatment (such as steroid medication, biological therapy, chemotherapy or radiotherapy)
- lowered immunity due to phorbic disorders of the immune system
- an organ or bone marrow transplant
- diseases that affect the immune system with a poorly controlled HIV
- other diseases or treatments as advised by your specialist

**UK Health Security Agency**

## Vaccine communications toolkit for universities and other higher education settings

Helping to protect students from vaccine preventable infectious diseases



**Department of Health & Social Care**

**CARE**

**NHS England**

## Flu vaccination guidance for social care workers and carers

This information is for social care workers and carers. It gives details on the benefits of the flu vaccination and options for accessing it. Those who should receive a flu vaccination include all frontline adult social care workers, social care workers working with children who are clinically vulnerable to flu, and some carers.

The government is grateful for the dedication and commitment shown by all our social care workers, carers and the organisations involved in keeping people with care and support needs safe during the pandemic. Colleagues across the sector rose to this unprecedented challenge and have gone above and beyond the call of duty to keep those they care for safe.

As we continue to deal with these challenges it is important that the focus on the flu virus is not lost. We want to ensure that those delivering care are as well-protected from the flu virus as they can be, including both for the staff within it and the people being cared for. Securing access to the flu vaccine is the best way to do this.

Flu vaccination for social care staff directly working with people clinically vulnerable to flu, as well as carers, is strongly encouraged. We have developed this guidance to support staff and carers to ensure there is high uptake of the flu vaccine this season.



For information on flu vaccination for social care providers and personal assistants please see specific flu vaccination guidance available to you.

**UK Health Security Agency**

**Quick links**

## Vaccination information for pregnant women

Having your vaccines is the best way to protect you and your baby from infectious disease

**Find out more:**

**COVID-19 vaccination**

**SCAN ME**

[gov.uk/ukhsa/pregnancy-covid-vaccine](https://gov.uk/ukhsa/pregnancy-covid-vaccine)

**Routine vaccines**  
pertussis (whooping cough) and flu

**SCAN ME**

[gov.uk/ukhsa/pregnancy-vaccines](https://gov.uk/ukhsa/pregnancy-vaccines)

### Instructions

Enter the web address into your phone or scan the QR code.

You can then add an icon to the home screen of your phone. This enables you to click on the icon to go straight to the screening information, just like an app. Finding the add to home screen option depends on what phone you have and how old it is. If you need help, search online for what to do for your specific phone.

For newer iPhones, click on the share icon at the bottom of the screen. Scroll up or left and select add to home screen, then add.

For newer Android phones, click on the menu icon (3 dots) or lines. Select add to home screen, then add.



# Resources: Videos

## COVID-19 and flu

UKHSA and DHSC have produced several short videos about the COVID-19 and flu vaccines. Please feel free to use them on your social and other channels.

[Flu - Why we get vaccinations each year – YouTube](#)

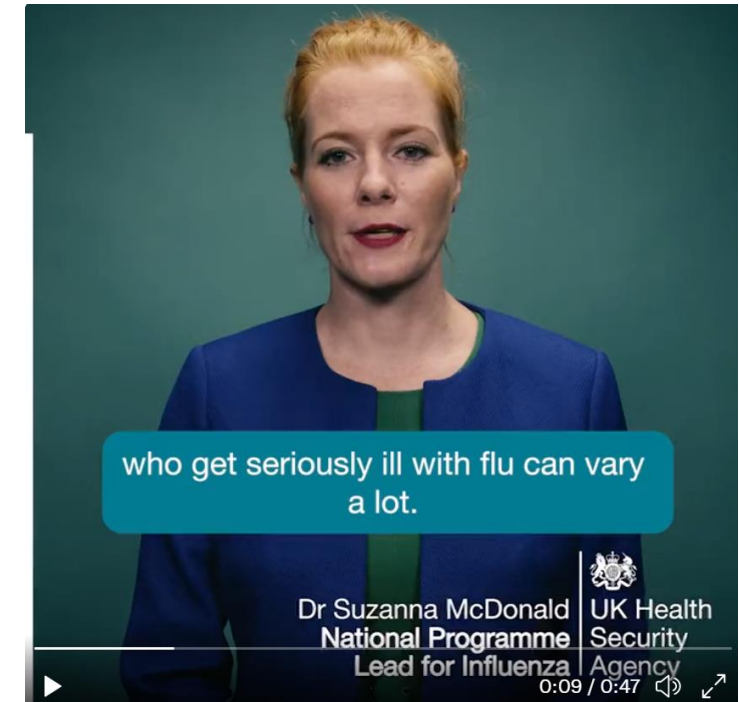
[Flu vaccine safety – YouTube](#)

[Flu vaccination for pregnant women - YouTube](#)

[Vaccine Pregnancy Guidance | Chief Scientific Adviser Professor Lucy Chappell - YouTube](#)

A range of other public health videos are available on UKHSA's YouTube channel:

<https://www.youtube.com/user/PublicHealthEngland>



# Resources: Videos

## Flu: Children and schools

Flu vaccination for children: leaflets and posters - GOV.UK ([www.gov.uk](http://www.gov.uk))



Many resources available in multiple languages and accessible formats.

Some of these resources and more can be ordered for free or downloaded from:  
[www.healthpublications.gov.uk](http://www.healthpublications.gov.uk)



# Resources: Accessible British Sign Language (BSL)

Many resources available in multiple languages and accessible formats.

**Some of these resources and more can be ordered for free or downloaded from:**  
[www.healthpublications.gov.uk](http://www.healthpublications.gov.uk)

A wide range of COVID-19 and flu vaccination information is available in BSL.

[COVID-19 vaccination: British Sign Language resources - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

BSL versions of flu resources are included on the main flu resource pages



# Autumn/Winter Vaccination Blogs:

## [Get vaccinated and boost your winter protection](#)

[Blog Editor](#), 6 October 2022 - [Coronavirus \(COVID-19\)](#), [immunisations](#)



This winter, both COVID-19 and flu may circulate at high levels, potentially at the same time.

Ahead of what could be a difficult season, millions of people are being offered vaccination to help protect them over the coming months.

[Get vaccinated and boost your winter protection - UK Health Security Agency \(blog.gov.uk\)](#)

## [5 ways to protect your under 5s this winter](#)

[Blog Editor](#), 25 October 2022 - [Children and Young people](#), [flu](#), [Health Protection](#)



As this is the first winter without pandemic restrictions in two years, you and your children may be more susceptible to the usual winter bugs and viruses this year. This blog lists useful advice for managing winter illness in your children.

[Read more](#)

[5 ways to protect your under 5s this winter - UK Health Security Agency \(blog.gov.uk\)](#)



# Resource: Social media assets

## Flu & COVID-19: Social media graphics



CARE: Winter vaccinations ca...  
Health and Social Care Workers Winter



CARE: Winter vaccinations ca...  
Health and Social Care Workers Winter



NHS: Winter vaccinations cam...  
Health and Social Care Workers Winter



NHS: Winter vaccinations cam...  
Health and Social Care Workers Winter



Pharmacy pack to support the...  
Winter Vaccinations Public Facing Car

These social media assets and more can be downloaded from UKHSA's campaigns resource centre:

[campaignresources.phe.gov.uk](https://campaignresources.phe.gov.uk)

# Resource: Social media assets

## Flu and COVID-19: Social media graphics



These social media assets and more can be downloaded from UKHSA's campaigns resource centre:

[campaignresources.phe.gov.uk](https://campaignresources.phe.gov.uk)

# Q&A

Question	Answer
What is the aim of the programme this year?	The aim of the programme is to help protect the most vulnerable from flu and COVID-19, the best way to do this is by having the vaccines. If you are offered them, please do get it as soon as you can.
Why are the vaccines so important this year?	These vaccines offer the best protection against these viruses, if you are offered them this is because you are at risk of becoming seriously ill if you become infected with either flu or COVID-19. You can help protect yourself by having the vaccines and help to reduce any additional pressure on the NHS.
Will I be able to have both vaccines at the same time?	In most cases those eligible will have the flu and COVID-19 vaccine separately. They can be given on the same day and for people that are eligible for both, there may be opportunities to have both together. We would encourage you to get your vaccinations as soon as possible and get fully protected rather than waiting as it may not always be possible to get them together.

# Q&A

## Question

## Answer

Why is the campaign aimed at those with a long-term health condition?

People with certain serious and long-term health conditions are more at risk during the cold weather, flu and COVID-19 can worsen their health problems. Those eligible for the **flu** vaccine include people with the following conditions:

- a chronic heart problem
- a chronic (long-term) respiratory disease such as chest complaint or breathing difficulties, including COPD, bronchitis, emphysema or asthma (defined as asthma that requires continuous or repeated use of inhaled or systemic steroids or with previous exacerbations requiring hospital admission)
- chronic kidney disease
- lowered immunity due to disease or treatment (such as steroid medication or cancer treatment)
- chronic liver disease
- diabetes
- a chronic neurological condition e.g. stroke or a transient ischaemic attack (TIA) multiple sclerosis (MS), or cerebral palsy
- a learning disability
- a problem with spleen e.g. sickle cell disease, or you have had spleen removed
- morbidly obese (defined as BMI of 40 and above).



# Q&A

Question	Answer
Why is the flu campaign aimed at pregnant women?	All pregnant women should have the flu vaccine & COVID-19 autumn booster to help protect themselves and their unborn child as women's immune systems are naturally weakened during pregnancy. The flu and COVID-19 can be given safely at any stage of pregnancy.
Why are children being offered the flu vaccine?	<p>The aim of the childhood flu programme is:</p> <ul style="list-style-type: none"><li>• to provide direct protection to children, helping to prevent a large number of cases of flu in children - children under the age of five are more likely to be hospitalised due to flu than any other age group.</li><li>• to provide indirect protection – children are flu ‘super-spreaders’ and so the vaccine also prevents the child passing the virus on to their family and the wider community, particularly protecting those at risk.</li></ul>
Why are you not offering the vaccine to all secondary school children?	DHSC took the decision this year to widen the flu programme to include some secondary school children. <a href="https://www.gov.uk/government/news/over-50s-to-be-offered-covid-19-booster-and-flu-jab-this-autumn">https://www.gov.uk/government/news/over-50s-to-be-offered-covid-19-booster-and-flu-jab-this-autumn</a>

# Q&A

Question	Answer
I thought COVID-19 was over and flu is just a bad cold?	<p>People sometimes think a bad cold is flu but having flu can be much worse than a cold and you may need to stay in bed for a few days. In the worst cases, flu can result in a stay in hospital, permanent disability or even death. Some people are more susceptible to the effects of flu. For them, it can increase the risk of developing more serious illnesses such as bronchitis and pneumonia or can make existing conditions worse.</p> <p>COVID-19 is still circulating, and you can become seriously ill even if you have had it in the past. This is why if you are offered the vaccine you should have it as soon as you can.</p>
Why is the JCVI advising an autumn COVID-19 booster dose for some groups?	<p>For the 2022 autumn booster programme, the primary objective is to boost immunity in those at higher risk from serious illness with COVID-19. The autumn dose will optimise protection against severe COVID-19, specifically hospitalisation and death, over winter 2022/23. Winter remains the season when the threat from COVID-19 is greatest. The groups eligible are those through who age or clinical conditions are at higher risk of serious outcomes if the contract COVID-19.</p>

# Q&A

Question	Answer
What are COVID-19 bivalent booster vaccines?	<p>COVID-19 vaccines that target two different variants of COVID-19 are called bivalent vaccines. Bivalent vaccines broaden immunity and therefore potentially improve protection against variants of COVID-19. All vaccines used in the UK to date have been primarily targeted at the original strain of COVID-19 and have remained effective at preventing severe disease against subsequent variants.</p> <p>The UK, following JCVI advice, now intends to deploy bivalent vaccines which are targeted at both Omicron and the original strain of COVID-19.</p>
How do we know the COVID-19 bivalent vaccines are safe?	<p>All vaccines used in the UK must be authorised by our independent medicines' regulator, the Medicines and Healthcare products Regulatory Agency (MHRA).</p> <p>Each COVID-19 vaccine candidate is assessed by teams of scientists and clinicians on a case-by-case basis and is only authorised once it has met robust standards of effectiveness, safety and quality set by MHRA.</p> <p>The MHRA has reviewed the available safety and efficacy data supporting Moderna's bivalent vaccine and provided its authorisation.</p>

# Q&A

Question	Answer
Can I choose which COVID-19 vaccine I receive when I attend my autumn booster appointment?	<p>No, all COVID-19 vaccines authorised for use in the deployment programme are highly effective and provide a strong booster response.</p> <p>When you attend your booster vaccination appointment, the NHS will offer you a safe, effective vaccine.</p> <p>If you have any concerns, discuss with your GP or healthcare professional.</p>
How can I book an appointment?	<p>If eligible the NHS will invite you to come forward for your vaccine. You will be able to book a vaccine at a convenient location via the National Booking System or by calling 119. Alternatively, you may be invited to come forward by your GP.</p> <p>The NHS encourages those that are invited to come forward to do so at the earliest opportunity. People will also be able to visit walk-in clinics when eligible.</p>
Will I still be invited if I did not come forward for spring booster?	<p>If you are in an eligible cohort as set out by JCVI, the NHS will invite you to come forward.</p>



# Q&A

Question	Answer
How long is protection maintained against hospitalisation and death from COVID	The UK Health Security Agency (UKHSA) closely monitor the effectiveness of the COVID-19 vaccine in the lab and in the real world. Recent data from UKHSA indicate that vaccine effectiveness against severe outcomes of COVID-19, such as hospitalisation requiring oxygen or ventilation and admission to intensive care, remain high (about 80%) to over 6 months after a booster vaccine.
Why are women who are pregnant eligible for an autumn COVID-19 booster?	<p>Women who are pregnant are considered to be at greater risk of severe illness due to COVID-19 infection. Most pregnant women admitted to hospital with COVID-19 are unvaccinated.</p> <p>The best way to protect against the known risks of COVID-19 in pregnancy for both women and babies, including admissions of women to intensive care and in cases of premature birth of the baby, is through vaccination. This is why pregnancy was recognised in December 2021 a COVID-19 vaccine clinical risk category.</p> <p>Unvaccinated women who become pregnant are strongly encouraged to come forward for vaccination, and women who are pregnant and have previously been vaccinated should be offered an autumn booster dose.</p>





# Additional Winter Behaviours

As well as having the vaccination, there are simple things you can do in your daily life that will help reduce the spread of COVID-19 and other respiratory infections and protect those at highest risk.

On the following slides are marketing assets that can be used to promote these winter behaviours with the following suggested copy texts: These can be found on the [Campaign Resource Centre](#)

## Longer post option

If you're planning to meet family and friends over the festive period, there are some things we can all do to stay safe and protect ourselves and loved ones:

-  [#GetBoosted](#) with COVID & flu vaccines
-  Stay at home & avoid close contact with others if you're not feeling well
-  Wash your hands regularly
-  Let fresh air in if you're meeting indoors

## Short post option 1

Let's spread the love this Christmas...not COVID-19. If you're not feeling well, protect others by staying at home & avoiding close contact with others if you can.

# Additional Winter Behaviours

## Short post option 2

Let's spread the love this Christmas...not the flu. If you're not feeling well, protect others by staying at home & avoiding close contact with others if you can.

## Short post option 3

Let's spread the love this Christmas...not norovirus. If you have norovirus, stay at home and avoid close contact with others for 48 hours after your symptoms clear, wash your hands with soap & water and don't prepare food for others. More info → <https://www.nhs.uk/conditions/norovirus/>

## Short post option 4

Having friends and family over this Christmas? Letting fresh air in 10 mins before & after your guests are there will help keep germs at bay.

## Short post option 5

Planning to party? Spread some festive cheer – not your germs. If you're not feeling well, stay at home & avoid close contact with others if you can.

# Additional Winter Behaviours

## Spread the Fun, Not.....





# Additional Winter Behaviours

## Spread the Love, Not.....



# Additional Winter Behaviours

## Spread the Love, Not.....





# Additional Winter Behaviours

## Spread the Love this Christmas, Not.....



# Additional Winter Behaviours

## Spread the Love this festive season, Not.....



UK Health Security Agency NHS

**SPREAD THE LOVE THIS FESTIVE SEASON... NOT COVID-19**

If you have **symptoms of flu or COVID-19**, try to **stay at home** and **avoid close contact with others** to **protect** friends and loved ones.



UK Health Security Agency NHS

**SPREAD THE LOVE THIS FESTIVE SEASON... NOT YOUR GERMS**

If you **don't feel well enough** to go to work or carry out normal activities, try to **stay at home** and **avoid contact** with others.



UK Health Security Agency NHS

**SPREAD THE LOVE THIS FESTIVE SEASON... NOT YOUR GERMS**

If you **don't feel well enough** to go to work or carry out normal activities, try to **stay at home** and **avoid contact** with others.



UK Health Security Agency NHS

**SPREAD THE LOVE THIS FESTIVE SEASON... NOT NOROVIRUS**

Try to **stay at home** and **avoid close contact with others for 48 hours** after your symptoms clear, **wash your hands regularly** with soap and warm water and don't prepare food for others.



UK Health Security Agency NHS

**SPREAD THE LOVE THIS FESTIVE SEASON... NOT YOUR GERMS**

If you **don't feel well enough** to go to work or carry out normal activities, try to **stay at home** and **avoid contact** with others.



UK Health Security Agency NHS

**SPREAD THE LOVE THIS FESTIVE SEASON... NOT THE FLU**

If you have **symptoms of flu or COVID-19**, try to **stay at home** and **avoid close contact with others** to **protect** friends and loved ones.



# Additional Winter Behaviours

## Spread the Love this Winter, Not.....

