



# Communications toolkit

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

(v4. 16/04/24)

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### Be wise, immunise!

This campaign toolkit *is available for communications leads to use and adapt to encourage uptake of the COVID-19 Spring vaccination.*

*It has been produced by the North East and North Cumbria Integrated Care Board (ICB)*

The 'Be wise, immunise' communications campaign for the North East and North Cumbria encourages all eligible groups to take up the offer of their Covid-19 vaccine this spring.

We are asking our colleagues and partners across the region to join us and help to spread the word - *Be wise, immunise.*

By working together we know we that our messages are stronger and can reach out to many more of our communities – which means more people get vaccinated and are then protected against COVID-19.

### So, how you can help?

#### Check out our toolkit!

Information and content in this toolkit can be used on websites, social media, or 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 [click here](#) and are supported by paid for social media advertising, radio, outdoor and programmatic advertising all of which will start on 15 April 2024.

More content will be shared with you in the coming weeks 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 out to people or share our messages – then please get in touch.

Our *Be wise, immunise* spring vaccination campaign aims to reach the following eligibility groups:

- People aged 75 and over - this includes those who turn 75 years old by 30 June 2024. These people will be eligible for a vaccination at any point in the campaign. People who are admitted to an older adult care home or become immunosuppressed by 30 June are also eligible.
- All residents in CQC registered Older Adult Care Homes and all residents in CQC registered homes that have a Dual registration which includes the Older Adult status.
- People aged 6 months and over who are immunosuppressed (IS) ([defined in the Green Book, chapter 14a; tables 3 and 4](#))<sup>\*</sup>

Your support in raising awareness with all eligible cohorts of the importance of getting the COVID-19 spring vaccination 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](mailto:andrea.jones2@nhs.net) or Abbie Mulgrew, [abbie.mulgrew@nhs.net](mailto:abbie.mulgrew@nhs.net)

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## Who is eligible for the Covid-19 spring vaccination?

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

- People aged 75 and over - this includes those who turn 75 years old by 30 June 2024. These people will be eligible for a vaccination at any point in the campaign. People who are admitted to an older adult care home or become immunosuppressed by 30 June are also eligible.
- All residents in CQC registered Older Adult Care Homes and all residents in CQC registered homes that have a Dual registration which includes the Older Adult status.
- People aged 6 months and over who are immunosuppressed\* (IS) ([defined in the Green Book, chapter 14a; tables 3 and 4](#))\*

### Immunosuppressed eligibility age 16 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.

### Immunosuppressed eligibility aged under 16\*

- Those undergoing chemotherapy or radiotherapy.
- Solid organ transplant recipients.
- Bone marrow or stem cell transplant recipients.
- Genetic disorders affecting the immune system (e.g. deficiencies of IRAK-4 or NEMO, complement disorder, SCID).
- Those with haematological malignancy, including leukaemia and lymphoma.
- Those receiving immunosuppressive or immunomodulating biological therapy.
- Those treated with or likely to be treated with high or moderate dose corticosteroids.
- Those receiving any dose of non-biological oral immune modulating drugs e.g. methotrexate, azathioprine, 6-mercaptopurine or mycophenolate.

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|---|--|
| <ul style="list-style-type: none"> <li>• Anyone with a history of haematological malignancy, including leukaemia, lymphoma, and myeloma.</li> <li>• 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.</li> </ul> | <ul style="list-style-type: none"> <li>• Those with auto-immune diseases who may require long term immunosuppressive treatments.</li> <li>• Children who are about to receive planned immunosuppressive therapy should be considered for vaccination prior to commencing therapy.</li> </ul> |
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### High-level timeline for roll out of the campaign

- **9 April** - vaccination sites have access to National Booking System
- **15 April – 5 May** – NHSE first invites sent to all eligible cohorts
- **15 April** - main campaign toolkit rollout and advertising launched
- **15 April** - public can book appointments on National Booking System for appointments commencing 22 April
- **15 April** - care home vaccinations commence
- **22 April** - wider vaccination roll out commences
- **6 May – 25 May** – NHS England first reminders sent to all cohorts
- **27 May – 15 June** - NHSE final reminders sent to all eligible cohorts
- **28 June** - Media buy will end subject to uptake rates and further guidance
- **30 June** – vaccination campaign ends subject to further guidance

## Core scripts for COVID-19 spring vaccine

### Short script COVID-19 spring vaccine

This spring **Be wise, immunise!**

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

Protection against COVID-19 fades over time, so all people aged 75 and above, including all those who turn 75 years by 30 June 2024, or aged 6 months and above who are immunosuppressed, can get a free vaccine.

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

The NHS is also visiting housebound patients', who are over 75, or immunosuppressed, and care homes for older adults to offer the vaccines to residents.

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

## Longer script COVID-19 spring vaccine

### **This spring ... Be wise, immunise - the risks of Covid-19 are still real ...**

While for some, COVID-19 is unpleasant for many, particularly, older people and those who are immunosuppressed, it can be very dangerous and even life-threatening.

The COVID-19 vaccine is our best protection against the virus. Getting the vaccine is one of the most important things you can do to keep yourself safe.

In line with expert advice, from the Joint Committee on Vaccination and Immunisation (JCVI), the NHS will offer a free COVID-19 spring vaccine to those most vulnerable and at greatest risk of serious illness.

Those who can get the free vaccine through the NHS will include everyone aged 75 and over, care home residents and anyone aged 6 months and above who is immunosuppressed. ([defined in the Green Book, chapter 14a; tables 3 and 4](#))\*

COVID-19 spring vaccinations will commence in older adult care homes, and for people who are over are housebound and over 75 or immunosuppressed, from 15 April 2024.

Remaining eligible adults over 75, and anyone over 6 months who is immunosuppressed, will be able to book a vaccination online by searching 'NHS COVID-19 vaccine', or by using the NHS App, at either a GP practice or participating local pharmacy from 15 April, for a vaccination appointment from 22 April onwards. Some may be offered a vaccination sooner by their GP surgery or other local NHS services.

If you can't get online, the free NHS 119 number can make bookings for you at the same sites. Some areas may also offer local walk-in COVID-19 vaccinations.

If eligible, you are encouraged to come forward as soon as possible to give yourself the best possible protection.

It is important to top up your protection, even if you have had a vaccine or been ill with COVID-19 before, as immunity fades over time and the viruses change.

The vaccine is 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 spring booster and how to book by visiting [www.nhs.uk](http://www.nhs.uk).

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

## Key messages COVID-19

- COVID-19 is still with us and is still making people very ill.
- Over the course of the 2023 spring booster campaign **2,165 patients were admitted to hospitals across the |North East and North Cumbria with COVID-19.**
- Of those admitted to hospital **28% were unvaccinated**, 1% had a 1<sup>st</sup> does only, 5% two doses, 13% three doses, 14% four doses and 10% five doses. Of those admitted to hospital **74% of patients had not had a vaccination in the last 12 months.**
- 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 6 months who are immunosuppressed.
- If you're not sure if you are eligible you can find out more at [COVID-19 spring vaccination eligibility](#) (and for a full list of conditions and criteria, please see the immunosuppressed sections of Tables 3 and 4 of the UK Health Security Agency's [Green Book](#)).
- 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 spring booster vaccine if it's been at least three months since you had your previous dose. If you haven't already booked an appointment:
  - Choose 'Book or manage a coronavirus (COVID-19) vaccination' via the homepage of the NHS App
  - Search 'NHS COVID-19 vaccine' for more details on how to book
  - Call 119

### **How to book your COVID-19 spring vaccine online**

- If eligible, from 15 April you can book your seasonal COVID-19 vaccinations through the NHS App or by searching 'NHS COVID-19 vaccine'
- If you can't get online, the free NHS 119 number can make bookings for you.

### **Housebound and newly severely immunosuppressed**

For patients who are housebound, or newly severely immunosuppressed, the North East and North Cumbria Integrated Care Board (ICB) can help you to arrange a vaccination appointment in your area if you cannot book in the usual way. If your specialist or GP practice has been unable to organise your vaccination for you, please contact your local NHS service using the contact details below.

Email: [necsu.immunosuppressedney@nhs.net](mailto:necsu.immunosuppressedney@nhs.net)

**Tel: (0191) 486 2001- Monday to Friday 9am till 4pm.**

## Social media messaging

**Join us on social media so we can remind eligible groups to #BeWiseImmunise**  
**Please tag North East and North Cumbria ICB in your social media posts and use #BeWiseImmunise**

**Our social media handles are:**

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

The following pages include social media posts for the COVID-19 spring vaccination campaign 2024.

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

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

# Positioning /General Messages

**1. Positional**

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

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

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

Your GP may contact you to arrange a vaccination, or you can search 'NHS COVID-19 vaccine' for more details on how to book, or book through the NHS App.

If you can't get online, call 119 for free and make an appointment.

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

#BeWiseImmunise

**Animation**

**2. They're free!**

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

They're **free** for over 75s and anyone aged 6 months and over who is immunosuppressed.

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

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

#BeWiseImmunise

**Social carousel**

<p><b>4. Who is eligible and how to book</b></p>	<p>You will be eligible for a COVID-19 spring booster vaccination if you are:</p> <ul style="list-style-type: none"> <li>• aged 75 years &amp; over</li> <li>• aged 6 months and over and are immunosuppressed</li> </ul> <p>You can book a vaccination at your GP practice, when invited, or online at any participating community pharmacy.</p> <p>Search 'NHS COVID-19 vaccine' for more details on how to book, or book through the NHS App.</p> <p>If you can't get online, the free 119 number can make an appointment for you.</p> <p>Don't delay, book your vaccination today!</p> <p>#BeWiseImmunise</p>	<p>Social carousel</p>
<p><b>5. Side Effects</b></p>	<p>If you are over 75 or immunosuppressed, the COVID-19 spring booster can protect you from getting seriously ill.</p> <p>But like all medicines, vaccines may cause some side effects which can include:</p> <ul style="list-style-type: none"> <li>• feeling sore where you had the injection</li> <li>• achy, like you have flu</li> <li>• tired</li> <li>• or having a headache</li> </ul> <p>Most side effects are mild, only last a day or two and not everyone gets them.</p> <p>Speak to your GP or search 'NHS COVID-19 vaccine' for more details.</p> <p>#BeWiseImmunise</p>	

## People who are immunosuppressed

### 1. Immunosuppressed only

If you are immunosuppressed, your protection against COVID-19 may fade more quickly than other peoples.

It's important to protect yourself to prevent against any further complications, severe illness and hospitalisation from the virus.

You can get the extra protection you need by getting the spring COVID-19 vaccine.

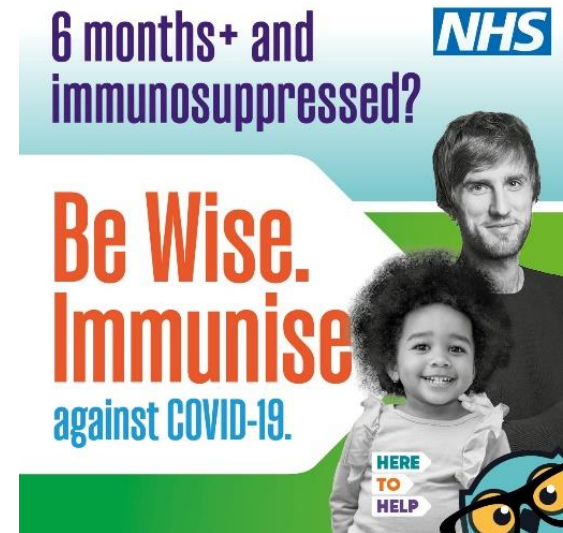
You may be eligible for the vaccine if you have:

- a disorder affecting your immune system
- are undergoing immunosuppressive treatment, such as for cancer, or are taking medications that increase your risk of infection

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

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

#BeWiseImmunise



## Over 75s

### 1. Over 75s only

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

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

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

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

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

#BeWiseImmunise

The graphic features a light blue and green background. At the top left, it says '75 or over?' in a dark blue font. To the right is the NHS logo. The main text reads 'Be Wise. Immunise against COVID-19.' in large, bold, purple and blue letters. Below this, there is a photograph of an elderly man and woman smiling. In the bottom right corner, there is a cartoon owl wearing glasses and a blue NHS logo. A small graphic says 'HERE TO HELP' with arrows pointing right.

## Booking appointments COVID-19

### 1. Preferred clinic not available

Appointments for COVID-19 spring vaccinations are now available to book on the NHS app or online by searching 'NHS COVID-19 vaccine'.


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




If your preferred clinic venue is not available at the time of checking, please don't worry as more venues and appointments are being added all the time.

#BeWiseImmunise



### Additional resources

E-mail signature	
Leaflet	 <p>J001100_TL_NHS_Sp ing_Booster_Leaflet_A</p>

Poster	 J0001100 TL NHS Spring Covid booster
Radio ad	 NHS Covid Vaccine Spring 24.wav
Press release	 Spring booster vaccination launch 20

### UKHSA assets

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



<p>leaflet can be downloaded in the following languages:</p> <p>English, Albanian, Arabic, Bengali, Bulgarian, Chinese (simplified), Chinese (traditional, Cantonese), Dari, Estonian, Gujarati, Hindi, Italian, Latvian, Lithuanian, Panjabi, Pashto, Polish, Russian, Somali, Spanish, Tigrinya, Turkish, Ukrainian, Urdu and Yoruba.</p>	
<p><b>Vaccination invitation in other languages</b></p>	<p><a href="https://www.england.nhs.uk/publication/seasonal-vaccination-invitation/">https://www.england.nhs.uk/publication/seasonal-vaccination-invitation/</a></p>