



Flu Communications toolkit guide

Eligible groups from 1 September

'Be wise, immunise' Flu vaccinations 25/26

(v4. 27/08/25)

A new toolkit will be issued for the joint Flu/COVID-19 vaccination programme - starting 1 October 2025

Be wise, immunise!

This campaign toolkit is available for NHS, local authority communications leads and partners to use and adapt to encourage uptake of the winter flu vaccination, in recommended cohorts. **It has been produced by the North East and North Cumbria Integrated Care Board (ICB)**

The 'Be wise, immunise' **flu campaign** for the North East and North Cumbria encourages all eligible groups, **from 1 September**, to get their flu vaccine including:

- pregnant women
- all children aged 2 or 3 years on 31 August 2025
- school aged children (from Reception to Year 11)
- all children in clinical risk groups (including Asthma) aged from 6 months to less than 18 years

All campaign assets are available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) here: [flu toolkit](#) and will go live on ICB social media accounts from **1 September 2025**. **Further assets will be available for groups that are eligible for both flu and COVID-19 vaccinations from 1 October 2025.**

**Be Wise
Immunise**

Are you eligible for a **FREE**
Flu vaccination this year?

Find out more at nhs.uk



Advertising on social media, radio, tv, outdoor and programmatic will begin on **1 October 2025** when the flu campaign will be rolled out to further eligibility groups, and aligned with the COVID-19 vaccination campaign, including: those aged 65 years and over, 18 years to under 65 years in clinical risk groups (as defined by the Green Book, Influenza Chapter 19), long-stay residential care home residents and staff, carers, close contacts of immunocompromised people (flu only) and frontline health and social care workers.

We are asking colleagues and partners across the region to join us and help to spread the word - ***Be wise, immunise***. By working together, we know that our messages are stronger and can reach more of our communities – which means more people get vaccinated and are then protected against flu which can cause serious illness.

So, how you can help?

Information and content in this [flu toolkit](#) can be used on websites, social media, or other communication channels. More content will be shared as we roll out the campaign and as it aligns with the **COVID-19 vaccination programme** from **1 October 2025**. 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 we are targeting

Our *Be wise, immunise* campaign aims to reach out to all eligible groups but this year 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
- Pregnant women
- Anyone over 6 months at high clinical risk – including children with Asthma
- People with a learning disability and their carers

This toolkit guide covers all eligible vaccination groups for flu but there are separate more detailed packs for 2–3-year-old nursery children, primary and secondary schools, children with asthma, people with a learning disability and their carers and pregnant women.

Timeline for roll out of the 2025 flu vaccination programme

From 1 September 2025 (included in this toolkit):

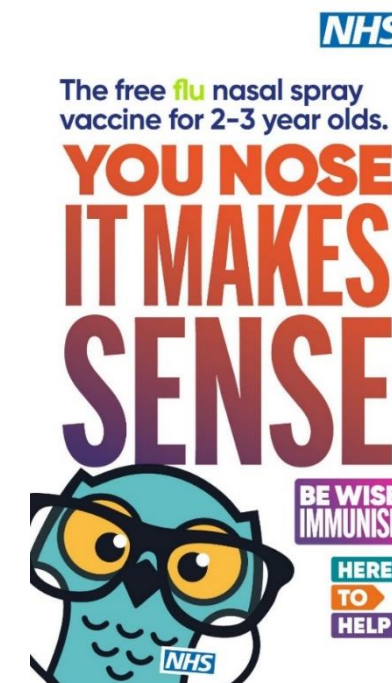
- anyone who is pregnant
- all children aged 2 or 3 years on 31 August 2025
- primary school aged children (from Reception to Year 6)
- secondary school aged children (from Year 7 to Year 11)
- all children in clinical risk groups aged from 6 months to less than 18 years

From 1 October 2025:

- people aged 65 years and over
- those aged 18 years to under 65 years in clinical risk groups (as defined by the Green Book, Influenza Chapter 19)
- 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 healthcare workers
- frontline social care workers

For information: The Covid-19 vaccination programme starts on 1 October and covers the above groups including people aged 75 and over, anyone aged 6 months and over who is immunosuppressed - but not including pregnant women (unless they are immunosuppressed) close contacts or children who are not immunosuppressed.

Your support in raising awareness with all eligible cohorts about the importance of getting the flu vaccine 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 a flu vaccine 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:

- 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
- those 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 care workers
- front line social care workers
- all children aged 2 or 3 years on 31 August 2025
- school-aged children (from Reception to Year 11)

[NHS England » Flu and COVID-19 Seasonal Vaccination Programme: autumn/ winter 2025/26](#)

Contents

Eligibility	6
How to book a winter flu vaccine	6
Website copy	7
Newsletter copy flu	9
Key messages flu	11
Key messages children	12
Newsletter copy for children	13
Key messages pregnancy	14
Newsletter copy pregnancy	16
Short syndicated copy religious questions	15
Social media messaging	16
Additional resources	26
National resources	28

Who is recommended to have a flu vaccination?

- The flu vaccine is recommended to people most at risk of getting seriously ill from flu or who are most likely to pass flu to other people at risk.
- It is important that you get vaccinated as soon as possible to give yourself the best possible protection ahead of winter.
- Those who can get a free flu vaccine from the NHS from **1 September** includes anyone who is pregnant, all children aged 2 or 3 years on 31 August 2025, primary school aged children (Reception to Year 6), secondary school aged children (Year 7 to Year 11) and all children in a clinical risk group aged from 6 months to less than 18 years (with a specific target group of children with Asthma)
- Those who can get a free flu vaccine from the NHS from **1 October** will include: everyone aged 65 and over, anyone who is pregnant, long-stay residential care home residents, [people with certain health conditions](#), frontline health and care staff, unpaid carers and household contacts of those at higher risk.
- Eligible children will be able to get their flu vaccine from school as soon as the flu vaccine is available in September.
- Children who have a diagnosis of asthma can also get their flu vaccination from their GP practice – it is recommend that this is given at the start of September.
- Anyone who is pregnant will be able to get their flu vaccine at a routine antenatal appointment or their GP practice.
- The NHS will let you know when it's your turn to get vaccinated. Please wait to be invited.
- You may be invited by the NHS to get your free winter vaccine through the NHS App, text, email or letter.

How to book your winter vaccines

- If eligible from **1 September**, you can get a flu vaccine through your GP practice or local pharmacy
- If eligible, from **1 September**, you can get a flu vaccination by booking on the NHS App or www.nhs.uk/conditions/vaccinations/book-flu-vaccination
- From 1 September you can book a flu nasal spray vaccine online for children aged 2-3 at a participating pharmacy for appointments commencing 1 October www.nhs.uk/conditions/vaccinations/book-flu-vaccination
- If you can't get online, the free 119 number can make bookings for you at the same sites.

Website copy

Protect yourself and your loved ones from flu and stay safe this winter.

This winter **Be wise, immunise with a free flu vaccine!**

The NHS is recommending the flu vaccine for those most at risk of serious illness to help stop the spread of flu.

This year, almost half of people in England (44%), including those most at risk from the virus, frontline staff and close contacts of people who are vulnerable, are eligible for a free flu vaccine. Each year, around 17 million people across England receive the vaccine, with more than one million vaccinated, last year, in the North East and North Cumbria.

Because the flu virus changes every year, it's important to get a new vaccine annually to stay protected.

Starting from **1 September 2025**, anyone who is pregnant, children aged 2 or 3 years (on 31 August 2025), and school children from reception to Year 11 can get a free flu vaccine.

If your child is 2 or 3 years old, or over 6 months old with certain health conditions such as severe asthma requiring steroid inhalers, serious heart, kidney, or liver conditions, neurological conditions like cerebral palsy, diabetes, a weakened immune system, spleen problems, or a learning disability they are eligible for a flu vaccination at their GP surgery. It's recommended to book the appointment as soon as the vaccine becomes available.

From 1 October 2–3-year-olds will be able to get a flu nasal spray from participating community pharmacies. Appointments will be available to book on the national booking system from **1 September** www.nhs.uk/conditions/vaccinations/book-flu-vaccination

For school-aged children, a separate GP appointment isn't usually needed, as they will be offered the vaccine at school or in a local community clinic. However, if your child has an eligible health condition, you may choose to book a vaccination appointment at your GP practice instead.

Parents and guardians should make sure to return the school consent form as soon as possible to avoid any delays.

Anyone who is pregnant will be invited to have a flu vaccine at their GP practice or during a routine antenatal visit.

From **1 October**, more groups of people will be able to get the free vaccine. This includes everyone aged 65 and over, and those who turn 65 years by 31 March 2026, people aged 18 to 65 with certain health conditions, carers, close contacts of people with weak immune systems, and all health and social care workers. This group of people can book a flu 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.

The NHS is also visiting housebound patients' and people in care homes to give the vaccine.

COVID-19 vaccines will be available from 1 October for:

- adults aged 75 years and over
- residents in a care home for older adults
- people aged 6 months and over who are immunosuppressed

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.**

Long copy flu

Protect yourself ahead of this winter ... Be wise, immunise!

The risks from flu are still real ...

For some, flu 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.

Every winter, thousands of people become severely ill or even die from flu.

Vaccines are the best way to protect against the flu - they help keep people out of the hospital and save many lives.

Flu spreads more easily in winter, when people spend more time indoors. Getting a flu vaccine before the season starts is one of the best ways to protect yourself and those around you.

Even if you've had the flu or a flu vaccine before, it's important to boost your protection. Immunity fades over time, and the virus changes each year—so staying up to date matters.

Following expert advice from the Joint Committee on Vaccination and Immunisation (JCVI), the NHS is offering a free flu vaccine to those most at risk of serious illness this winter.

If you are eligible for the flu vaccine you will be encouraged to come forward as soon as possible to give yourself the best protection ahead of winter.

From **1 September** anyone who is pregnant, all children aged 2 or 3 years on 31 August 2024, primary school aged children (from Reception to Year 6), secondary school aged children (from Year 7 to Year 11) and all children in a clinical risk group aged from 6 months to less than 18 years can get a free flu vaccine.

From 1 October 2-3 year olds will be able to get a flu nasal spray from participating community pharmacies appointments will be available to book on the national booking system from 1 September www.nhs.uk/conditions/vaccinations/book-flu-vaccination

From **1 October 2025**, free flu vaccines will also be available to everyone aged 65 and over, including all those who turn 65 years by 31 March 2026, people aged 18 to 65 with certain health problems, people in care homes, carers, close contacts of people with weak immune systems, and all health and social care workers.

How to book

Eligible adults will be able to book their vaccinations online at <http://www.nhs.uk/wintervaccinations>, on the NHS App or by calling 119 for appointments at their GP practice or local pharmacy

Some may be advised to have a vaccination sooner by GP surgeries or other local NHS services, if they have very low immunity or a long-term health condition.

If you are pregnant, you will be able to get the flu vaccine through your maternity services. You can have a flu vaccination at any stage of your pregnancy to help protect you and you baby.

The COVID-19 vaccine will be available to people aged 75 and over or who are immunosuppressed from 1 October.

Be wise, immunise. Get your vaccinations ahead of this winter.

You can find out more information about winter vaccines vaccine and how to book by visiting www.nhs.uk/wintervaccinations.

Key messages flu (general)

- Flu can be very dangerous, even life threatening for some, particularly 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.
- 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 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.

Key messages children (flu) – www.nhs.uk/child-flu

- Children should get the flu vaccine as soon as possible to protect them and help stop the virus spreading to others.
- Flu can be a horrible illness in young children.
- The child flu vaccine reduces your child's chance of needing hospital care for flu by around two thirds.
- Vaccinating your child helps protect them from flu and prevent it spreading among vulnerable family and friends
- The child flu vaccine is usually given as a quick and painless spray up the nose.
- Your child can get a flu vaccine if they are aged 2 years to school Year 11, or from aged 6 months with certain health conditions
- If your child is aged 2 or 3 years old or if they are aged over 6 months or older with certain health conditions, you can book a flu vaccination appointment at their GP surgery. **From 1 October** 2-3 year olds will be able to get a flu nasal spray from participating community pharmacies appointments will be available to book on the national booking system from 1 September www.nhs.uk/conditions/vaccinations/book-flu-vaccination
- We encourage you to book your child's flu nasal spray as soon as the vaccine becomes available.
- If your child is of school age, you do not need to make an appointment. They will be vaccinated in schools or community clinics – make sure that you sign their consent form.



**BE WISE
IMMUNISE**

**HERE
TO
HELP**

Newsletter copy children

Don't underestimate flu – protect your child with a free vaccine!

Flu isn't just a bad cold. It can be a horrible illness, especially for young children, and can sometimes lead to serious problems such as bronchitis or pneumonia.

The child flu vaccine is given as a quick and painless spray up the nose, and it reduces the chance of your child needing hospital care by about two thirds. Vaccinating your child not only protects them but also helps stop flu spreading to vulnerable family members and friends.

Children aged two and three will be offered the nasal spray vaccine at their GP surgery. From 1 October, families will also be able to get the nasal spray vaccine for two- and three-year-olds at some community pharmacies, with appointments bookable online from 1 September at www.nhs.uk/conditions/vaccinations/book-flu-vaccination.

All primary school children and secondary school pupils up to Year 11 will be offered the vaccine in school or at a community clinic. Children with long-term health conditions aged six months and older can also receive the vaccine through their GP or their school immunisation team.

Parents and carers of school-aged children will be sent a consent form, either online or on paper, which should be completed as soon as possible. If a consent form does not arrive, you can contact your child's school immunisation team or GP to request one.

For children who cannot have the nasal spray, a flu injection may be offered as an alternative by the GP, practice nurse or school immunisation team.

The vaccine takes about two weeks to work fully. It is quick, safe and effective, and helps prevent children from passing the virus to people who are more at risk, such as grandparents or young babies. Vaccination also means children are less likely to miss school or other activities because of illness.

Protect your child, protect your family, and protect your community by making sure your child gets their free flu vaccine this autumn.



Key messages pregnancy

- Flu can be serious if you are pregnant, for you and your unborn baby.
- If you have flu while you're pregnant, it could cause your baby to be born prematurely or have a low birth weight.
- Catching flu while pregnant may increase the need for admission to intensive care for you and your baby and may even lead to stillbirth or can be fatal.
- If you're pregnant and you catch flu you are at higher risk of serious complications, such as bronchitis and pneumonia.
- Getting vaccinated is the safest and most effective way for you to protect yourself and your baby against flu.
- Getting the flu vaccine will mean you and your baby are less likely to experience complications if you catch the virus.
- The flu vaccine helps to protect you and your baby from serious illness and provides your baby with protection for the first few months of life.
- It's safe to have the flu vaccine at any stage of pregnancy from the first few weeks up to your expected due date and if you are breastfeeding.
- If you're pregnant, get vaccinated against flu as soon as you are invited.
- As well as other booking options, some midwives can give the flu vaccine at an antenatal clinic.
- Talk to your midwife about other recommended vaccines during pregnancy including whooping cough and RSV.



Newsletter copy pregnancy

Bump up your protection!

If you're pregnant, it's strongly recommended that you get vaccinated against flu to **protect both your baby and yourself**.

You're at higher risk of getting seriously ill from flu if you're pregnant, and if you catch the virus late in your pregnancy, your baby could also be at risk.

You can have the vaccine at any stage of pregnancy - from the first few weeks up to your due date and while breastfeeding!

The vaccine doesn't contain a live virus and cannot give your baby, or you, flu.

The vaccine is tested and **SAFE** and will protect your baby, and you, now and for the first few months after your child is born.

Talk to your midwife, GP, or pharmacist for more information. Protect your baby.

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 posts for the flu autumn/winter campaign 2025/26.


All assets are available to download from the [flu toolkit](#) and will be supported by paid for advertising, radio, outdoor and programmatic advertising from 1 October. This toolkit will be updated regularly with new messages and assets.


General


Post	Instagram	Facebook	X	Visual/film
General	<p>You can get a free flu vaccine from 1 September if you are:</p> <ul style="list-style-type: none"> ✅ pregnant ✅ aged 2 or 3 years (on 31 August 2025) ✅ in primary school (Reception to Year 6) ✅ in secondary school (Year 7 to Year 11) ✅ aged 6 months to 18 years and in clinical risk groups <p>💡 Additional free flu vaccinations from 1 October for:</p> <ul style="list-style-type: none"> 👴 anyone aged 65 years and over 👤 people 18–64 in clinical risk groups 🏠 long-stay care home residents & staff 👤 carers ❤️ close contacts of someone at high clinical risk 	<p>You can get a free flu vaccine from 1 September if you are:</p> <ul style="list-style-type: none"> ✅ pregnant ✅ aged 2 or 3 years (on 31 August 2025) ✅ in primary school (Reception to Year 6) ✅ in secondary school (Year 7 to Year 11) ✅ aged 6 months to 18 years and in clinical risk groups <p>💡 Additional free flu vaccinations from 1 October for:</p> <ul style="list-style-type: none"> 👴 anyone aged 65 years and over 👤 people 18–64 in clinical risk groups 🏠 long-stay care home residents & staff 👤 carers ❤️ close contacts of someone at high clinical risk 	<p>Get you free flu vaccine</p> <ul style="list-style-type: none"> ✅ From 1 Sept: Pregnant • Ages 2–3 • School kids (Rec–Y11) • Ages 6m–18y in risk groups ✅ From 1 Oct: 65+ • 18–64 in risk groups • Care home residents/staff • Carers • Close contacts of high-risk • Health & care workers <p>Find out how to get your vaccination at: https://www.nhs.uk/conditions/flu/ #BeWiseImmunise</p>	


	<p>🚑 frontline health & social care workers</p> <p>Find out how to book your vaccination at: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	<p>🚑 frontline health & social care workers</p> <p>Find out how to book your vaccination at: https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>		
Eligibility	<p>Be wise, immunise! 💉</p> <p>Find out if you're eligible for a free flu vaccination this year <input checked="" type="checkbox"/> and how you can book an appointment here 🖱️ https://www.nhs.uk/conditions/flu/</p> <p>#BeWiseImmunise</p>	<p>Be wise, immunise! 💉</p> <p>Find out if you're eligible for a free flu vaccination this year <input checked="" type="checkbox"/> and how you can book an appointment here 🖱️ https://www.nhs.uk/conditions/flu/</p>	<p>Be wise, immunise! 💉</p> <p>Find out if you're eligible for a free flu vaccination this year <input checked="" type="checkbox"/> and how you can book an appointment here 🖱️ https://www.nhs.uk/conditions/flu/</p>	 <p>The poster features the NHS logo in the top right corner. The main title 'Be Wise Immunise' is in large, bold, purple letters. Below it, in smaller blue text, is the question 'Are you eligible for a FREE Flu vaccination this year?'. At the bottom left, it says 'Find out more at nhs.uk'. On the bottom right, there is a cartoon illustration of a green owl with large blue eyes, and next to it is a button that says 'HERE TO HELP'.</p>


<p>How to book</p>	<p>Don't delay – if you're eligible, book your free flu vaccination now! 💉 ❄️</p> <ul style="list-style-type: none"> 📍 Local GP practice 🏪 Community pharmacy 💻 NHS website 📱 NHS app ☎️ Call 119 <p>Find out more - Book a flu vaccine</p> <p>#BeWiseImmunise</p>	<p>Don't delay – if you're eligible, book your free flu vaccination now! 💉 ❄️</p> <ul style="list-style-type: none"> 📍 Local GP practice 🏪 Community pharmacy 💻 NHS website 📱 NHS app ☎️ Call 119 <p>Find out more - Book a flu vaccine</p> <p>#BeWiseImmunise</p>	<p>Don't delay – if you're eligible, book your free flu vaccination now! 💉 ❄️</p> <p>Find out more - Book a flu vaccine</p> <p>#BeWiseImmunise</p>	
<p>Get vaccinated against flu this winter</p>	<p>❄️ Flu cases are on the rise – make sure your festive season is un-flu-gettable! 🤒 🌲</p> <p>Getting your flu vaccine is one of the best ways to stay healthy and protect the people you love this winter. 💉 ❤️</p> <p>It's quick, it's safe, and it helps keep us safe.</p> <p>Speak to your GP, local pharmacy, or book online https://www.nhs.uk/nhs-</p>	<p>❄️ Flu cases are on the rise – make sure your festive season is un-flu-gettable! 🤒 🌲</p> <p>Getting your flu vaccine is one of the best ways to stay healthy and protect the people you love this winter. 💉 ❤️</p> <p>It's quick, it's safe, and it helps keep us safe.</p> <p>Speak to your GP, local pharmacy, or book online https://www.nhs.uk/nhs-</p>	<p>❄️ Flu cases are rising. Protect your festive season! 🤒 🌲</p> <p>A flu vaccine is quick, safe and helps protect you and loved ones. 💉 ❤️</p> <p>Book via your GP, pharmacy or online: https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ 🙌</p> <p>#BeWiseImmunise</p>	


	services/vaccination-and-booking-services/book-flu-vaccination/ 💪 #BeWiseImmunise	services/vaccination-and-booking-services/book-flu-vaccination/ 💪 #BeWiseImmunise		
Get vaccinated against flu this winter	<p>❄️ Flu is spreading fast this year - don't let it catch you out! 🤧 🌲</p> <p>A flu vaccine gives you the best protection to stay well and help stop the spread to those around you. 💉 ❤️</p> <p>It's quick, it's safe, and it helps you enjoy the festive season.</p> <p>Protect yourself and others - book your flu jab with your GP, local pharmacy, or book online https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ 💪</p> <p>#BeWiseImmunise</p>	<p>❄️ Flu is spreading fast this year - don't let it catch you out! 🤧 🌲</p> <p>A flu vaccine gives you the best protection to stay well and help stop the spread to those around you. 💉 ❤️</p> <p>It's quick, it's safe, and it helps you enjoy the festive season.</p> <p>Protect yourself and others - book your flu jab with your GP, local pharmacy, or book online https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ 💪</p> <p>#BeWiseImmunise</p>	<p>❄️ Flu is spreading fast - don't let it catch you out! 🤧 🌲</p> <p>A flu vaccine gives you the best protection to stay well and stop the spread. 💉 ❤️</p> <p>Quick, safe, and helps you enjoy the festive season.</p> <p>Book with your GP, pharmacy or online: https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ 💪</p> <p>#BeWiseImmunise</p>	 <p>The graphic is a festive NHS campaign poster. It features a purple background with white stars. At the top, it says 'NHS' in white. Below that, in a large, white, cursive font, it says 'Make sure your festive season is un-flu-gettable!'. There are illustrations of Santa Claus, reindeer, and Christmas trees. At the bottom, there's a white banner with the text 'Be Wise. Immunise.' and a small owl character wearing a Santa hat. To the right of the owl is a small sign that says 'HERE TO HELP'.</p>

<p>Get vaccinated against flu this winter</p>	<p>Flu is back and spreading this winter - don't give it the chance stay! 🧑‍🤒 ❄️</p> <p>A quick flu vaccine can help keep you healthy and protect the people who matter most. 💉 ❤️ Let's keep flu off the Christmas list this year. 🎁 ✨</p> <p>Speak to your GP or local pharmacy or book online https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ 💪</p> <p>#BeWiseImmunise</p>	<p>Flu is back and spreading this winter - don't give it the chance stay! 🧑‍🤒 ❄️</p> <p>A quick flu vaccine can help keep you healthy and protect the people who matter most. 💉 ❤️ Let's keep flu off the Christmas list this year. 🎁 ✨</p> <p>Speak to your GP or local pharmacy or book online https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ 💪</p> <p>#BeWiseImmunise</p>	<p>Flu is back and spreading – don't let it stay! 🧑‍🤒 ❄️</p> <p>A quick flu jab helps keep you healthy and protects loved ones. 💉 ❤️</p> <p>Keep flu off the Christmas list this year. 🎁 ✨</p> <p>Book with your GP, pharmacy or online: https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-flu-vaccination/ 💪</p> <p>#BeWiseImmunise</p>	
<h2>People at high risk</h2>				
<p>Post</p>	<p>Instagram</p>	<p>Facebook</p>	<p>X</p>	<p>Visual/film</p>

<p>Flu</p>	<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) ❤️ 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>👉 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>🚫 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) ❤️ 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>👉 The good news? You can protect yourself.</p>	<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) 🍎 Diabetes or Addison's disease 💧 Weakened immune system (HIV, chemo, steroids) ⚖️ BMI 40+ ...and more <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>📅 Don't wait – book today!</p> <p>Find out more and book here: Flu vaccinations</p> <p>#BeWiseImmunise</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>		
3.	<p>👦 Protect your little one from flu this winter – and help keep the whole family safe!</p> <p>The free flu nasal spray for 2–3-year-olds helps protect your child and those around them – brothers, sisters, parents, carers and grandparents too.</p> <p>No needles – just a quick, safe spray up the nose.</p> <p>📅 Contact your GP from 1 Sept or from 1 Oct, book online at some pharmacies.</p> <p>📍 Find out more: Book a flu vaccine</p> <p>#BeWiseImmunise</p>	<p>👦 Protect your little one from flu this winter – and help keep the whole family safe!</p> <p>The free flu nasal spray for 2–3-year-olds helps protect your child and those around them – brothers, sisters, parents, carers and grandparents too.</p> <p>No needles – just a quick, safe spray up the nose.</p> <p>📅 Contact your GP from 1 Sept or from 1 Oct, book online at some pharmacies.</p> <p>📍 Find out more: Book a flu vaccine</p> <p>#BeWiseImmunise</p>	<p>👦 Protect your little one from flu this winter – and help keep the whole family safe!</p> <p>Free nasal spray for 2–3-year-olds.</p> <p>📅 Contact your GP from 1 Sept or from 1 Oct, book online at some pharmacies</p> <p>📍 Info: Book a flu vaccine</p> <p>#BeWiseImmunise</p>	<p>NHS</p> <p>Protect your little one.</p> <p>2-3-year-olds can get a free flu nasal spray vaccine.</p> <p>Be Wise. Immunise.</p> <p>HERE TO HELP</p> 


School aged children – more assets available here: Children flu nasal spray vaccine North East and North Cumbria NHS				
Post	Instagram	Facebook	X	Visual/film
1.	<p>Protect your child from flu!</p> <p>As your child heads back to the classroom, please remember to sign their flu vaccination consent form from school.</p> <p>All primary school children are recommended a free flu nasal spray this year.</p> <p>Children who have a serious long term health condition may be invited to have their vaccine at their GP Practice.</p> <p>If your child is clinically at risk, they will also be eligible for a COVID-19 autumn booster.</p>	<p>Protect your child from flu!</p> <p>As your child heads back to the classroom, please remember to sign their flu vaccination consent form from school.</p> <p>All primary school children are recommended a free flu nasal spray this year.</p> <p>Children who have a serious long term health condition may be invited to have their vaccine at their GP Practice.</p> <p>If your child is clinically at risk, they will also be eligible for a COVID-19 autumn booster.</p>	<p>Protect your child from flu!</p> <p>Back to school? 📚 Don't forget to sign your child's flu vaccine consent form.</p> <p>All primary pupils get a free nasal spray this year. Children with long-term conditions may be invited by their GP.</p> <p>More info 🖱️ Children's flu vaccine</p> <p>#BeWiseImmunise</p>	 <p>PROTECT YOUR CHILD FROM FLU</p> <p>Remember to complete your child's vaccination consent form.</p> <p>BE WISE IMMUNISE HERE TO HELP</p>

	Find out more: Children's flu vaccine #BeWiseImmunise	Find out more: Children's flu vaccine #BeWiseImmunise		
2.	<p>If your child gets flu, they could miss valuable time at school.</p> <p>The flu nasal spray is safe and given free to pupils in Years 7-11.</p> <p>Children at clinical risk are also eligible for a COVID-19 Autumn booster from their GP practice.</p> <p>Please remember to complete your child's flu vaccination consent form from school.</p> <p>Find out more: Children's flu vaccine</p> <p>#BeWiseImmunise</p>	<p>If your child gets flu, they could miss valuable time at school.</p> <p>The flu nasal spray is safe and given free to pupils in Years 7-11.</p> <p>Children at clinical risk are also eligible for a COVID-19 Autumn booster from their GP practice.</p> <p>Please remember to complete your child's flu vaccination consent form from school.</p> <p>Find out more: Children's flu vaccine</p> <p>#BeWiseImmunise</p>	<p>Flu = missed school days. 😞</p> <p>The free nasal spray is safe & offered to pupils in Years 7–11.</p> <p>At-risk children may also be eligible for a COVID-19 autumn booster via their GP.</p> <p>Remember to return your child's consent form.</p> <p>👉 Children's flu vaccine</p> <p>#BeWiseImmunise</p>	

3.	<p>💡 Did you know?</p> <p>If your child is aged 6 months to 18 years and is in a clinical risk group, they're eligible for a free flu nasal spray vaccine this winter.</p> <p>Book today and find out more: Children's flu vaccine</p> <p>#BeWiseImmunise</p>	<p>💡 Did you know?</p> <p>If your child is aged 6 months to 18 years and is in a clinical risk group, they're eligible for a free flu nasal spray vaccine this winter.</p> <p>Book today and find out more: Children's flu vaccine</p> <p>#BeWiseImmunise</p>	<p>💡 Did you know?</p> <p>If your child is aged 6 months to 18 years and is in a clinical risk group, they're eligible for a free flu nasal spray vaccine this winter.</p> <p>Book today and find out more: Children's flu vaccine</p> <p>#BeWiseImmunise</p>	<p>Did you know? NHS</p> <p>If you have a child aged 6 months to 18 years and at clinical risk, they can get a free flu nasal spray vaccine.</p> <p>Be Wise. Immunise.</p> <p>HERE TO HELP</p>
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Pregnant women — more assets are available here: [Vaccines in pregnancy toolkit North East and North Cumbria NHS](#)

Post	Instagram	Facebook	X	Visual/film
1.	<ul style="list-style-type: none"> ✓ Nursery decorated ✓ Parenting books read ✓ Hospital bag packed ✓ Vaccinations done <p>The pregnancy to-do list can feel overwhelming, but we're here to help your baby and you.</p> <p>Speak to your midwife to get the information and support you need on vaccinations</p>	<ul style="list-style-type: none"> ✓ Nursery decorated ✓ Parenting books read ✓ Hospital bag packed ✓ Vaccinations done <p>The pregnancy to-do list can feel overwhelming, but we're here to help your baby and you.</p> <p>Speak to your midwife to get the information and support you need on vaccinations</p>	<ul style="list-style-type: none"> ✓ Nursery done ✓ Parenting books read ✓ Hospital bag packed ✓ Vaccinations done <p>Pregnancy to-do lists can be overwhelming - we're here to help.</p> <p>Talk to your midwife about the vaccinations during pregnancy.</p> <p>Find out more: Vaccines in pregnancy</p>	<p>Helen short film – vaccine advice (19 seconds) -</p>

	<p>recommended during pregnancy.</p> <p>Find out more: Vaccines in pregnancy</p> <p>#HereToHelpYourBabyAndYou</p>	<p>recommended during pregnancy.</p> <p>Find out more: Vaccines in pregnancy</p> <p>#HereToHelpYourBabyAndYou</p>	<p>#HereToHelpYourBabyAndYou</p>	 <p>https://www.youtube.com/watch?v=rC_Snw-LTc&feature=youtu.be</p>
2.	<p>Getting vaccinated while pregnant isn't always an easy decision - but you're not alone.</p> <p>Dr Catherine Monaghan offers expert advice to help you make the best choices to protect your baby during your pregnancy.</p> <p>Speak to your midwife or GP to get the information and support you need on flu, whooping cough and RSV vaccinations to protect your baby and yourself during pregnancy.</p> <p>Be wise, immunise</p>	<p>Getting vaccinated while pregnant isn't always an easy decision - but you're not alone.</p> <p>Dr Catherine Monaghan offers expert advice to help you make the best choices to protect your baby during your pregnancy.</p> <p>Speak to your midwife or GP to get the information and support you need on flu, whooping cough and RSV vaccinations to protect your baby and yourself during pregnancy.</p> <p>Be wise, immunise</p>	<p>Getting vaccinated while pregnant isn't always an easy decision - but you're not alone.</p> <p>Speak to your midwife or GP about the flu, whooping cough and RSV vaccinations to help protect both your baby and you.</p> <p>Find out more Vaccines in pregnancy</p> <p>#HereToHelpYourBabyAndYou</p>	

	Find out more Vaccines in pregnancy #HereToHelpYourBabyAndYou	Find out more Vaccines in pregnancy #HereToHelpYourBabyAndYou		  <p>Here to protect your baby and you</p> <p>For trusted advice about vaccinations in pregnancy, ask your midwife.</p> <p>HERE TO HELP</p> <p>Dr Catherine Monaghan (19 seconds) - https://www.youtube.com/watch?v=9wGs2r8tnD0 </p>
3.	<p>Dr Andie Johnson, consultant obstetrician recommends having your vaccines during pregnancy to help keep your baby safe.</p> <p>Be wise, Immunise.</p> <p>Find out more Vaccines in pregnancy</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Dr Andie Johnson, consultant obstetrician recommends having your vaccines during pregnancy to help keep your baby safe.</p> <p>Be wise, Immunise.</p> <p>Find out more Vaccines in pregnancy</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Dr Andie Johnson, consultant obstetrician recommends having your vaccines during pregnancy to help keep your baby safe.</p> <p>Be wise, Immunise.</p> <p>Find out more Vaccines in pregnancy</p> <p>#HereToHelpYourBabyAndYou</p>	<p>Dr Andie Johnson (24 seconds) silent pointing - https://www.youtube.com/watch?v=F79JEbSCtro </p>  <p>Dr Andie Johnson - recommended vaccines in pregnancy</p>

Additional resources

Children – Children flu nasal spray vaccine North East and North Cumbria NHS	
Magazine advert	
Stickers	
UKHSA resources	<p>Child flu leaflets and posters</p> <p>GP template letter for inviting 2-3s</p>
Pregnant women - Vaccines in pregnancy toolkit	
Posters/leaflets flu and whooping cough	

National campaign resource links	<p>Pregnancy: how to help protect you and your baby - GOV.UK</p> <p>Pregnancy- How to protect you and your baby</p> <p>Pregnant? Immunisation helps to protect you and your baby from infectious diseases</p> <p>Flu, Pertussis (whooping cough) and RSV https://campaignresources.dhsc.gov.uk/campaigns/vaccinations-in-pregnancy/</p> <p>Health publication link for the updated generic pregnancy leaflet – available in multiple languages and accessible formats https://www.healthpublications.gov.uk/ViewProduct.html?sp=Spregnantthesevaccineshelptoprotectyouyourbabyandyourpregnancy</p> <p>Vaccine Update Maternity Special (Jan 2025) https://www.gov.uk/government/publications/vaccine-update-issue-354-january-2025-maternity-special/vaccine-update-issue-354-january-2025-maternity-special</p>
General	
National campaign resource links	<p>Easy read posters and leaflets on flu</p> <p>Simple text flu leaflets for adults and children</p>