



# Communications toolkit

## 'Be wise, immunise' Spring COVID-19 vaccinations 2026

(v4. 7/4/26)

### Be wise, immunise!

This [spring booster toolkit](#), produced by the North East and North Cumbria Integrated Care Board (ICB) is available for communications leads to use and adapt to encourage uptake of the COVID-19 Spring vaccination.

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.

### So, how you can help?

#### Share our toolkit!

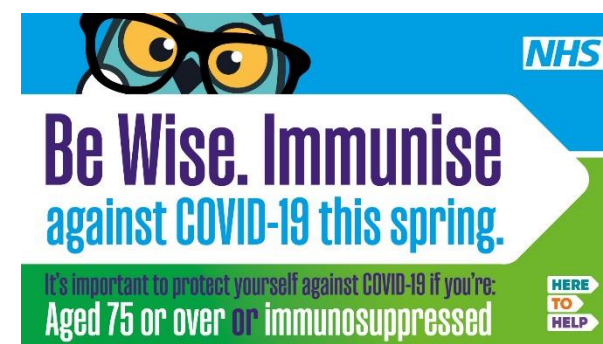
Information and content in this toolkit can be used on your websites, social media, or other communication channels you may have.

All campaign assets are available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) [toolkit page](#) and are supported by paid for social media advertising, radio, outdoor and programmatic advertising all of which will start on **13 April 2026 and run to 29 June 2026**. More content will be shared as we roll out the campaign.

Your support in raising awareness 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:

- adults aged 75 years and over.
- residents in a care home for older adults.
- individuals aged 6 months and over who are immunosuppressed, as defined in [COVID-19: the green book, chapter 14a](#).
- Priority should be given to care homes for older adults and eligible household patients.

### 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.
- Anyone with a history of haematological malignancy, including leukaemia, lymphoma, and myeloma.
- Those who require long term immunosuppressive treatment for conditions including, but not limited to, systemic lupus erythematosus, rheumatoid arthritis, inflammatory bowel disease, scleroderma and psoriasis.

### 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.
- Those with auto-immune diseases who may require long term immunosuppressive treatments.
- Children who are about to receive planned immunosuppressive therapy should be considered for vaccination prior to commencing therapy.

## High-level timeline for roll out of the campaign 2026

- **7 April for the 13 April** - vaccination sites to have access to National Booking System (NBS)
- **7 April** - public can book appointments on NBS for appointments commencing 13th April
- **7 April** - public can book appointments on 119 for appointments commencing 13th April
- **6 Apr** – regional media buy starts
- **13 Apr** - care home vaccinations commence
- **13 Apr** – spring booster campaign starts
- **13 Apr** - wider vaccination roll out commences
- **29 Jun** – last day to book vaccinations on NBS
- **29 Jun** – regional media buy ends
- **30 Jun** – vaccination campaign ends

## 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 anyone aged 75 and over, including all those who turn 75 years by 30 June 2026, or aged 6 months and above who are immunosuppressed, can get a free vaccine from 13 April.

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.

Vaccinations can be booked online from 7 April for appointments beginning 13 April.

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.

Some areas across the North East and North Cumbria may also offer local community COVID-19 vaccination sites which will be available to book here [Be wise, immunise, community vaccination clinics](#).

**Be wise, immunise** and make sure you and your loved ones get all the protection you need to stay safe this spring.

Find out more at [NHS.UK COVID-19 vaccine](#)

## 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 still the 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 is offering a free COVID-19 spring vaccine to those most vulnerable and at greatest risk of serious illness.

This includes 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 13 April 2026.

Remaining eligible adults over 75, and anyone over 6 months who is immunosuppressed, will be able to book a vaccination online from 7 April, for appointments beginning 13 April, by searching 'NHS COVID-19 vaccine', or by using the NHS App, at a GP practice or participating local pharmacy. Some people 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 across the North East and North Cumbria may also offer local community COVID-19 vaccination sites which will be available to book here [Be wise, immunise, community vaccination clinics](#).

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 previous 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 the protection you need to stay safe this spring.

## Key messages COVID-19

- COVID-19 is still here and can make people very ill.
- Those most vulnerable and at increased risk from COVID-19 can get a free seasonal vaccine for extra protection.
- This includes people aged 75 and over and those 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 or call 119

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

- If eligible, from **7 April** you can book your spring COVID-19 vaccination, for an appointment week commencing 13 April, 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.

Some areas across the North East and North Cumbria may also offer local community COVID-19 vaccination sites which will be available to book here [Be wise, immunise, community vaccination clinics](#).

### If you are housebound or 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** – @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 COVID-19 spring vaccination campaign 2026.

All assets are available to download from the ICB toolkit page [spring booster toolkit](#) 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 people 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 and 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, or book through the NHS App from 7 April for appointments starting 13 April.

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

Some places may offer community COVID-19 vaccination sites, available to book here [Be wise, immunise, community vaccination clinics](#).

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

#BeWiseImmunise

## Animation



<p><b>2. 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>Some areas may offer community COVID-19 vaccination sites, available to book here <a href="#">Be wise, immunise, community vaccination clinics</a>.</p> <p>Don't delay, book your vaccination today!</p> <p>#BeWiseImmunise</p>	<p>Social carousel</p>
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<p><b>3. 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>Like all medicines, vaccines can cause side effects such as:</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>• 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 pharmacist or search 'NHS COVID-19 vaccine' for more details.</p> <p>#BeWiseImmunise</p>	
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## People who are immunosuppressed

<p><b>1. Immunosuppressed only</b></p>	<p>If you are aged 6 months or over and are immunosuppressed, your protection against COVID-19 may fade more quickly than other people's.</p> <p>It's important to protect yourself and loved ones to prevent against any further complications, severe illness and hospitalisation from the virus.</p> <p>Get the extra protection you need with the spring COVID-19 vaccine.</p> <p>You may be eligible for the vaccine if you:</p> <ul style="list-style-type: none"> <li>• have a disorder affecting your immune system</li> <li>• are undergoing immunosuppressive treatment, such as for cancer, or are taking medications that increase your risk of infection</li> </ul>	
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	<p>Check the list of health conditions, treatments and medications that can cause immunosuppression on the NHS website.</p> <p>Speak to your GP or search 'NHS COVID-19 vaccine' for more details.</p> <p>#BeWiseImmunise</p>	
<p><b>2. Immunosuppressed only</b></p>	<p>"Prevention is easier than trying to deal with the illness itself."</p> <p>Tom has Type 1 Diabetes and knows that COVID-19 can be tough on his immune system.</p> <p>Every year, he gets his spring booster to stay safe.</p> <p>Speak to your GP or search 'NHS COVID-19 vaccine' for more details.</p> <p>#BeWiseImmunise</p>	

## Over 75s

### 1. John

John explains how to get extra protection against COVID-19 this spring if you are over 75 or have a weakened immune system.

"This spring I'm getting my booster to make sure I'm protected against COVID-19.

"Booking is simple, use the NHS App or search NHS vaccinations online.

"Be Wise immunise against COVID-19 this spring"!

#BeWiseImmunise



John video (23 seconds)

<https://www.youtube.com/watch?v=Lo3XGaxwEkQ>

**2. Over 75s only**

This spring, the NHS is offering a free COVID-19 vaccine to people who are 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 2025, 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.

Some areas may offer community COVID-19 vaccination sites, available to book here [Be wise, immunise, community vaccination clinics](#)

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

#BeWiseImmunise



Humphrey video (20 seconds) - <https://www.youtube.com/shorts/eJUF5Ndj35g>



Margaret video (23 seconds) -  
<https://youtube.com/shorts/AY8tyF2mDGw>

## Booking appointments COVID-19

### 1. Preferred clinic not available

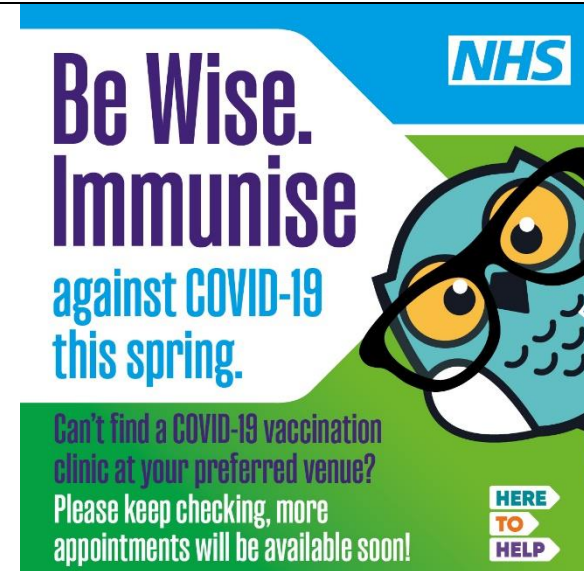
Appointments for COVID-19 spring vaccinations are now available to book on the NHS app or online by searching 'NHS COVID-19 vaccine'.

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

Some areas may offer community COVID-19 vaccination sites, available to book here [Be wise, immunise, community vaccination clinics](#)

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	
Poster	
Radio ad	 <p>NHS Covid Vaccine Spring 24.wav</p>
Press release	

### 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><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>
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<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><b>COVID-19 vaccination: what to expect after vaccination</b></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><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><a href="#">UKHSA_13242_COVID-19 vaccination campaign guide spring 2025</a></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>
<p><b>COVID-19 vaccination – easy read leaflets and posters</b></p>	<p><a href="https://www.gov.uk/government/publications/covid-19-vaccination-easy-read-resources">https://www.gov.uk/government/publications/covid-19-vaccination-easy-read-resources</a></p>