

'MenB Vaccination' toolkit

Protection against meningococcal B disease (MenB) - One-off vaccination programme

14/07/26 V2

The North East and North Cumbria Integrated Care Board (ICB) has developed a **MenB vaccination** toolkit to support NHS and local authority communications leads, GP practices, community pharmacies and universities to encourage those eligible to get a MenB vaccination to protect themselves against the risks from meningococcal B disease.

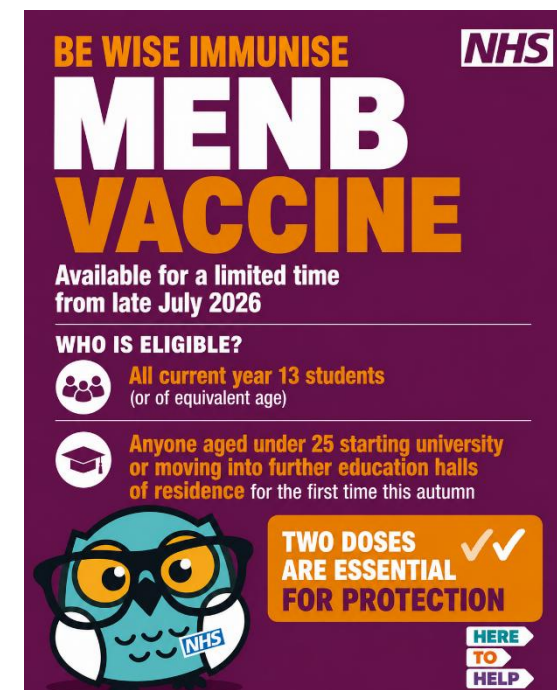
This toolkit provides content aimed at all current year 13 students (or of equivalent age) and anyone under 25 starting university or moving into further education halls of residence for the first time this autumn and is designed for sharing across NHS partner social media and other communication channels.

[Download the online digital toolkit](#)

What is meningococcal B (MenB)

Meningococcal B is a bacterial disease which can cause serious, life-threatening illnesses including meningitis and septicaemia and can result in life-changing disabilities such as amputations, hearing loss and brain damage. **It is fatal in around 10% of cases.**

The bacteria that cause meningitis can be spread through close contact with a person who has them. This can be through kissing, sharing drinks, vapes or close contact with the person for long periods of time, such as living in the same home. Being around new people in shared living spaces like university halls increases the risk of the bacteria that cause meningococcal disease spreading.



Symptoms of MenB

Symptoms can develop suddenly and can include:

- a rash that doesn't fade when pressed with a glass
- sudden onset of high fever
- severe and worsening headache
- stiff neck
- vomiting and diarrhoea
- joint and muscle pain
- dislike of bright lights
- very cold hands and feet
- seizures
- confusion/delirium
- extreme sleepiness/difficulty waking

The MenB vaccine

From 20 July thousands of young people across England will be offered protection against MenB through a one-off vaccination programme ahead of the 2026 academic year.

This will help to protect those at highest immediate risk while the government monitors and assesses new evidence to determine whether there has been a change in the way MenB affects people and whether any further vaccine rollout response is required.

Eligible students will be offered a 2-dose vaccination before they start university, where close and prolonged contact in halls and at social events can increase the risk of contracting MenB disease. Two doses of the vaccine are essential for protection.

Young people in these eligibility groups will have already been offered MenACWY vaccine in year 9 or year 10. This vaccine protects against other kinds of meningococcal bacteria but will not help protect against MenB. So, even if someone has already received the MenACWY vaccine, getting the MenB vaccine is important

Who can get the MenB vaccination

The one-off vaccination programme will make MenB vaccination available to people who complete year 13 of education in the summer of 2026 born between 1 September 2007 and 31 August 2008 as well as people under 25 years old starting university or moving into some residential further education settings for the first time in autumn 2026.

The UKHSA estimates that the relative risk of MenB in first-year university students is substantially greater than in those starting a second (or later) year and postgraduates.

Cases of invasive meningococcal disease tend to peak in October to November each year. The vaccine programme will help protect those at highest immediate risk of serious illness as they move into shared accommodation.

All people within the Year 13 date of birth range will receive the offer irrespective of their education plans. Postgraduates or those starting a second (or later) year will not be covered by this offer.

Campaign aims

- Raise awareness of MenB and the potential risks to young people.
- Signpost eligible young people know where and how to get their MenB vaccine.
- Encourage people who are eligible to get both doses of the vaccine before starting university or college.
- Build confidence in the MenB vaccine and its role in protecting against serious illness.

Key messages

- There has been an increase in clusters of MenB this year in England
- The one-off vaccination programme will provide direct protection to those at highest immediate risk - all current year 13 pupils (born between 1 Sep 2007 and 31 Aug 2008), and those under 25 starting university or residential further education - for the first time this autumn
- Eligible students will need 2 doses for protection, given four weeks apart, with the first being offered from July with second dose given in August
- International students under 25 entering their first year of university should receive their first dose in their home country where possible
- Getting 2 doses of the MenB vaccine before the autumn term is one of the most important things young people can do to protect themselves

Safety

The MenB vaccine has an established safety record and is already offered routinely to infants through the NHS childhood vaccination programme. Evidence from the UK infant vaccination programme shows that vaccination has led to around a 75% reduction in MenB disease among eligible vaccinated groups.

When will the vaccine be available

The NHS has begun operational rollout planning with vaccinations expected to be available in England from the 20 July 2026, ahead of the new academic year.

How will those eligible get a MenB vaccine?

Those eligible, currently in Year 13 (born between 1 Sep 2007 and 31 Aug 2008), will be contacted directly through the NHS App, text, email or letter – depending on their health records.

Those under 25, who are starting university or moving into halls of residence for the first time, will be able to book both their appointments directly with available pharmacies. Different pharmacies can be used for each vaccine if more convenient.

Website copy

MenB vaccination for students

Finishing Year 13 this summer? Starting university or moving into halls for the first time this autumn?

MenB disease can cause serious, life-threatening illnesses, including meningitis and septicaemia. The risk can increase when mixing with, or living closely with, lots of new people especially in shared accommodation, such as university halls.

For a limited time, thousands of young people are being offered a free MenB vaccine ahead of the 2026 academic year.

You will be eligible for a MenB vaccination if you are currently in Year 13 (born between 1 Sep 2007 and 31 Aug 2008) or are under 25 and starting university, or moving into halls of residence, for the first time this autumn.

For the best protection, you need two doses of the vaccine, given four weeks apart.

Book your vaccination appointments at a participating pharmacy today.

Social media

Please tag us in your social media posts

Use #MENB #HereToHelp

Facebook - NorthEastandNorthCumbriaNHS

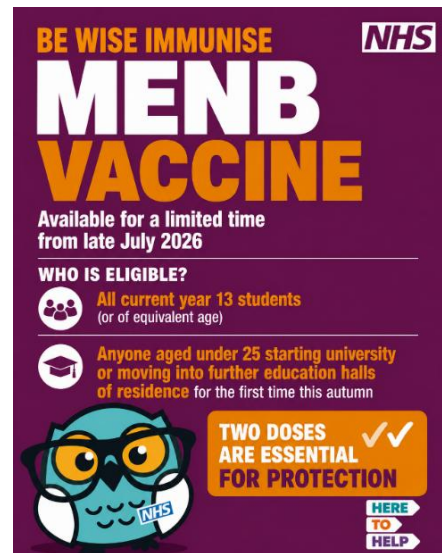
X – @NENC_NHS

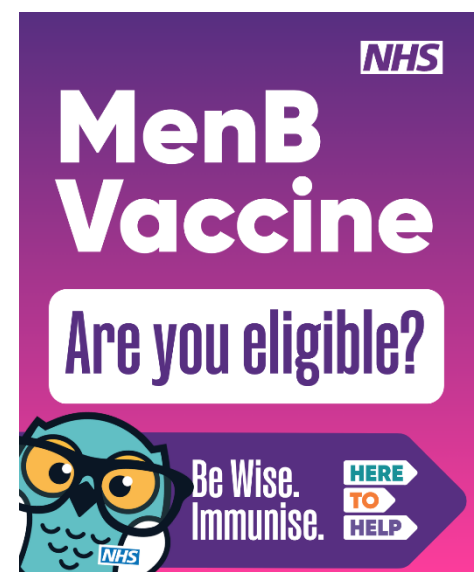
Instagram – nenc_nhs

TikTok - @nenc_icb

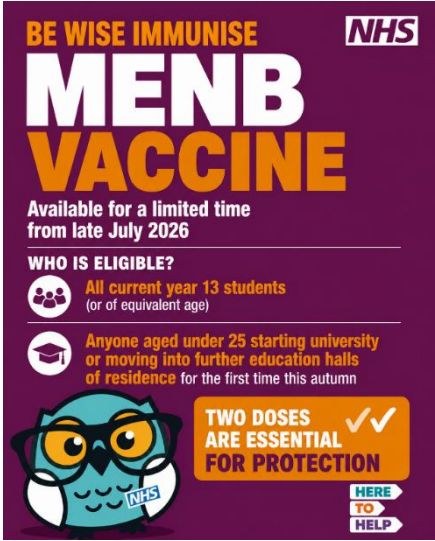
Linked-In - @north-east-and-north-cumbria-nhs

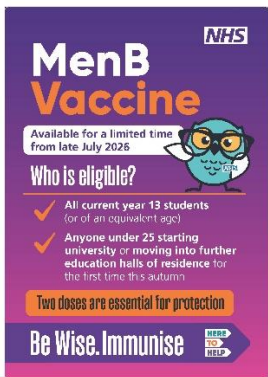
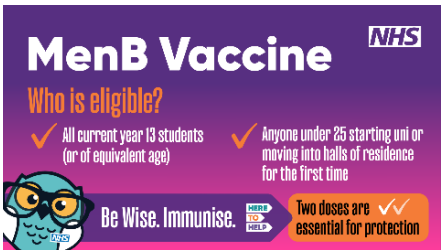
YouTube - North East and North Cumbria NHS

MenB vaccinations			
	Facebook/Instagram	X	Visual/video (Visuals for example only)
1.	Students - protect yourself against Meningococcal (MenB)! MenB is a bacterial infection that can cause serious illnesses, such as meningitis and septicaemia. The risks increase when mixing or living closely with lots of new people. From 20 July, for a limited time, a free MenB vaccination is being offered to thousands of young people ahead of the 2026 academic year. You will be eligible for the vaccine if: - You complete Year 13 in summer 2026 (born between 1 Sep 2007 and 31 Aug 2008) - Are under 25 and going to university or moving into residential student accommodation for the first time	Free MenB vaccination from 20 July for eligible young people. If you're under 25 and starting university or moving into student accommodation for the first time, protect yourself before term starts. 2 doses, 4 weeks apart, are needed. Find out more – #BeWiseImmunise #NHSHereToHelp	 The poster is purple with white and yellow text. It features the NHS logo at the top right. The main title is 'BE WISE IMMUNISE MENB VACCINE'. Below this, it says 'Available for a limited time from late July 2026'. Under 'WHO IS ELIGIBLE?', it lists two groups: 'All current year 13 students (or of equivalent age)' and 'Anyone aged under 25 starting university or moving into further education halls of residence for the first time this autumn'. At the bottom, it says 'TWO DOSES ARE ESSENTIAL FOR PROTECTION' with a checkmark icon. There is also a cartoon owl wearing glasses and a stethoscope, and a 'HERE TO HELP' button.

	2 doses of the vaccine are needed, 4 weeks apart, for full protection. Protect yourself before term starts. Book your MenB vaccination appointments at a participating pharmacy today. https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-a-menb-vaccination-appointment/ #BeWiseImmunise #NHSHereToHelp		
2.	🎓 Starting university this autumn? Mixing with a lot of new people can increase the risk of MenB spreading. MenB is a bacterial infection that can cause serious illnesses, such as meningitis and septicaemia. 💙 Protect yourself before the new term starts. You will be eligible for the vaccine if: • You complete Year 13 in summer 2026 (born between 1 Sep 2007 and 31 Aug 2008) • Are under 25 and going to university or moving into residential student accommodation for the first time The MenB vaccination requires 2 doses, 4 weeks apart, for full protection	🎓 Starting university this autumn? Protect yourself against MenB before term starts. If you're under 25 and starting university or moving into student accommodation for the first time, you may be eligible for a free vaccine. 2 doses, 4 weeks apart, are needed. Book at a participating pharmacy. #BeWiseImmunise #NHSHereToHelp	

	📍 Book your appointments at a local pharmacy today and get protected now - https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-a-menb-vaccination-appointment/ #BeWiseImmunise #NHSHereToHelp		
3.	🎓 Finishing Year 13, going to university or moving into halls for the first time this autumn? You are eligible for a free MenB vaccination. MenB is a bacterial infection that can cause serious illnesses, such as meningitis and septicaemia, and the risks increase when mixing or living closely with lots of new people. 💉 Get protected before term starts. 📅 You'll need 2 doses, given 4 weeks apart. Book your vaccination appointments at community pharmacy today - https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-a-menb-vaccination-appointment/ #BeWiseImmunise #NHSHereToHelp	🎓 Finishing Year 13 and starting university or moving into halls this autumn? You could be eligible for a free MenB vaccination. MenB can cause serious illnesses, including meningitis. 💉 Get protected before term starts. You'll need 2 doses, 4 weeks apart. Book at a participating community pharmacy. #BeWiseImmunise #NHSHereToHelp	 The poster is for the NHS MenB Vaccine. It has a purple background. At the top right is the NHS logo. The title 'MenB Vaccine' is in large white letters. Below it, a green box contains the text 'Available at your local pharmacy' in white, next to a large green cross. At the bottom, there is a cartoon owl wearing glasses and a stethoscope, with the text 'Be Wise. Immunise.' and a blue arrow pointing right that says 'HERE TO HELP'.

4.	Parents, carers - is someone in your household leaving Year 13 or heading to university this autumn? Did you know that, for a limited time, they will be eligible for a free MenB vaccine? MenB is a bacterial infection that can cause serious illnesses, such as meningitis and septicaemia, and the risks increase when mixing and living closely with lots of new people. 2 doses of the vaccine, 4 weeks apart, are needed for the best protection - before the new academic year begins. 💡 Please encourage them to book their vaccination appointments at a local community pharmacy today - https://www.nhs.uk/nhs-services/vaccination-and-booking-services/book-a-menb-vaccination-appointment/ #BeWiseImmunise #NHSHereToHelp	Parents and carers - is someone in your household leaving Year 13 or starting university this autumn? They could be eligible for a free MenB vaccination. MenB can cause serious illnesses, including meningitis. 💡 Encourage them to book at a participating community pharmacy. 2 doses, 4 weeks apart, are needed for full protection. #BeWiseImmunise #NHSHereToHelp	
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Additional assets		
Posters	 MenB Vaccine NHS Available for a limited time from late July 2026 Who is eligible? ✓ All current year 13 students (or of an equivalent age) ✓ Anyone under 25 starting university or moving into further education halls of residence for the first time this autumn Two doses are essential for protection Be Wise. Immunise HERE TO HELP	
GP waiting room screens	 MenB Vaccine NHS Who is eligible? ✓ All current year 13 students (or of equivalent age) ✓ Anyone under 25 starting uni or moving into halls of residence for the first time Be Wise. Immunise. HERE TO HELP Two doses are essential for protection	

Press release

Thousands of students offered life-saving NHS vaccine

Parents and students are being urged to take up a free NHS vaccine that could protect against a deadly infection before thousands head off to university this summer.

A one-off vaccination programme is being rolled out across England from 20 July, offering protection against meningococcal B (MenB), a rare but serious bacterial infection that can cause meningitis and blood poisoning, often without warning.

Those completing year 13 and young adults moving into university halls are among those most at risk from the bacteria, which spreads through close contact, including sharing drinks or vapes, and living in shared accommodation.

The campaign follows a concerning rise in MenB cases. Thousands of young people across the North East and North Cumbria will be eligible for the free vaccine, including:

- Current Year 13 students (born between 1 September 2007 and 31 August 2008)
- Anyone under 25 starting university or moving into halls of residence for the first time this autumn.

Health experts say getting vaccinated before Fresher's Week could be one of the most important things students do before leaving home.

Ben Anderson, director of population health, NHS North East and North Cumbria Integrated Care Board (ICB), said: "For many young people, going to university is an exciting time. But living, studying and socialising with lots of new people also increases the chance of meningococcal bacteria spreading.

"Although MenB is uncommon, it can become life-threatening incredibly quickly. This vaccine offers young people the best protection at exactly the time they need it most.

"We're encouraging everyone who is eligible to have their vaccines, before they start university so they can begin the academic year protected against a disease that can have devastating consequences."

Symptoms of MenB can appear suddenly and include a high temperature, severe headache, vomiting, stiff neck, confusion and a rash that doesn't fade under pressure.

Around one in 10 cases is fatal, while survivors can be left with life-changing disabilities including amputations, hearing loss and brain damage.

Two doses of the vaccine are needed, given four weeks apart, so eligible young people should not delay booking their appointments.

Students who have already had the MenACWY vaccine are also being urged to come forward because it protects against different strains of meningococcal bacteria and does not protect against MenB.

Eligible Year 13 students will be contacted by the NHS through the NHS App, text, email or letter, while first-time university students under 25 will be able to book through participating community pharmacies at www.nhs.uk.

Ends