



**Flu campaign
Shropshire's Communication
toolkit**

**Reminder for those eligible, to get their flu
vaccination
Winter 2020**

About the toolkit

Many thanks for supporting and promoting this year's winter Flu campaign.

The flu campaign forms part of the Help Us Help You (HUHY) winter campaign led by NHS England and Public Health England. HUYH is an overarching brand which unifies a family of campaigns incorporating messages about flu, staying well in winter, NHS111, pharmacy and GP extended hours. It encourages people to take appropriate actions, be that getting the flu vaccination or accessing the appropriate service, to better enable the NHS to help them.

Shropshire's Flu reminder communication toolkit provides advice and information to remind and encourage as many eligible people as possible to take up their flu vaccination.

The toolkit includes a range of communication materials including key messages, articles, and social media messages for you to use and cascade via your communication channels and networks.

Target audience

In 2019/20 the flu vaccination will be offered to:

- Those aged 65 years and over
- Those aged six months to under 65 years in clinical risk groups
- Pregnant women
- Those living in a residential or nursing home
- The main carer of an older or disabled person
- Children aged 2-3 (on 31 August 2019) and all primary school aged children

Key messages

General flu messages

- Flu can be serious and even deadly for older adults, very young children, and people with underlying health conditions. The vaccine is the best defence we have against what can be a serious illness. If you're in an eligible group – make sure you get vaccinated.
- This year, there are more vaccines that should offer better protection are available. If you or your child are in an eligible group, make sure you get a flu vaccine. Your GP or pharmacist will offer you one of these vaccines based on the recommendations for your age group.
- Flu is serious and is different to the common cold. Symptoms include a high temperature, body aches and fatigue.
- Flu kills an average of 8,000 people every year.
- The free flu vaccination is offered to those who are at increased risk from the effects of flu. These include people aged 65 and over, pregnant women, those with underlying health conditions and children (aged 2-10).
- If you're eligible, get your flu vaccination from your general practice or pharmacy to help protect yourself this winter. Pregnant women may also be offered the vaccine through their maternity service.
- If you're eligible, get your flu vaccination from your general practice or pharmacy to protect yourself this winter before the end of November.
- If you think you have flu, stay home and rest until you feel better. Call NHS 111 if you have a underlying health condition or feel really unwell.
- Aside from having your flu vaccine, the best way to prevent the spread of flu is to practice good hand hygiene. Catch coughs and sneezes in a tissue, throw the tissue away and wash your hands.
- If you think you have flu, stay home and rest until you feel better. Call NHS 111 if you have an underlying health condition or feel really unwell.
- Aside from having your flu vaccine, the best way to prevent the spread of flu is to practice good hand hygiene. Catch coughs and sneezes in a tissue, throw the tissue away and wash your hands.

Articles

Please find below an article that you could use when communicating with your audiences about the flu vaccination campaign specifically. This can be used across a range of channels, for example websites, e-bulletins and newsletters

Reminder for those eligible to take up their free flu jab

Health and social care teams across Shropshire, and Telford and Wrekin, are reminding those eligible for a free flu vaccine to take up their flu jab. In particular people with long term conditions, pregnant women and parents of children aged 2 to 3.



Flu is a highly infectious disease and is different to the common cold. Symptoms include fever, chills, headaches, aching muscles and joint pain and fatigue.

The free flu vaccination is offered to those who are at increased risk from the effects of flu.

Who's eligible?

- **Those aged 65 years and over**
- **Those aged six months to under 65 years in clinical risk groups**
 - Flu is a highly infectious disease and can lead to serious complications if you have an underlying health condition such as COPD, bronchitis, emphysema, diabetes, heart disease, kidney disease, liver disease or a chronic neurological disease like multiple sclerosis or cerebral palsy. Flu on top of health conditions like these increases your chance of serious health complications and a hospital visit. This season there are two vaccines available for adults aged between 18 and 64 years. Both protect against four strains of flu, one is grown in eggs and the second is cell-based. Both vaccines are considered equally suitable for this age group.



- **Pregnant women**

- However fit and healthy you might feel, if you are pregnant you need the flu jab now. The flu jab is the safest way to help protect you and your baby against flu. It's free because you need it. Pregnancy naturally weakens the body's immune system and as a result flu can cause serious complications for you, for your pregnancy or for your baby. You may be less able to fight off infections, increasing the risk of becoming ill as a result of flu. You can get vaccinated at any stage during your pregnancy. So ask your GP, pharmacist or midwife about the free flu jab now.



- **Those living in a residential or nursing home**

- **The main carer of an older person, or person with disabilities**

- **Children aged 2-3 (on 31 August 2019) and all primary school aged children**

- Flu can be horrible for little children so it is important to protect them from becoming unwell. Children are also 'super-spreaders' of flu and vaccinating them can protect more vulnerable members of the community. Children who get flu have the same symptoms as adults – including fever, chills, aching muscles, headache, stuffy nose, dry cough and sore throat. Some children develop a very high fever or complications of flu, such as bronchitis or pneumonia and may need hospital treatment. For most children, the flu vaccine is not usually an injection, just a quick and easy nasal spray. Children aged 2 and 3 (on 31 August 2019) receive the vaccine through their GP and all primary school aged children receive it in school. If you have a child who is of the eligible age, make sure you sign

the consent form allowing them to have the flu vaccine at school. Ask your GP about the free flu nasal spray and other childhood vaccinations now.



Rob Gittins, Shropshire Council's deputy Cabinet member for public health, said:-

“The flu vaccine is the best defence we have against what can be a serious and even fatal illness.

“It’s really important for those who are eligible for a free flu vaccination to take up this offer and it’s not too late to get vaccinated.

“No one wants to be ill over the festive period. If you are eligible for the flu vaccine, contact your GP, pharmacist or midwife now, so to protect yourself this winter – it’s free because you need it.”

Councillor Andy Burford, Telford & Wrekin Council's Cabinet member for health and social care, said:-

“Flu not a minor illness by any stretch of the imagination. On average 8,000 people a year die because of flu.

“If you are eligible for a free flu vaccine please make sure you get vaccinated. You are protecting not just yourself but other vulnerable members of the community as well.”

Aside from having your flu vaccine, the best way to prevent the spread of flu is to practice good hand hygiene. Catch coughs and sneezes in a tissue, throw the tissue away and wash your hands. If you think you have flu, stay home and rest until you feel better.



Ask your local pharmacist

- If you are 65 or over, or in one of the other at-risk groups, see a pharmacist as soon as you feel unwell, even if it's just a cough or a cold.
- Pharmacists can give you treatment advice for a range of minor illnesses. They will also tell you if you need to see a doctor.
- The sooner you get advice, the sooner you are likely to get better. Find your local pharmacy here: <https://www.nhs.uk/service-search/find-a-pharmacy/>.
- For pharmacy opening times over the Christmas and New Year period in Shropshire, Telford & Wrekin [click here](#).

NHS 111

- Call NHS 111 if you have an underlying health condition or feel really unwell.
- If you need medical advice when a pharmacy is closed, call: [111](tel:111) or go to [nhs.uk](https://www.nhs.uk)

For more information about the flu vaccination visit www.nhs.uk/flu-vaccine.

Social media

Social media is an important part of the communications strategy for this year's Stay Well This Winter campaign. Suggested Facebook and Twitter messages can be found below.

Campaign hashtag: **#helpushelpyou #fluvaccine #flu**

Date	Audience	Facebook message	Twitter	Image	Link
	General	Don't put off getting the flu vaccination. If you're eligible get it now. Speak to you GP or Pharmacy It's free because you need it	Don't put off getting the flu vaccination. If you're eligible get it now. Speak to your GP or Pharmacy. It's free because you need it #fluvaccine #helpushelpyou		www.nhs.uk/fluvaccine
	General	If you're pregnant have children aged 2 or 3 or have a underlying health condition, you can still get your Free #fluvaccine Find out more from your GP or local pharmacy	If you're pregnant have children aged 2 or 3 or have a underlying health condition, you can still get your Free #fluvaccine Find out more from your GP or local pharmacy #helpushelpyou		www.nhs.uk/fluvaccine

	Children aged 2 and 3	If your child is aged between 2-3 years old ask your GP or pharmacist about the free flu nasal spray vaccination.	If your child is aged between 2-3 years old ask your GP or pharmacist about the free flu nasal spray vaccination. #fluvaccine #helpushelpyou	 <p>06 Mums with Children Cafe - EDIT.mp4</p>	www.nhs.uk/flu vaccine
	Children aged 2 and 3	The children's flu vaccine is offered as a yearly nasal spray to young children to help protect them against flu. Ask your GP or pharmacist about it today	The children's flu vaccine is offered as a yearly nasal spray to young children to help protect them against flu. Ask your GP or pharmacist about it today. #fluvaccine #helpushelpyou	<p>Please note Usage rights expire 31 Jan 2020</p>  <p>Flu Spray - Small Children.mp4</p>	www.nhs.uk/flu vaccine

	LTC	If you have a health condition like diabetes, heart, kidney, or liver disease, flu can be serious for you. Don't put off getting your flu vaccination. It's free because you need it. Speak to your GP about getting your free flu jab today	If you have a health condition like diabetes, heart, kidney, or liver disease, flu can be serious for you. Don't put off getting your flu vaccination. It's free because you need it. Speak to your GP about getting your free flu jab today. #fluvaccine #helpushelpyou		www.nhs.uk/flu vaccine
	LTC	If you have heart disease, angina or have had a stroke, you could be eligible for free flu jab. Ask your GP or pharmacist about it today	If you have heart disease, angina or have had a stroke, you could be eligible for free flu jab. Ask your GP or pharmacist about it today. #fluvaccine #helpushelpyou		www.nhs.uk/flu vaccine

Also please feel free to retweet, share and like any Help Up Help You Stay Well This Winter social media posts across these channels.

- **Facebook:** <https://www.facebook.com/NHSwebsite/> and <https://www.facebook.com/PublicHealthEngland>
- **Twitter:** @NHSuk and [@PHE_UK](https://twitter.com/PHE_UK)

