

# Communications Toolkit Nursery School Children

(v1. 0/10/22)

## Flu Vaccinations

*This mini campaign toolkit is available for **nursery schools** to use and adapt to encourage the uptake of the **Flu vaccination for 2-3 year olds**.*

On behalf of the NHS across the North East and North Cumbria we would really appreciate your support to raise awareness with parents of the importance of their children getting the flu vaccine this year.

We have attached a flyer, at the bottom of this toolkit, which you can share with parents and below is some content which you can also use on your website or in any other communication channels you have.

As you may be aware, the nasal spray vaccine is free for children aged 2-3 years, those in primary and in secondary schools up to year 11. It is also free for children and young people who have a medical condition from the age of six months.

There is more information here <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>



## Content you can use with parents

This winter you can protect your child and others from flu by making sure they get their flu vaccine.

The nasal spray vaccine is free for children aged 2-3 years, those in primary and in secondary schools up to year 11. The vaccine is also free for children and young people who have a medical condition from the age of six months.

Flu can be a very nasty illness in children, causing a range of symptoms including fever, dry cough, sore throat, aching joints, and extreme tiredness. The virus also spreads easily and children can pass it on to others.

The flu vaccination children is needle-free for those aged 2-17 years. The nasal spray is given as a single squirt up each nostril; it's quick, painless and more effective in children than an injectable vaccine.

## Key messages for the children's vaccine

- Flu is an unpredictable virus that can kill thousands of people during a flu season. The flu vaccine is the best defence we have against it. Vaccination of children is based on the recommendation of the JCVI, the independent expert advisory group that advises government on vaccination.
- The benefits include protection against flu for the children who receive the vaccine and reduced transmission of flu in the community. This is because children play a key role in spreading flu, including to those who may be at higher risk from the complications from flu such as the elderly.
- Since the start of the programme, research has shown that vaccinating large numbers of children has reduced the circulation of flu in the community. This has reduced the number of GP consultations for flu-like illness for both the vaccinated children and the wider community and has also reduced hospital admissions from flu. For schools and nurseries, the benefits include reduced absenteeism and the reduced likelihood of teaching staff catching flu from their pupils.

- There have been very low levels of flu activity in the last 2 years because of the measures that were in place to reduce coronavirus (COVID-19) infections, such as social distancing and mask wearing.
- This means that there may be a rebound in flu levels this coming winter because people will be mixing more and they may also be more susceptible to flu as they have not been exposed to the virus. Flu vaccination plays an important part of the government's wider winter planning to reduce illness from flu, and therefore the potential impact on the NHS.

### Key messages for parents

- Having the vaccine will help protect your child from what can be a very nasty illness in children. Children under the age of 5 years have the highest rate of hospital admissions due to flu.
- It will reduce the chance of others in your family, who could be at greater risk from flu, such as grandparents or those with long-term health conditions, getting flu from your child.
- It will help to reduce flu levels in the population in the winter when there may be pressure on the NHS with coronavirus (COVID-19) and other respiratory viruses in circulation.
- It is also important because many people at risk from flu are also vulnerable to the complications of coronavirus (COVID-19) and research shows that if you get both flu and COVID-19 at the same time you may be more seriously ill.
- It can help you avoid having to take time off work or other activities because you are ill or need to look after your sick child.
- If your child is age 5 & over & has a high-risk health condition or they live with someone who has they will also be eligible for a COVID-19 Autumn booster this year.

## Newsletter Copy

### Protect your child against flu - Five reasons for your child to have the flu vaccine

- 1. Protect your child** - The vaccine will help protect your child against flu and serious complications such as bronchitis and pneumonia.
- 2. Protect you, your family and friends** - Vaccinating your child will help protect more vulnerable friends and family.
- 3. No injection needed** - The nasal spray is painless and easy to have.
- 4. It's better than having flu** - The nasal spray helps protect against flu, has been given to millions of children worldwide and has an excellent safety record.
- 5. Avoid costs** - If your child gets flu, you may have to take time off work or arrange alternative childcare.



**#GET VACCINATED  
GET PROTECTED**

Help your child be a superhero and protect others from flu

**5 REASONS TO VACCINATE YOUR CHILD AGAINST FLU**

- 1. Protect your child.** The vaccine will help protect your child against flu and serious complications such as bronchitis and pneumonia.
- 2. Protect you, your family and friends.** Flu spreads easily. Vaccinating your child will help protect vulnerable family members and friends.
- 3. No injection needed.** The nasal spray is painless and easy to have.
- 4. It's safe.** The nasal spray helps protect against flu, it has a good safety record and millions of children in the UK have been vaccinated safely and successfully.
- 5. It works.** It's quick and more effective in children than an injection.



**What should you do?**

Children aged 2 and 3 (as of 31 August 2022) will be given the flu vaccination at their GP surgery. If you haven't heard from your practice during October please get in touch with them. If your child is at primary school, you will receive information asking you to give your consent so your child can have their free vaccination at school. Please remember to complete the consent process as soon as possible. All children up to the age of 18 with a high-risk health condition, and those who live with someone who has, can get the free flu vaccine from their GP.

For more information visit: [www.nhs.uk/child-flu](http://www.nhs.uk/child-flu)

*If your child has a high-risk health condition, or they live with someone who has, they will also be eligible for a COVID-19 autumn booster*

## Social Media Messaging

2-3 year olds		
<p>1.</p>	<p>Let's help stomp out Flu!</p> <p>Children over 2 are given a nasal spray, as a single squirt up each nostril. It's quick, painless &amp; more effective in children than an injection.</p> <p>Your GP practice will contact you to arrange an appointment for your child's free Flu nasal spray.</p> <p>Find out more: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p>#GetVaccinatedGetProtected</p>	
<p>2.</p>	<p>Let's help stomp out Flu!</p> <p>The free nasal spray is available now for children aged 2 &amp; 3.</p> <p>Getting your child vaccinated against Flu helps stop it spreading to brothers, sisters, carers, parents &amp; grandparents.</p> <p>Your GP practice will contact you arrange an appointment, and you may also receive a reminder letter from the NHS.</p> <p>Find out more at: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p>#GetVaccinatedGetProtected</p>	

<p>3.</p>	<p>Help your child be a superhero and protect others from flu!</p> <p>Children over 2 are given a nasal spray as a single squirt up each nostril. It's quick, painless &amp; more effective in children than an injection.</p> <p>Contact your GP practice for an appointment if you don't hear from them.</p> <p>Find out more: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p><a href="#">#GetVaccinatedGetProtected</a></p>	
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Flyer



DYB superhero ad  
Oct 2022.pdf

For further help or advice on using the toolkit or if you need support to tailor assets, please contact either:

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