

RSV vaccine now available in community pharmacies

Midlands communications toolkit - June 25

For ICBs and community pharmacies

(Blue – for ICBs, Green – for pharmacies)

This toolkit aims to support you communicate the respiratory syncytial virus (RSV) vaccine being made available in community pharmacies from 23 June 2025. It includes national resources, and further regional resources we have created.

For ICBs, we have developed a press release which you can localise with your own case studies, and details of local clinics. We have also included key messaging and a short narrative which you can share with your local community leaders, and relevant locations such as community centres and libraries.

For community pharmacies there are resources such as posters and social media assets you can use to inform your patients that the RSV vaccine is now available at your pharmacy.

Tell us about your RSV in pharmacy examples and case studies

Please share any good work, positive stories, case studies, photos or your own videos with us at england.midlandsengagement@nhs.net

Background

From 23 June, the RSV vaccine will be available in a small number of community pharmacies.

In the first phase, 59 pharmacies across the Midlands including Birmingham and Solihull, Black Country and Leicester, Leicestershire and Rutland. Invites will start to be sent from week commencing 7 July. They will be sent to:

- Those unvaccinated and aged 75-79 years on 1 September 2024, and those who turn 75 years old ahead of the start of the invite campaign
- Individuals will receive emails / NHS App messages and texts first except where there is an accessibility preference for braille
- Communications will be spread over at least a 3 week period to flatten any peaks in demand, with emails scheduled to land week 1, NHS App and texts week 2 and letters landing from week 3
- The national invitation will include a call for action for eligible people to book an appointment at a community pharmacy via the National Booking Service, search for a pharmacy offering walk-in appointments via the finder or to contact their GP.

- There will also be a nation-wide catch-up campaign with materials and media promoting RSV from 28 July
- Invites in other languages will be sent where there is a language preference listed.

Key messages

- RSV can cause serious illness in older adults and babies.
- Every year thousands of older adults and babies are hospitalised for RSV.
- The RSV vaccine helps protect against serious lung infection.
- For the first time, those eligible can receive their RSV vaccine from their local community pharmacy.
- Speak to your local / our pharmacy team or your GP about getting a free vaccine.
- It makes it easier to access and more convenient for you to protect yourself, your baby, and your loved ones.

Posters



For newsletters and community notices

NEW: RSV vaccine now available at local pharmacies.

The NHS in the Midlands is now offering the Respiratory Syncytial Virus (RSV) vaccine at some local pharmacies in **Birmingham and Solihull / Black Country / Leicester, Leicestershire and Rutland** for those aged 75 – 79 and pregnant women. Speak to your local pharmacy team or your GP practice about getting a free vaccine.

Every year thousands of older adults and babies are hospitalised for RSV. The RSV vaccine helps protect against serious lung infection.

Having the vaccine available from a local pharmacy means it is easier and quicker than ever to get protected.

RSV is a common cause of coughs and colds. Most people get it several times during their life.

It usually gets better by itself, but in some people (especially babies and older adults) it can cause illnesses such as:

- pneumonia (a lung infection)
- bronchiolitis (a chest infection that affects babies)

These illnesses can cause serious breathing problems. They may need to be treated in hospital and can be life-threatening.

Getting RSV can also make your symptoms worse if you have a lung condition, such as chronic obstructive pulmonary disorder (COPD).

The RSV vaccine helps reduce the risk of serious breathing problems like pneumonia and bronchiolitis.

You can find out more about the vaccine at www.nhs.uk/vaccinations/rsv-vaccine.

NEW: RSV vaccine now available at >enter pharmacy name and area)

>enter pharmacy name and area< is now offering the free Respiratory Syncytial Virus (RSV) vaccine for those aged 75 – 79 and pregnant women. Contact the pharmacy team or your GP practice about getting a free vaccine today.

Every year thousands of older adults and babies are hospitalised for RSV. The RSV vaccine helps protect against serious lung infection.

Having the vaccine available your local pharmacies means it is easier and quicker than ever to get protected.

RSV is a common cause of coughs and colds. Most people get it several times during their life.

It usually gets better by itself, but in some people (especially babies and older adults) it can cause illnesses such as:

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Getting RSV can also make your symptoms worse if you have a lung condition, such as chronic obstructive pulmonary disorder (COPD).

The RSV vaccine helps reduce the risk of serious breathing problems like pneumonia and bronchiolitis.

You can find out more about the vaccine at www.nhs.uk/vaccinations/rsv-vaccine/

Spreading the word more widely

As a community pharmacist you will very likely have good links and relationships with community organisations and shop owners. Consider those where older people go, such as supermarkets or community centres as see if they will allow you to share a poster on their notice boards.

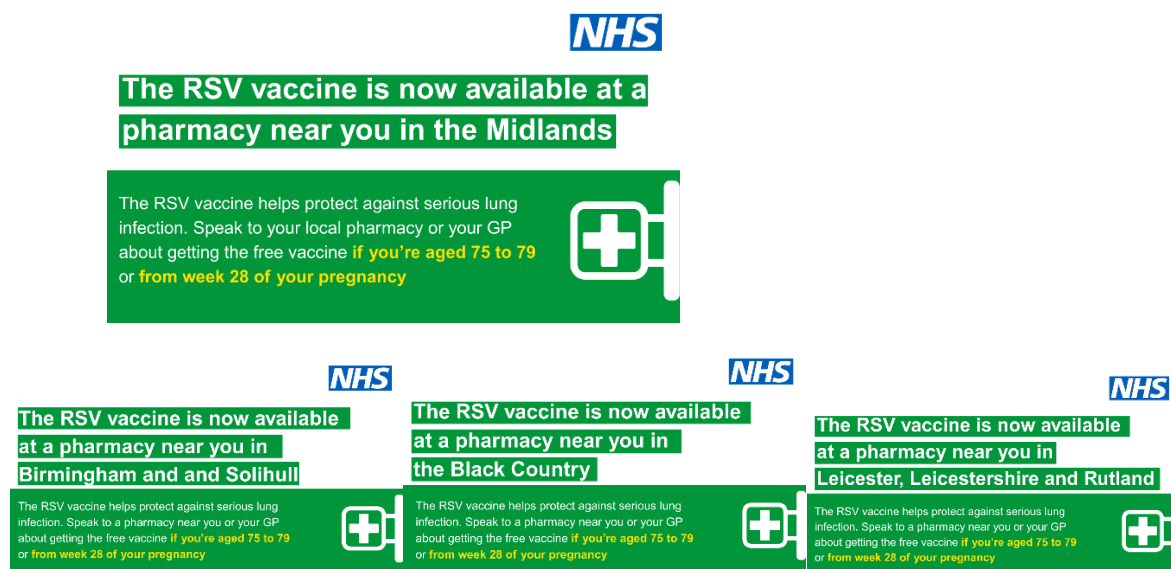
Or if there is a local community newsletter or Parish magazine, ask whether these would allow you to put a notice in about the availability of the RSV vaccination at your pharmacy.

Social media

[Download social media images here.](#)

Suggested text:

- The RSV vaccine is now available in pharmacies across >insert ICB name<. Speak to your local pharmacy or your GP about getting the vaccine if you are eligible.



- We're delighted to offer the RSV vaccine at our pharmacy. Speak to one of our friendly team today about getting the vaccine.

Our pharmacists are trained and highly skilled to provide this service, and you won't have to wait for a GP appointment.



**The RSV vaccine is now available at
our pharmacy**

The RSV vaccine helps protect against serious lung infection. Speak to our pharmacy team or your GP about getting the free vaccine **if you're aged 75 to 79 or from week 28 of your pregnancy**



Press release

Press release

Midland's pharmacies begin roll out of free RSV vaccine

Some Midlands pharmacies have been selected to begin offering the Respiratory Syncytial Virus (RSV) vaccine as part of a phased national roll out across community pharmacies in England. Every year thousands of older adults and babies are hospitalised for RSV. The RSV vaccine which helps protect against serious lung infection is now available **in the West Midlands I pharmacies across Birmingham and Solihull, and the Black Country / in the East Midlands across pharmacies in Leicester, Leicestershire and Rutland are offering the RSV vaccine.**

The NHS is encouraging people to speak to their local pharmacy about the vaccine which is part of a drive to make the vaccination more accessible and convenient for people at risk. Those eligible include adults aged 75-79 and pregnant women and so far, over 378,000 people in the Midlands have taken up the offer of the vaccine.

RSV is a common cause of coughs and colds, with most people getting it several times during their life. It usually gets better by itself, but in some people, especially babies and older adults, it can cause illnesses such as pneumonia - a lung infection and bronchiolitis - a chest infection that affects babies. These illnesses can cause serious breathing problems. They may need to be treated in hospital and can be life-threatening.

Getting RSV can also make your symptoms worse for people with a lung condition, such as chronic obstructive pulmonary disorder (COPD).

The RSV vaccine helps reduce the risk of serious breathing problems like pneumonia and bronchiolitis.

Xxxxx, xxxxxx said "Offering the RSV vaccine in pharmacies is another important step in making healthcare easier to access for the people who need it the most. Pharmacies are trusted local health hubs, and this expansion will help protect more people from serious illness."

XXXX, pharmacist quote: "Pharmacists are in a great position to offer convenient, expert care. Our patients and customers are confident in our advice, care and treatment, and no longer see us as just a place to pick up their prescription."

Making the RSV vaccine available here means our patients can protect themselves and their loved ones, easily, at a convenient location and without having to wait for a GP appointment.

We make the most of every interaction with our patients, using each one as an opportunity to have a conversation about their health, and how our additional services can benefit them, even saving them a trip to their GP.

We have a private consultation room, and patients can even walk in, and be seen on the same day at times.”

You can find out more about the vaccine at www.nhs.uk/vaccinations/rsv-vaccine.

ENDS

Existing RSV resources

- [Vaccination: Respiratory Syncytial Virus \(RSV\) - CommsLink - FutureNHS Collaboration Platform](#)
- [RSV Vaccinations | Vaccinations | Campaign Resource Centre](#)

