

Flu Communication Campaign 2017-18

Communications toolkit

Produced to aid increased awareness and uptake of the flu vaccination in two of the identified 'at risk' groups – individuals with a learning disability and their carers. Designed for and distributed to the 14 Transforming Care Partnerships, CCG's, providers, GP practices, charities and advocacy groups across the south of England.

When

Campaign messaging will run at set weeks throughout the winter period to make a splash and maximise impact across the south. Support this by scheduling relevant messaging at the same time(s), throughout:

- w/c 13 November 2017 and w/c 22 January 2018 – people with learning disabilities
- w/c 11 December 2017 and w/c 19 February – carers

Why

It is well recognised that [people with learning disabilities have poorer physical and mental health](#) compared to others, and a lower life expectancy. Whilst there is no record of how many individuals with a learning disability/autism access flu vaccinations annually, children and adults with learning disabilities are [clearly identified as a clinically 'at risk' group](#), eligible for a flu jab as part of the annual flu programme. In addition, this year carers can now also receive a free flu jab to help protect the people they care for.

Key messages

People with learning disabilities:

- Do not wait – get the flu jab as soon you can.
- See your doctor, nurse or a pharmacist about getting your free flu jab.
- The flu jab is free because you need it. If you do not have the flu jab you could get very ill and have to go to hospital.
- The flu jab is an injection in your arm. Do not let this stop you. The doctor, nurse, pharmacist, your carers or a friend will look after you.
- The flu jab is very quick and can protect you from getting very ill.
- Terrified of needles? Ask your doctor or the pharmacist about the nasal vaccine.

Carers of people with learning disabilities:

- Care for someone with a learning disability? Get the flu jab so you do not get ill or pass the virus on.
- Carers can have a free flu jab. Protect the person you care for and organise your flu jab today.
- Care for someone with a learning disability? You and they can have a free flu jab. Contact your Doctor or a pharmacist today and stay well this winter.

Flu awareness video

Access the awareness video featuring Camilla, who has a learning disability, and a nurse explaining the importance of getting the flu jab for people with learning disabilities on NHS England's [YouTube](#) channel. It was designed with easy read subtitles and uses accessible language. Share widely via all your digital channels.

Existing resources

There is suite of campaign materials, specifically LD focussed, which you can utilise:

- [ER flu leaflet: 'All about flu and how to stop getting it'](#)
- [ER childhood nasal flu leaflet](#)
- [Audio version of the campaign leaflet](#)
- ER version of the campaign leaflet ([professional print ready](#) and [web accessible](#))
- [British sign language leaflet](#)

Newsletter copy – to adapt as required and share with staff, members and wider stakeholders **with a clear focus on individuals with a LD/autism, their families and carers*

Do you have, or care for someone, with a learning disability?

They, and you, are entitled to a FREE flu vaccine.

Anyone can catch flu. Flu is caused by a bug called a virus. Flu can make you, your loved one or the person you care for feel ill. If someone is very ill with the flu they might even have to go to hospital.

Having the flu jab can help stop you from catching the flu and passing it onto other people. The jab is free to people with a learning disability and their carer's.

The flu jab is a quick and easy injection. After the jab you may feel a bit hot, have a sore arm and ache a bit, but you would feel a lot worse if you caught the flu.

Contact your doctor today to get the jab.

ER poster letter/email copy - copy to use for sharing the ER poster and video with GP practices

The national flu campaign supporting the 2017-18 Flu Immunisation programme, which runs from September to March 2018, launched in October 2017, to encourage uptake of the free flu vaccination, particularly amongst at risk groups. Individuals with a learning disability are identified as an 'at risk' group and are therefore entitled to a free flu vaccine.

As such, NHS England South will be promoting advice and raising awareness of the importance of individuals with a learning disability, their families and carers, getting the flu vaccination during the following set weeks:

- w/c 13 October 2017 and w/c 22 January 2018 – people with learning disabilities
- w/c 11 December 2017 and w/c 19 February – carers

We would be very grateful if you could help us raise awareness with your [patient / members / customers] during these weeks by sharing/displaying the easy read poster in your buildings/waiting rooms.

A short awareness video has also been produced. Access it via our [YouTube channel](#) and hear from Camilla who had her free flu jab to stop getting ill over winter.

Easy read (ER) poster **designed to be displayed in GP practice waiting rooms, around hospitals, offices and in community settings. A high resolution version of the thumbnail image below is available to download on the [NHS England South Learning Disability resource hub](#).*



Social media messaging **please utilise the below list by sharing, adapting or retweeting from the NHS England SE and SW Twitter accounts:*

Carer focussed:

- Care for someone with a #learningdisability? Get a free #flu jab so you do not get ill or pass the virus on: <http://ow.ly/mklo3043xri>
- Care for someone with #LD? Get the free #flu jab so you do not get ill or pass the virus on: <http://ow.ly/mklo3043xri>
- Look after yourself and your loved one – get the flu jab. It's FREE to carers too: <http://bit.ly/1GFThyr> via @CarersUK
- Care for an individual with a learning disability? Read the @PHE_uk leaflet on #flu - <http://ow.ly/mklo3043xri>

- Get your free flu jab! **[INSERT CARER TWIT PIC]** #learningdisability #flufighter @WeLDnurses
- Be a #flufighter. Protect yourself and the person you care for ...for FREE! Visit @NHSChoices: <http://bit.ly/1bDqD47>
@CarersUK

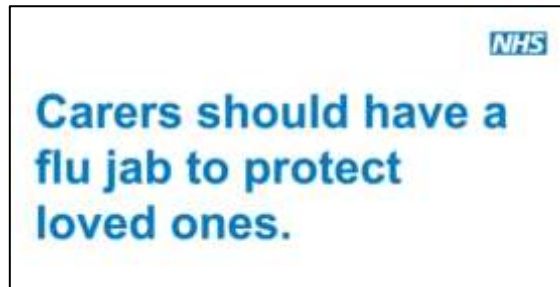
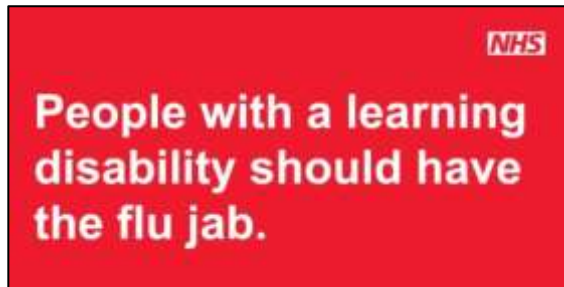
Individuals with a learning disability/autism:

- The #flu jab is free for people with a learning disability. Get it to prevent being ill. Talk to your doctor. #StayWellThisWinter **[INSERT LD SHOULD HAVE IT TWITTER PIC]**
- FREE #flu jabs for people with a learning disability – let's spread the word! (not the flu) @mencap_charity @BUILD_tweets
- People with a #learningdisability can have a free #flu jab. Contact your doctor and #StayWellThisWinter
- If you have a learning disability, you need to be protected from flu. Talk to your doctor to #StayWellThisWinter
- Don't let a needle put you off. People with a learning disability can ask their Doctor for the nasal #flu vaccine.
- Spread the word: FREE flu jabs for individuals with a learning disability/autism and their wonderful carers. #StayWellThisWinter
- Find out more about flu and get protected to avoid being very ill <http://ow.ly/mklo3043xri> **[INSERT TWITTER PIC]**

Additional tweets running throughout the flu campaign:

- Know someone with a learning disability? This EasyRead flu leaflet from @PHE_uk is all about #flu - <http://ow.ly/mklo3043xri>
- Individuals with a learning disability/autism can have a free flu jab. #StayWellThisWinter
- Protect your loved ones. Carers can get a free flu jab. #StayWellThisWinter
- If you're a carer, your flu jab is free! Don't keep delaying. Get the #flu jab now. #StayWellThisWinter
- Do you care for someone with a learning disability? They will need to get a flu jab as they're at higher risk of serious #flu complications.
- Carers are eligible to receive a free seasonal flu vaccine each winter, to reduce the risk of passing #flu on to the person they care for.
- Find out why it's important for carers to take up the offer of a free #flu vaccine via @CarersUK <http://ow.ly/mHrS3043yzY>
#StayWellThisWinter

Social media graphics **high res versions can be found downloaded from the [NHS England South Learning Disability resource hub](#).*



Evaluation

Public Health England Screening and Immunisation teams do not currently record flu vaccinations uptake in individuals with a learning disability, which makes evaluating the impact of communications extremely challenging. Likewise, there is no way to access data on the number of family members or carers who opt to get the flu jab as a result of targeted campaign messaging. Therefore specific evaluation metrics are being used to measure the success and impact of communications, which requires your help.

If you use this toolkit please [let us know](#) what activity you carried out to support people with learning disabilities and their carers. Your feedback will be included in the wider evaluation.