

Flu Immunisation Programme 2019-20

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, their carers (family members or support worker).

Designed for and distributed to the local STP Learning Disability & Autism Programme Boards, CCG's, CLDTs, Health & Social care providers, GP practices, pharmacies, charities and advocacy groups across the south west of England.

When

Messaging will run throughout the winter period as part of the national flu Immunisation & Stay Well this Winter campaign. Support this by scheduling relevant messaging targeting this at-risk, often overlooked, group.

Why

Children and adults with learning disabilities are clearly identified as a clinically 'at risk' group, eligible for a flu jab as part of the national flu immunisation programme. Carers can also receive a free flu jab to help protect the people they look after.

People with learning disabilities have poorer physical and mental health compared to others, and a lower life expectancy. Notably sepsis and pneumonia are major causes of preventable death, and people with a learning disability are particularly vulnerable. The latest [LeDeR review](#) found the top three causes of death to be pneumonia (25%), aspiration pneumonia (16%) and sepsis (7%).

Help promote the flu vaccine for people with learning disabilities and their carers

The national flu campaign supporting the 2019-20 Flu Immunisation programme, which runs from September to March 2020, launched in October, 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 are their carers, whether that is a family member or paid support staff.

Help promote the importance of individuals with a learning disability, their families and carers, getting the flu vaccination throughout winter by raising awareness with your patients / members / customers.

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 key messages

People with learning disabilities:

- Do not wait. Get the flu jab as soon you can to stay well.
- 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 quick and can protect you from getting very ill.
- Scared of needles? Ask your doctor or the pharmacist about the nasal vaccine.

Carers (family member or support worker) 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 book 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.
- Does your loved one have a learning disability? They can have a free flu vaccination. Check if you qualify for a free flu vaccination too as it will help keep you and them well this winter.

Resources

There is suite of Easy Read campaign materials which you can utilise;

- [Protect yourself from flu](#) leaflet
- [‘All about flu and how to stop getting it’](#) leaflet
- [Childhood nasal flu](#) leaflet
- [Audio version](#) of the campaign leaflet
- E version of the campaign leaflet ([professional print ready](#) and [web accessible](#))
- [British sign language leaflet](#)
- [Poster for care providers](#)

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Newsletter / E-bulletin copy – to adapt as required and share with staff, members and wider stakeholders **with a clear focus on individuals with learning disabilities, 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 carers (family carer or paid support staff).

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 or pharmacist today to get the jab.

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. This can be used to explain the flu vaccination to people with learning disabilities by professionals (health and social), carers and families.

Social media messaging **please utilise the below list by sharing, adapting or retweeting from the NHS England SW Twitter account – [@NHSEnglandSW](https://twitter.com/NHSEnglandSW)*

Individuals with a learning disability:

- 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 @BILD_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]

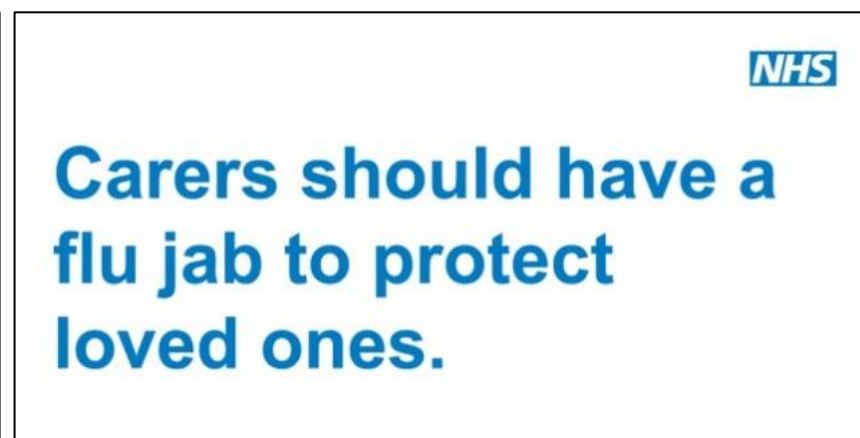
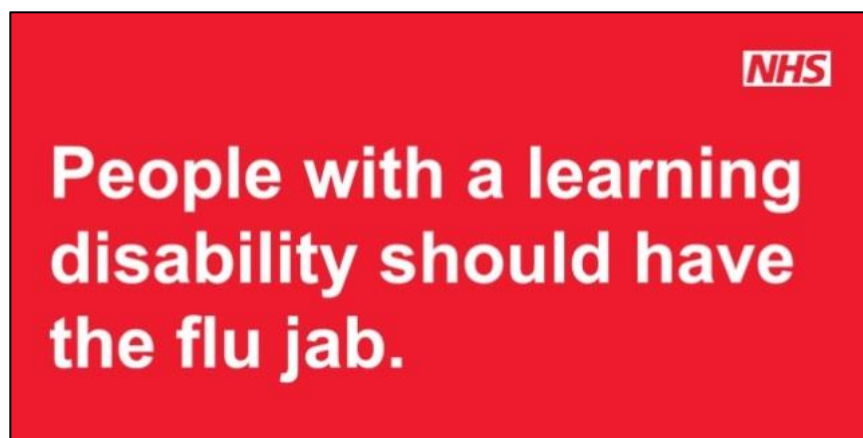
Carer focussed:

- 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

Additional tweets running throughout winter:

- 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 our online [resource hub](#)*



NHS

Easy Read materials about the flu jab are available.

NHS

**Look after someone with a learning disability (family member or support worker)?
Get your free flu jab.**

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.