



Leicester, Leicestershire
and Rutland

Covid-19 and flu vaccination toolkit for your GP practice or pharmacy

Messaging and materials to help grow vaccination at your GP practice or pharmacy.



Dear colleagues,

As a provider of Covid-19 and flu vaccinations this winter, we wanted you to have the materials and messaging to help you promote the opportunity to have the vaccinations at your pharmacy or surgery.

From social media resources to answerphone messages, words and images for your website and articles for local community newsletters, there are lots of ways you can promote vaccination at your premises to local eligible people.

We hope you find this of help, and if you have any questions or comments, please contact us at england.midlandsengagement@nhs.net

Resources

Message for community or parish magazines and local websites

As we begin to enter autumn/winter and colder months, we will naturally be spending more time indoors. We must think of those family members and friends who are more at risk to winter illnesses such as flu, coughs, and sneezes as well as Covid- 19.

Vaccines are our best protection against flu and Covid-19. Over the last few years, they have kept tens of thousands of people out of hospital and helped to save countless lives. Getting these vaccines ahead of winter are two of the most important things you and your community can do to keep safe and get 'winter strong'.

In line with expert advice, we are now offering [flu and COVID-19 vaccines](#) to those at greater risk of serious illness this autumn and winter.

If eligible, we encourage you to come forward as soon as you can due to the risk of the new variant, for the best possible protection. It is important to top up your protection, even if you have had a vaccine or been ill with flu or COVID-19 before, as immunity fades over time and these viruses change each year.

Both vaccines have a good safety and effectiveness record. Their side-effects are generally mild and do not last for more than a few days. You are encouraged to get both vaccines in the same visit where possible, to get protected against both viruses in just a few minutes.

Get in contact with us at **>enter phone number<** to book your vaccine or just pop in to **>enter address<**

>enter GP practice or pharmacy name<

Answerphone message

Opted in

We are now offering flu and Covid-19 vaccines to those at greater risk of serious illness this autumn and winter.

If eligible, give us a call, leave a message or pop in as soon as you can for the best possible protection.

Getting these vaccines ahead of winter are two of the most important things you can do to keep yourself and others around you safe this winter.

Opted out

We will not be offering either the flu or Covid-19 vaccines this autumn and winter.

If eligible, patients can visit their local pharmacy, go online to the national booking website or walk-in to a mobile vaccination clinic to book a vaccination appointment. You can also book an appointment via the NHS App or by calling 119.

Getting vaccinated ahead of winter is the most important thing you can do to keep yourself and others around you safe this winter.

Text message

We are now offering flu and COVID-19 vaccines.

If eligible, come forward as soon as you can for the best possible protection.

Walk ins are welcome, drop in anytime between >enter times and days available<

You can also call us or visit the pharmacy/practice to book an appointment. Please leave us a message if we don't answer.

>Enter pharmacy/practice name<

Key messages for any communication

Dangers of flu and COVID-19

- While flu and COVID-19 is unpleasant for most people it can be very dangerous and even life threatening for some, particularly people with certain health conditions, older people and pregnant women
- For those that are older, pregnant or with certain health conditions, catching flu can increase the risk of developing more serious illnesses such as bronchitis and pneumonia or can make existing conditions worse
- Every winter, thousands die from flu and people can still become very ill or die from COVID-19
- Catching both viruses over winter increases the risk of serious illness even more
- In winter, flu and COVID-19 spread more easily as we spend more time indoors with others
- It is important to get your vaccines as soon as you can due to the risk of the BA.2.86 COVID-19 variant.

Benefits of winter vaccines

- Vaccines are our best protection against flu and COVID-19
- Over the last few years winter vaccines have kept tens of thousands of people out of hospital and helped to save countless lives
- Flu and COVID-19 vaccinations, autumn/winter 2023-24
- Getting the flu and COVID-19 vaccines ahead of winter are two of the most important things you can do to keep yourself and others around you safe and 'get winter strong'.
- Having your winter vaccines will reduce your risk of serious illness
- If you have your winter vaccines, you're more likely to have milder symptoms and recover quicker if you do catch the viruses
- As well as protecting you and the people around you, vaccination also protects the NHS over winter by reducing the number of people that are likely to get seriously ill from catching a virus and needing to go to hospital
- All flu and COVID-19 vaccines offered by the NHS have a good safety record. They have been tested on thousands of people across the world and have met the strict standards of safety, quality and effectiveness outlined by the UK's Medicines and Healthcare products Regulatory Agency (MHRA).

NHS and UKHSA designed resources

[Resources for social media and use in sites](#) (will be added to during the campaign).

NHSE social media cards

[Download images here.](#)

For some, flu or COVID-19 can be very dangerous and even life-threatening. Flu and COVID-19 vaccines reduce the risk of serious illness in colder months.

We are now offering both vaccines. If eligible, you can walk in or call us on **>enter phone number<** to book an appointment. We look forward to seeing you.

nhs.uk/seasonalvaccinations



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We are now offering both vaccines. If eligible, you can walk in or call us on **>enter phone number<** to book an appointment. We look forward to seeing you.

nhs.uk/seasonalvaccinations



Getting the flu and COVID-19 vaccines is quick and easy — it takes just a few minutes.

We are now offering both vaccines. If eligible, you can walk in or call us on [>enter phone number<](#) to book an appointment. We look forward to seeing you.

nhs.uk/seasonalvaccinations

NHS
**GET VACCINATED.
GET WINTER STRONG.**

Getting the flu and COVID-19 vaccines is quick and easy, it takes just a few minutes

Immunity from previous flu and COVID-19 vaccines fades, and the viruses change over time. Top up your protection — even if you've had flu or COVID-19 or have been vaccinated before.

We are now offering both vaccines. If eligible, you can walk in or call us on [>enter phone number<](#) to book an appointment. We look forward to seeing you.

nhs.uk/seasonalvaccinations

NHS
**GET VACCINATED.
GET WINTER STRONG.**

Flu and COVID-19 vaccines top up your protection even if you've been vaccinated before

If you're a paid or unpaid carer, seasonal flu and COVID-19 vaccinations can protect you and those you care for.

Book yours with us now. You can walk in or call us on [>enter phone number<](#). We look forward to seeing you.

nhs.uk/seasonalvaccinations

NHS
**GET VACCINATED.
GET WINTER STRONG.**

If you're a paid or unpaid carer, seasonal flu and COVID-19 vaccines can protect you and those you care for

Flu and COVID-19 vaccines reduce your risk of serious illness if you have an underlying health condition.

Book yours with us now. You can walk in or call us on [>enter phone number<](#). We look forward to seeing you.

nhs.uk/seasonalvaccinations

NHS
**GET VACCINATED.
GET WINTER STRONG.**

Flu and COVID-19 vaccines reduce your risk of serious illness if you have an underlying health condition

Getting the flu vaccine will mean you are less likely to catch flu and pass it on to your baby. Protect yourself and your baby this winter.

Book yours with us now. You can walk in or call us on **>enter phone number<**. We look forward to seeing you.

nhs.uk/seasonalvaccinations



NHS

GET VACCINATED. GET WINTER STRONG.

Getting the flu vaccine will mean you are less likely to catch flu and pass it on to your baby

This advertisement features a pregnant woman in a green dress, gently holding her belly. The NHS logo is in the top right corner. The headline is in large, bold, white letters. A blue box at the bottom contains the sub-headline in white text.

Flu and COVID-19 vaccines are the most effective way for you to protect yourself and your baby against flu at any stage of your pregnancy.

Book yours with us now. You can walk in or call us on **>enter phone number<**. We look forward to seeing you.

nhs.uk/seasonalvaccinations



NHS

GET VACCINATED. GET WINTER STRONG.

Flu and COVID-19 vaccines are the most effective way for you to protect yourself and your baby against these viruses

This advertisement features a pregnant woman in a grey top, sitting on a couch with a young child in a yellow shirt resting on her lap. The NHS logo is in the top right corner. The headline is in large, bold, white letters. A blue box at the bottom contains the sub-headline in white text.

Protect your child against flu this winter.

If your child is 2 or 3 years old you can book a flu vaccination appointment with us now. Phone us on **>enter phone number<** for an appointment.

We look forward to seeing you.

nhs.uk/seasonalvaccinations



UKHSA resources

- [Leaflet on flu for adults, parents and pregnant people](#)
- [Child flu leaflets and posters](#)
- [GP template letter for inviting 2-3s](#)
- [Easy read posters and leaflets on flu](#)
- [Simple text flu leaflets for adults and children](#)

Script for spokespeople on child flu vaccines

Last year 6,000 under 5s ended up in hospital because of flu. The child flu vaccine reduces your child's chance of needing hospital care for flu by around two-thirds and helps prevent it spreading among vulnerable family and friends. The vaccine is usually given as a quick and painless spray up the nose. Book your 2 or 3 year old's vaccine at their GP practice or, if your child is of school age, make sure to look out for and sign their consent form. Get your child vaccinated against flu. Get winter strong.

Script for spokespeople in winter vaccines in pregnancy

Getting flu or COVID-19 while pregnant increases the risk of admission to intensive care, could cause your baby to be born prematurely or have low birth weight, and can even lead to stillbirth or death

The flu and COVID-19 vaccines help to protect you and your baby from serious illness and provides your baby with protection for the first few months of life. It's safe to have both vaccines during any stage of pregnancy, from the first few weeks up to your expected due date. *Get vaccinated. Get winter strong.*

Further Information

Flu and COVID autumn vaccine programmes brought forward

[DHSC/UKHSA announcement](#)

Precautionary measure taken to protect those most vulnerable from illness during winter following the identification of COVID-19 variant BA.2.86.

[NHS England system letter](#)

NHS vaccination response to urgent BA2.86 risk and changes to autumn/winter 2023/24 vaccination delivery programme.

Sent to: Integrated care system chief executive officers, Trust chief executive officers, Local government chief executive officers, GP practices, Community pharmacies, Health and justice healthcare providers

NHS England press releases

18 September: [NHS booking opens for life-saving Covid vaccinations](#)

30 August: [NHS flu and covid vaccine programmes brought forward due to risk of new covid variant](#)
