

# Communications toolkit for nurseries & schools

## 'Be wise, immunise'

### Autumn flu vaccinations for 2–3 year-olds, primary and secondary pupils

(v5. 11/09/23)

#### Flu vaccinations – Be wise, immunise!

This campaign toolkit *is available for nursery schools and primary and secondary schools to use and adapt to encourage uptake of the flu vaccination for 2–3-year-olds and older children. It has been produced by the North East and North Cumbria Integrated Care Board (ICB)*

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 information in this toolkit, to share with parents, and content which can be used on websites, social media, or any other communication channels you may have.

- The flu nasal spray vaccine is free for children aged 2-3 years, those in primary schools 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.
- Most children aged 2-3 (on 31 August 2023) will be given the flu vaccination at their GP surgery. We are asking parents of children if they have not heard from their practice by the middle of October, to get in touch to arrange an appointment for your child's flu vaccination.
- If parents have children of primary or secondary school age, up to year 11, they will receive information from the School Age Immunisation Service asking them to give their consent so their child can have their free vaccination at school.



\*This campaign is focussed on flu vaccinations but there are some children (those age 5 - 17 years) who are also eligible for Covid-19 vaccine if they are in a high-risk group or live with someone is immunosuppressed. This is covered in key messages. Further information is available at: <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>

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## Short copy for use with parents

### **Be wise, immunise - you nose it makes sense!**

Getting your child vaccinated against flu this winter could stop them getting really poorly – AND stop flu spreading to family or friends.

There's no needle – just a squirt up the nose - millions of children get it every year – so it's safe too!

If your child is aged 2 to 3 (by 31 August 2023), in primary school, or secondary school in years 7 to 11 – make sure they get their FREE Flu jab NOW!

Protect YOUR child from flu:

**Be wise, immunise - you nose it makes sense!**

Go to <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/> to find out more.

## Short copy for parents

Last year 6,000 children, in England, under 5 years old ended up in hospital because of flu.

Don't take the risk. Getting your child vaccinated against flu will reduce their chances of becoming really poorly, needing hospital care and will stop flu spreading to friends and family – which is really important for older people and those with medical conditions.

The vaccine is usually given as a quick and painless spray up the nose.

You can book your 2 or 3-year-old's free vaccine at your GP surgery. If you haven't heard from your GP surgery by the middle of October, please get in touch with them to arrange an appointment for your child's flu vaccination. If your child is of school age, make sure to look out for, and sign, their consent form.

Get your child vaccinated against flu.

### **Be wise, immunise**

Go to <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/> to find out more.

## Website copy

### **'Be wise, immunise' your child against flu – you nose it makes sense!**

Protect your child, and others, from flu by making sure they get their flu vaccine.

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 nasal spray vaccine is free for children aged 2-3 years, those in primary and 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.

The flu vaccination for most children is needle-free for those aged 2-17 years.

It is given as a single squirt up each nostril; it's quick, painless and more effective in children than an injectable vaccine.

Children aged 2-3 years (on 31 August 2023) will be given the flu vaccination at their GP surgery.

If you haven't heard from your practice by the middle of October, please get in touch with them to arrange an appointment for your child's flu vaccination.

If your child is of primary or secondary school age, up to year 11, you will receive information from the School Age Immunisation Service 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 who live with someone with a high-risk health condition, or those that live with someone who has, can get the free flu vaccine from their GP.

For more information visit <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>

## Key messages for the children's vaccine

- Getting your child vaccinated against flu is the best defence against this virus.
- It can cause nasty illness including fever, dry cough, sore throat, aching joints, and extreme tiredness. The virus also spreads easily, and children can pass it on to others.
- Vaccination of children is based on the recommendation of the Joint Committee of Vaccination and Immunisation (JCVI), the independent expert advisory group that advises government on vaccination.
- The benefits include protection against flu for children who receive the vaccine and helps to stop it spreading to others.
- Children can spread flu, including to those who may be at higher risk from complications from the virus such as older people.
- Since the start of the flu vaccination programme, research has shown that vaccinating large numbers of children reduces the circulation of flu in the community. This has also reduced the number of GP consultations for flu-like illness for both vaccinated children and the wider community and has helped to reduce hospital admissions from flu.

- For schools and nurseries, the benefits include less time off school and reduces the risk of teaching staff catching flu from their pupils.

## Key messages for parents

- Children are being prioritised to receive the flu vaccine to protect them and help stop the virus spreading to others.
- Flu can be a horrible illness in young children – some children can end up in hospital.
- Last year 6,000 under 5s, in England, ended up in hospital because of flu.
- The child flu vaccine is usually given as a quick and painless spray up the nose.
- Vaccinating your child helps protect them from flu and prevent it spreading among vulnerable family and friends.
- Your child can get a flu vaccine if they are aged 2 and 3 years old, aged 6 months to 17 years old with certain health conditions or in reception to year 11.
- If your child is aged 2 or 3 years old or if they are aged 6 months to 2 years with certain health conditions, you can book a flu vaccination appointment at their GP surgery. We encourage you to book your child's flu vaccine as soon as the vaccine becomes available from September.
- If your child is of school age, you do not need to make an appointment, they will be vaccinated in schools or community clinics – make sure that you sign the consent form.
- 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 and over and 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.

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

## Newsletter copy

**Be wise, immunise - Five reasons for your child to have the free flu vaccine – you nose it makes sense!**

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 others especially grannies and grandads.
3. **Breathe easy – there's no injection or needles for most children** - The flu nasal spray is painless and easy to have.
4. **It's better than having flu** – which can be a nasty illness. The nasal spray is the best protection It has been given to millions of children worldwide and is safe.
5. **Avoid costs** - If your child gets flu, they could miss school and you may have to take time off work or arrange alternative childcare.

### What should you do?

Children aged 2-3 (on 31 August 2023) will be given the flu vaccination at their GP surgery.

If you haven't heard from your GP surgery by the middle of October, please get in touch with them to arrange an appointment for your child's flu vaccination.



# BREATHE EASY

**BE WISE  
IMMUNISE** The free flu vaccine  
for 2-3 year olds  
is a nasal spray!

**HERE  
TO  
HELP**

If your child is of primary or secondary school age, up to year 11, you will receive information from the School Age Immunisation Service 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 who live with someone with a high-risk health condition, or those that live with someone who has, can get the free flu vaccine from their GP.

For more information visit <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>

## Colouring in sheet for children

We've created a fun colouring in sheet for children to design their own owl, they can even give the owl a name! Share your artwork and owl names with us on social media using the hashtag #BeWiseImmunise.

**Our social media handles are:**

**Facebook - NorthEastandNorthCumbriaNHS**  
**X (the new name for Twitter) – @NENC\_NHS**  
**Instagram – nenc\_nhs**

The #BeWiseImmunise colouring in sheet can be downloaded [here](#).

## Social media messaging

Join us on social media so we can remind eligible groups to #BeWiseImmunise Please tag North East and North Cumbria ICB in your social media posts and use #BeWiseImmunise

### Our social media handles are:

Facebook - NorthEastandNorthCumbriaNHS

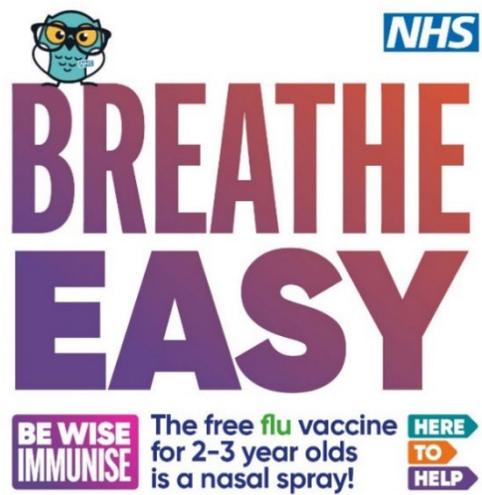
X (the new name for Twitter) – @NENC\_NHS

Instagram – nenc\_nhs

## 2–3-year-olds

<p>1.</p>	<p><b>Be wise, immunise - you nose it makes sense!</b></p> <p>Children aged 2-3 are given a nasal spray, as a single squirt up each nostril.</p> <p>It's quick, safe &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>If you haven't heard from your GP surgery by the middle of October, please get in touch with them to arrange an appointment for your child's flu vaccination.</p> <p>Find out more: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p>#BeWiseImmunise</p>	 <p>Animation is also available in the toolkit</p>
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<p>2.</p>	<p>Protect your little one - the flu vaccine for 2–3-year-olds is free and it's a nasal spray!</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.</p> <p>If you haven't heard from your GP surgery by the middle of October, please get in touch with them to arrange an appointment for your child's flu vaccination.</p> <p>Find out more at: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p><a href="#">#BeWiseImmunise</a></p>	 <p>Animation is also available in the toolkit</p>
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<p>3.</p>	<p><b>Parents, breathe easy! There's no needle!</b></p> <p>The free flu vaccine for 2–3-year-olds is a nasal spray given as a single squirt up each nostril!</p> <p>It's quick, safe &amp; more effective in children than an injection.</p> <p>It will protect your child and help stop flu spreading to brothers, sisters, carers, parents &amp; grandparents.</p> <p>Your GP practice will contact you arrange an appointment.</p> <p>If you haven't heard from your GP surgery by the middle of October, please get in touch with them to arrange an appointment for your child's flu vaccination.</p> <p>Find out more: <a href="https://www.nhs.uk/conditions/flu/">https://www.nhs.uk/conditions/flu/</a></p> <p><a href="#">#BeWiseImmunise</a></p>	 <p>Animation is also available in the toolkit</p>
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## Primary School Children

<p>4.</p>	<p>If you have a child in primary school, <b>please remember to give consent for your child's free flu vaccine.</b></p> <p>Children who have a serious long term health condition will be invited to have their vaccine by their GP practice.</p> <p>If your child is age 5 &amp; over &amp; 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.</p> <p>Find out more: <a href="https://www.nhs.uk">https://www.nhs.uk</a></p> <p>#BeWiseImmunise</p>
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**PROTECT  
YOUR CHILD  
FROM FLU**

Remember to complete your child's vaccination consent form.

**BE WISE  
IMMUNISE**

**HERE  
TO  
HELP**

5. Getting your child vaccinated against flu helps stop it spreading to brothers, sisters, carers, parents & grandparents.

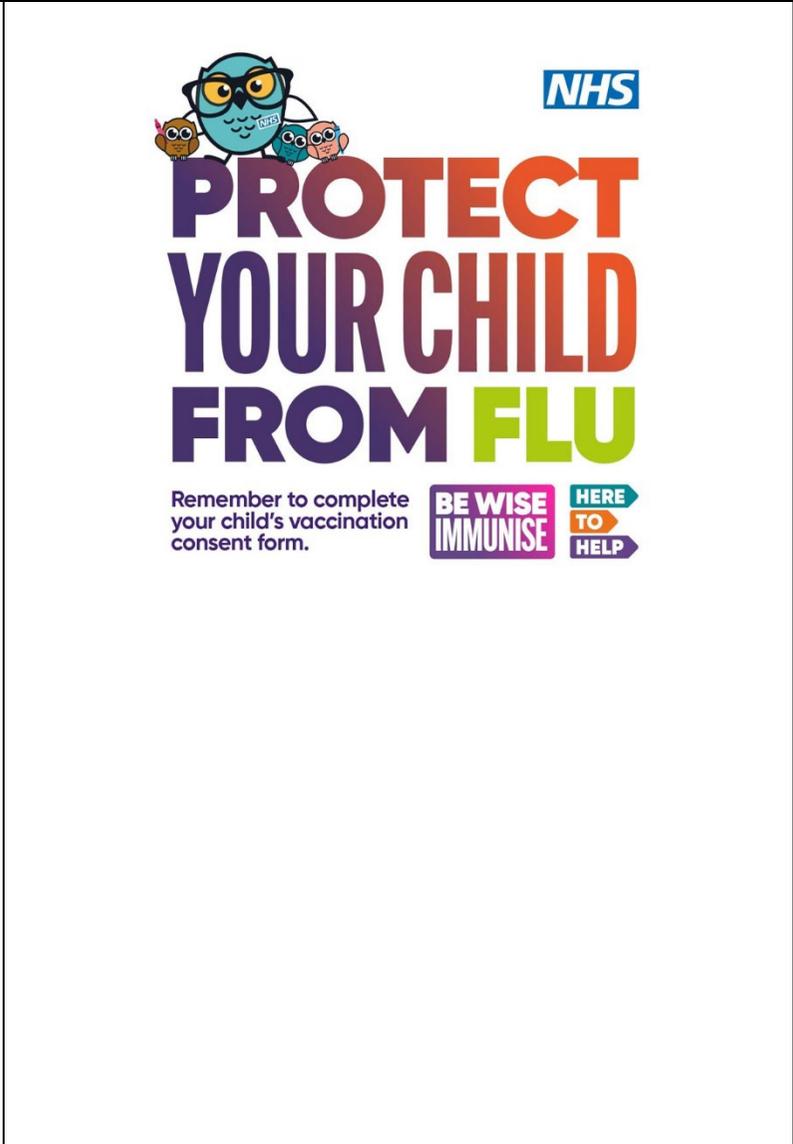
Please remember to complete your child consent form from school.

Children who have a serious long term health condition will be invited to have their vaccine by their GP practice.

If your child is age 5 & over & is clinically high risk or lives with someone who is, they will also be eligible for a COVID-19 Autumn booster.

Find out more: <https://www.nhs.uk>

#BeWiseImmunise



## Secondary School Children

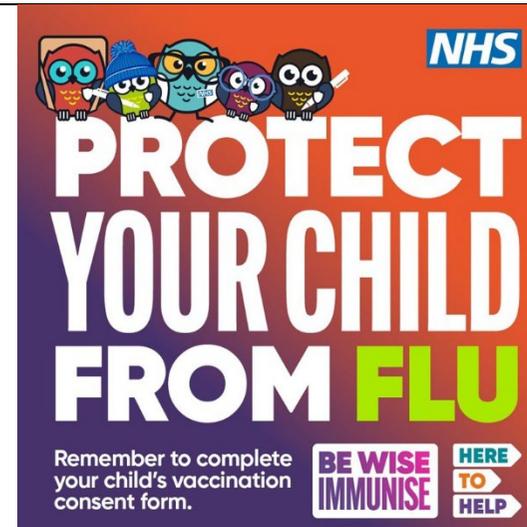
6. All secondary school children in years 7-11, will be eligible for a free flu vaccine this year.

Please remember to complete your child's consent form from school.

12–17-year-olds who are at clinical risk, or live with someone who is immunosuppressed, will also be eligible for a COVID-19 autumn booster.

Find out more: <https://www.nhs.uk>

#BeWiseImmunise



7. If your child gets flu, they could miss valuable time at school.

The flu nasal spray is safe and available free for those in years 7-11.

Those who are at clinical risk or live with someone who is immunosuppressed are also eligible for a COVID-19 Autumn booster.

Please remember to complete your child consent form from school.

Find out more: <https://www.nhs.uk>

#BeWiseImmunise



## National resources

<b>UKHSA resources</b>	<a href="#"><u>Leaflet on flu for adults, parents and pregnant people</u></a> <a href="#"><u>Child flu leaflets and posters</u></a> <a href="#"><u>GP template letter for inviting 2-3s</u></a> <a href="#"><u>Easy read posters and leaflets on flu</u></a> <a href="#"><u>Simple text flu leaflets for adults and children</u></a>
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