

Seasonal Flu Immunisation – Stakeholder and partner toolkit

08/10/20

With COVID-19 around it's more important
than ever to get the free flu vaccine.





“With the additional risk of coronavirus this year, it’s more important than ever that people take up their free flu vaccine. It provides the best protection against flu which is a serious and infectious virus that can be life threatening.

The flu vaccine is safe and it doesn’t contain any live viruses so it cannot give you flu. By getting the vaccine you are not just helping yourself and your loved ones, you are also doing your bit to help our NHS during the peak winter period.

Local delivery of the flu vaccine will be different this year and it may not be through your GP. Strict infection and prevention control measures will be in place to ensure the utmost safety. For further information on how to get your free vaccine visit nhsinform.scot/flu.”

– Deputy Chief Medical Officer,
Nicola Steedman



The Seasonal Flu Immunisation Campaign

The first phase of flu immunisation will begin in October and include all those eligible with the exception of 55 to 64 year olds who will be invited from December.

An advertising campaign will launch on the 8th of October to support the programme and this will include TV, radio, digital, press and PR.



What are we asking you to do?

Due to the different ways in which the flu immunisation programme will be delivered this year and the increase in those that are eligible for the free vaccination we are asking you to share relevant information to help encourage uptake.



Who are we talking to?

The following groups are eligible for the free flu vaccine:

- Anyone aged 65 and over (by 31 March 2021)
- Those aged 55-64 (immunisation will begin from December 2020)
- Those over 6 months of age with a medical condition which puts them in an 'at risk' group such as diabetes, cystic fibrosis, multiple sclerosis, heart and lung diseases, autoimmune disorders or sickle cell disease
- Family members living in the same household as those who have previously been shielding from COVID-19
- Pregnant women (including those with 'at risk' conditions)
- Primary school children
- Children aged 2-5 years (children must be aged 2 years or above from 1st September and not yet in school)
- NHS Scotland health and social care workers
- Social care workers
- Young and unpaid carers



How to get the flu vaccine this year

If someone has received a letter inviting them to attend their flu vaccine appointment, they should follow the instructions on their letter.

Alternatively, visit [nhsinform.scot/flu](https://www.nhsinform.scot/flu) or call **0800 22 44 88** to find out more.

This year, people may notice that they are invited to a new location to receive their flu vaccine or the health professional giving their immunisation has changed. Depending on where they live, they may be able to get their vaccine at:

- Healthcare settings such as GP practices, hospitals or community pharmacies
- Community venues such as town halls, village halls, sports halls and secondary schools
- Drive-through or walk-through clinics

It is important that we communicate to all those eligible, through organisations and businesses like yours, that if they are offered the flu vaccine, they should get it.

We have created this digital toolkit with links to the appropriate campaign information, with some overarching messaging and some specific to the target audiences. You will find all assets on the below links:

- Overarching October advertising campaign – link [here](#)
- Health conditions – link [here](#)
- 65 or over – link [here](#)
- Pre school audience – link [here](#)
- Pregnancy – link [here](#)
- Health and social care workers – link [here](#)

We have also provided the assets on the Public Health Scotland website:

- Flu Partnership
www.publichealthscotland.scot/flupartnerships
- 65 or over
www.publichealthscotland.scot/fluover65resource
- Health conditions
www.publichealthscotland.scot/fluhealthconditionsresource
- Pregnancy
www.publichealthscotland.scot/flipregnancyresource
- Pre-school resource
www.publichealthscotland.scot/flipreschoolresource





What are the key messages?

If you are writing about the campaign to your colleagues or customers on your website or intranet here are some campaign key messages that might be useful to include:

NHS Scotland strongly recommends those eligible get their free flu vaccine this year. This is for three reasons:

1. Flu can be serious and life threatening. Every year thousands of people in Scotland are hospitalised with flu
2. To reduce the risk of you spreading flu to friends and family
3. To reduce the pressure that a spike in seasonal flu would put on our NHS on top of COVID-19



Flu facts

- The flu vaccine is not a live virus, it cannot give a person flu
- It takes minutes to administer and is effective around 10 days, so it is important to get it as early as possible
- You need to get the flu vaccine every year



What can you do?

There are several ways in which you can help us promote the campaign:

- You can view the ad [here](#) and share with your followers
- Show your support on social media with a [static social image](#) and suggested [text](#)
- We also have [infographics](#) for social media
- Include some [editorial text](#) on the campaign within your newsletter
- Share an electronic version of our [leaflet](#) and [poster](#) with your colleagues and customers
- We have made print versions of the [poster](#) available to print on a photocopier
- And there are [leaflets](#) with more details for each of the audience groups.

Social posts

- It's that time of year to protect yourself against flu. Find out if you're eligible for the free flu vaccine and how it will be delivered in your area → nhsinform.scot/flu
- This year there may be a change in health professional or location providing your flu vaccine. If you're eligible for the flu vaccine, please get it. Find out more → nhsinform.scot/flu
- Flu is serious. Every year thousands of people in Scotland are hospitalised by it. Getting vaccinated is the safest and most effective way to protect yourself. Find out more → nhsinform.scot/flu
- With coronavirus around, it's even more important to get your flu vaccine. Flu is serious and can be life threatening. Find out more → nhsinform.scot/flu
- Getting the flu vaccine is one of the most important reasons for leaving your house. Strict infection prevention and control measures are in place. Find out more → nhsinform.scot/flu
- The flu vaccine cannot give you flu. It is not a live vaccine. It can take around 10 days to work and you need to get it every year, so the earlier you get it the better. Find out more → nhsinform.scot/flu
- If you're offered the free flu vaccine please get it to protect yourself, others and our NHS. Find out how to get your flu vaccination. → nhsinform.scot/flu



Example social posts



Audience specific

- Social care workers, those living in the same house as people who have been shielding from Covid-19 and 55-64 year olds are also eligible for this year's flu vaccine. Find out more → nhsinform.scot/flu
- Over 55 years of age and eligible for the flu vaccine this year? Immunisations will start in December for this age group. Protect yourself, others and our NHS. Find out more → nhsinform.scot/flu

Editorial

COVID-19 makes flu immunisation more important this year

With COVID-19 around, it's more important than ever to get your flu vaccine. People are being urged to protect themselves, others and help avoid the pressure that a spike in seasonal flu would put on our NHS on top of COVID-19.

The Scottish Government aims to vaccinate 2.4m people against flu in Scotland this year – 50% more than in previous years. To be able to vaccinate more people safely, where the flu vaccine is delivered may be different from previous years and it may not be at a GP surgery.

New walk-in or drive-through centres have been set up in many areas within local facilities, such as town halls and community hubs, along with outreach programmes for the sole purpose of delivering the free flu vaccine. They will provide an alternative to GP surgeries for many who are eligible.

Every year thousands of people in Scotland are hospitalised with flu and more people than ever will be offered the free flu vaccine this year with eligibility extending to 55-64 year olds, households of those previously shielding and social care workers. Those already eligible include primary school children, two to five year olds not at school, over 65s, those aged six months to 65 with an underlying health condition, pregnant women and health care workers. Vaccination of 55-64 year olds will start in December.

Research into attitudes around the flu vaccine this year showed that 82% of over 65 year olds, 74% of under 65 year olds with a health condition and 69% of those newly eligible for the vaccine agree (slightly or strongly) that COVID-19 makes it more important to protect themselves from flu.*

* Progressive Partnership Seasonal Flu research - c.556 adults;
fieldwork 30th July to 6th August 2020

Audience specific key messages

Health conditions

- With the additional risk of COVID-19 this year, it's more important than ever that people with health conditions get their flu vaccine to protect themselves from flu, even if they feel healthy or their health condition is mild or well managed.
- Flu is serious and can be life threatening. The flu vaccine provides the best protection against flu.
- Every year thousands of people in Scotland are hospitalised with flu. People with health conditions are 18 times more likely to die from flu than those without health conditions.
- If you have previously been advised to shield, all members of your household are eligible to get the free flu vaccine too.
- Getting the vaccine only takes a few minutes and it takes around ten days to work so the sooner you get it the better. It doesn't contain any live viruses and it cannot give you flu. You need to get the flu vaccine every year.
- During vaccination, strict infection prevention and control measures will be in place.
- By getting the flu vaccine you are helping to avoid the pressure that a spike in seasonal flu would put on our NHS on top of COVID-19.

65 years and over

- With the additional risk of COVID-19 this year, it's more important than ever that people get their flu vaccine to protect themselves from flu.
- Flu is serious and can be life threatening. The flu vaccine provides the best protection against flu.
- Every year thousands of people in Scotland are hospitalised with flu.
- Getting the vaccine only takes a few minutes and it takes around ten days to work so the sooner you get it the better. It doesn't

contain any live viruses and it cannot give a person flu. You need to get the flu vaccine every year.

- During vaccination, strict infection prevention and control measures will be in place.
- By getting the flu vaccine you are helping to avoid the pressure that a spike in seasonal flu would put on our NHS on top of COVID-19.
- If you have previously been advised to shield, all members of your household are eligible to get the free flu vaccine too.

Pregnant women

- With the additional risk of COVID-19 this year, it's more important than ever that pregnant women get their flu vaccine to protect themselves and their baby.
- Flu is serious and can be life threatening. The flu vaccine provides the best protection against flu. Every year in Scotland, a number of pregnant women get flu. Some of these women need to go into hospital and have intensive care treatment. Pregnant women with a health condition such as diabetes or asthma are particularly vulnerable.
- Pregnant women are at greater risk of serious flu-related complications such as early labour, low birth weight and stillbirth, so they need extra protection.
- Getting the vaccine only takes a few minutes and it takes around ten days to work so the sooner you get it the better to protect you and your baby. It doesn't contain any live viruses and it cannot give a person flu. You need to get the flu vaccine every year.
- During vaccination, strict infection prevention and control measures will be in place.
- By getting the flu vaccine you are helping our NHS avoid the pressure that a spike in seasonal flu would put on top of COVID-19.

Health and social care workers

- With COVID-19 circulating, healthcare workers are being urged to get their flu vaccine to protect themselves, their colleagues, those they care for and their loved ones.
- Flu is serious and can be life threatening. Every year in Scotland, thousands of people are hospitalised with flu. The flu vaccine provides the best protection against flu. Healthcare workers are more likely to be exposed to the flu virus.
- You can spread flu to patients and colleagues, even if you have very mild or no symptoms at all. People with a compromised immune system are over 50 times more likely to die from flu than a healthy person.
- Getting the vaccine only takes a few minutes and it takes around ten days to work so the sooner you get it the better. It doesn't contain any live viruses and it cannot give a person flu. You need to get the flu vaccine every year and you can go straight back to work after having it.
- During vaccination, strict infection prevention and control measures will be in place.
- This winter, we need you more than ever. By getting the flu vaccine you are helping to avoid the pressure that a spike in seasonal flu would put on our NHS on top of COVID-19.

For more information please
contact the Partnership team at
seasonalflu@leith.co.uk

