

Communications toolkit: Protect and Prevent - COVID-19 spring vaccine

Introduction:

Four years on from the first restrictions of the COVID-19 pandemic, this virus continues to circulate in our communities. Thankfully, for many people it can just feel like a bad cold, but for some it poses the risk of serious illness and life-threatening complications. That's why the NHS is offering an additional COVID vaccine this spring, to provide the best protection to those who need it most.

This is needed because viruses change, so the protection offered by a vaccine fades over time and it becomes less effective. The spring vaccine will be 'topping up' existing protection for those who receive it.

The following groups are eligible:

- Adults aged 75 years and over by 30 June 2024
- Residents in care homes for older adults by 30 June 2024
- Individuals aged 6 months and over who have a severely weakened immune system (often known as immunosuppressed).

Being immunosuppressed means that someone has a weakened immune system due to a health condition, or because they are on medication or treatment that suppresses their immune system. This means their body may have a reduced ability to fight infections and diseases such as COVID-19. It includes people who have had organ transplants or who have blood cancer, and those undergoing chemotherapy. For more information on immunosuppression, go to Chapter 14a of the COVID-19 Green Book.

Older people and those who are immunosuppressed have a higher risk of serious illness and hospital admission if they catch COVID-19 – even if they are fit, active and usually feel well. Catching COVID can make developing illnesses such as bronchitis and pneumonia more likely or make existing conditions worse even if symptoms are well managed.

The NHS will be inviting those who are eligible for a COVID spring vaccine, but people don't need to wait to be contacted.

The National Booking System is open for spring vaccination bookings from Monday 15 April, offering appointments from Monday 22 April.

The vaccine can be obtained in a number of different ways:

- Book online via the Book or Manage a COVID-19 Vaccination Appointment page on the NHS website (www.nhs.uk/book-vaccine)
- Download the NHS App and book an appointment
- Call 119 to book a vaccine by phone.
- Find a pharmacy offering walk-in vaccine services via the Find A Walk-In COVID-19 Vaccination Site page on the NHS website

People who need to communicate in a language other than English, can call 119 and ask to speak to a translator.

Those who have difficulties communicating or hearing, can use textphone 18001 or access the NHS 119 British Sign Language (BSL) interpreter service.

The last date for COVID-19 spring vaccination is 30 June, so this toolkit should not be used after that date. The last date for (next day) appointment booking will be 29 June.

Audience:

The target audience is those who are eligible for the vaccine:

- Adults aged 75 years and over by 30 June 2024
- Residents in care homes for older adults by 30 June 2024
- Individuals aged 6 months and over who have a severely weakened immune system (often known as immunosuppressed).

However, the messages will also be relevant to their friends, family and loved ones.

The aims of this toolkit:

- To remind people who are eligible of the importance of being vaccinated against COVID-19 this spring
- To ensure those who are eligible know how to access their spring COVID-19 vaccination

How you can get involved:

- The quickest and easiest way to support the campaign is to look out for the campaign assets on our social media channels and share to your followers.
- Use the social media assets to schedule posts on your channels
- Promote the campaign using the suggested copy for newsletters
- Share this toolkit with partner organisations and stakeholder lists

Newsletter copy

The COVID spring vaccine offers the best protection for those who need it.

While lockdowns and social distancing may feel like a distant memory, the COVID-19 virus is still with us. Thankfully, for many people it can just feel like a bad cold, but for some it poses the risk of serious illness and life-threatening complications.

That's why the NHS is offering a COVID vaccine this spring for those who need extra protection.

The following groups are eligible:

- Adults aged 75 or over.
- Residents in care homes for older adults.
- Individuals aged 6 months and over who have a severely weakened immune system (often known as immunosuppressed).

Being immunosuppressed means that someone has a weakened immune system due to a health condition, or because they are on medication or treatment that suppresses their immune system. This means their body may have a reduced ability to fight infections and diseases such as COVID-19. It includes people who have had organ transplants or who have blood cancer, and those undergoing chemotherapy.

The NHS will be inviting those who are eligible for a COVID spring vaccine, but you don't need to wait to be contacted.

There are the different ways to get vaccinated, so pick the one that works best for you.

- Book online at www.nhs.uk/book-vaccine
- Download the NHS App and book an appointment
- Call 119 to book a vaccine by phone.
- Find a pharmacy offering walk-in vaccine services via the [Find A Walk-In COVID-19 Vaccination Site page on the NHS website](#)

We've all got busy lives, so once you've booked an appointment or planned when to go to a walk-in, remember to put a reminder in your diary, mobile phone or calendar. It may be the most important thing you do today.

Social media and toolkit assets

The campaign assets available include social media graphics, clinician videos, graphics for use on display screens and QR codes with links to book an appointment online and find a walk in vaccine site.



To download all the available assets, please visit <https://gmintegratedcare.org.uk/campaigns/>.

Social media



Please note: Do not use the images in the table, these are for reference only and not hi-resolution for using on socials.


A table including visual assets and copy for social media

Asset	Facebook	Instagram	X
Helen Wall video	'Please remember that if you have a weakened immune system, your protection against COVID-19 may fade more quickly than other peoples.'	Your NHS in Greater Manchester is now offering the COVID-19 vaccine to those who are at higher risk of getting seriously ill if they catch the virus.	Your NHS in Greater Manchester is now offering the COVID-19 vaccine to those who are at higher risk

Asset	Facebook	Instagram	X
	<p>Aged 75 or over or have a weakened immune system? Your NHS in Greater Manchester is now offering the COVID-19 vaccine to those who are at higher risk of getting seriously ill if they catch the virus.</p> <p>Stay well this spring and book your COVID-19 vaccine today. Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent @NHSGreaterManchester</p>	<p>If you have a weakened immune system, you are now eligible for the spring COVID-19 vaccine. Please remind your elderly friends and family aged 75 or over that they're eligible too!</p> <p>To book, search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent #COVID19 #CovidVaccine #NHS @nhs_gm</p>	<p>of getting seriously ill if they catch the virus. Book your COVID-19 vaccine today. Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent @NHS_GM</p>
<p>Susannah Penney video</p> 	<p>'Although we've already been through lots, it's important to protect ourselves and our loved ones by having our vaccinations on time.'</p> <p>Watch Susie Penny, Consultant and Assistant Medical Director, explain why getting protected against COVID-19 is still so important.</p> <p>If you have a weakened immune system, or you are aged 75 and over, you can now book your COVID-19 vaccine. You don't need to wait to be invited. Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent @NHSGreaterManchester</p>	<p>Do you have a weakened immune system? You are now eligible for the spring COVID-19 vaccine. Your elderly friends and family aged 75 or over are eligible too!</p> <p>Watch Susie Penny, Consultant and Assistant Medical Director, explain why getting vaccinated against COVID-19 is still so important.</p> <p>Make the most of your springtime and get protected against COVID-19. Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent #COVID19 #CovidVaccine #NHS @nhs_gm</p>	<p>If you have a weakened immune system, or you're aged 75 and over, you can now book your seasonal COVID-19 vaccine. Make the most of your springtime and get protected. Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent @NHS_GM</p>

A table including visual assets and copy for social media

Asset	Facebook	Instagram	X	Alt text
 <p>Greater Manchester NHS "If you have a weakened immune system your protection against COVID-19 may fade more quickly than others. You can now get the extra protection you need and book the Spring vaccine." Dr. Helen Wall, GP Partner in Bolton, Clinical Director for Population Health at NHS Greater Manchester Part of Greater Manchester Integrated Care Partnership PROTECT & PREVENT Get vaccinated</p>	<p>Get the extra protection you need and book your spring COVID-19 vaccine today.</p> <p>You are eligible for the vaccine if you have a weakened immune system, or you're aged 75 and over.</p> <p>Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent @NHSGreaterManchester</p>	<p>Get the extra protection you need and book your spring COVID-19 vaccine today.</p> <p>You are eligible for the vaccine if you have a weakened immune system, or you're aged 75 and over – so remind your elderly friends and family!</p> <p>Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent #COVID19 #CovidVaccine #NHS @nhs_gm</p>	<p>Get the extra protection you need and book your spring COVID-19 vaccine today. Those eligible are people with a weakened immune system or those aged 75 and over. Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent @NHS_GM</p>	<p>Dr Helen Wall, GP Partner in Bolton, Clinical Director for Population Health, NHS Greater Manchester, stood smiling at camera. Text reads if you have a weakened immune system your protection against COVID-19 may fade more quickly than others. You can now get the extra protection you need and book the Spring vaccine.</p>
 <p>Greater Manchester NHS "It's natural to want to put Covid behind us, but for some it can cause serious illness. If eligible make sure you top up your protection and get the COVID-19 Spring vaccine." Dr. James Tollit, Specialist Kidney Consultant, Greater Manchester Part of Greater Manchester Integrated Care Partnership PROTECT & PREVENT Get vaccinated</p>	<p>If you are eligible, make sure you top up your protection and get the COVID-19 vaccine this spring.</p> <p>Book your COVID-19 vaccine today. Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent @NHSGreaterManchester</p>	<p>Protect yourself and loved ones and get vaccinated this spring! Book your COVID-19 vaccine today.</p> <p>Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent #COVID19 #CovidVaccine #NHS @nhs_gm</p>	<p>Protect yourself and loved ones and get vaccinated this spring! Book your COVID-19 vaccine today.</p> <p>Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent @NHS_GM</p>	<p>Dr James Tollit, Specialist Kidney Consultant, Greater Manchester, stood smiling at camera. Text reads it's natural to want to put COVID behind us, but for some it can cause serious illness. If eligible make sure you top up your</p>

Asset	Facebook	Instagram	X	Alt text
	<p>It's still really important if you are invited for a repeat vaccination that you attend to protect yourself and your loved ones against COVID-19.</p> <p>You are eligible for the vaccine if you have a weakened immune system, or you're aged 75 and over.</p> <p>Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent @NHSGreaterManchester</p>	<p>It's still really important if you are invited for a repeat vaccination that you attend to protect yourself and your loved ones against COVID-19.</p> <p>You are eligible for the vaccine if you have a weakened immune system, or you're aged 75 and over – so remind your elderly friends and family!</p> <p>Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent #COVID19 #CovidVaccine #NHS @nhs_gm</p>	<p>It's still really important if you are invited for a repeat vaccination that you attend to protect yourself and your loved ones against COVID-19. Book your COVID-19 vaccine today. Search NHS COVID-19 vaccine, use the NHS App or call 119. #ProtectandPrevent @NHS_GM</p>	<p>protection and get the COVID-19 spring vaccine.</p> <p>Susannah Penney, Associate Medical Director, Greater Manchester Cancer Alliance stood smiling at camera. Text reads everyone would really like to forget about COVID but it's really important if you are invited for a repeat vaccination that you attend and protect yourself and your loved ones.</p>