

Communications toolkit – Protect and Prevent

Introduction

Flu and COVID-19 can be serious or life-threatening illnesses for some. The NHS vaccination programme against these viruses provides vital protection to those at higher risk of complications, which could result in hospital admission.

That's why people with long term health conditions (such as those in the list below) are eligible for free winter vaccines on the NHS.

- a heart problem
- a chest complaint or serious breathing difficulties, including bronchitis, emphysema or some people with asthma
- kidney disease
- lowered immunity due to disease or treatment (such as steroid medication or cancer treatment)
- liver disease
- had a stroke or a transient ischaemic attack (TIA)
- diabetes
- some neurological conditions, such as multiple sclerosis (MS) or cerebral palsy
- a learning disability
- a problem with the spleen, such as sickle cell disease, or if someone has had their spleen removed

The [Seasonal Vaccinations and Winter Health page on the NHS website](#) has further information on eligibility.

For those with ongoing health issues, catching flu and COVID could increase the risk of developing more serious illnesses such as bronchitis and pneumonia, or it could make existing conditions worse even if symptoms are usually well managed.

The vaccines are safe and effective and offer the best protection this winter. Anyone who has not yet been vaccinated is encouraged to do as soon as possible.

The Protect and Prevent campaign aims to specifically target those with long term health conditions, by using 'trusted voices' in the form of local clinicians including a nurse practitioner, GP and hospital consultant. The messaging highlights the importance of getting vaccinated for those with long term health conditions, combined with a clear call to action of 'Get Vaccinated.'

The winter vaccine programme has been running for a few months and many people in Greater Manchester have already been vaccinated. The priority now is to target those who are most at risk and ensure they get the protection they need. We also anticipate that this campaign will have longevity as it can be used to highlight the importance of vaccination at other times of the year.

GP practices and some local pharmacies are offering the flu vaccine. Participating pharmacies are listed on the [Find A Pharmacy That Offers NHS Flu Vaccination page on the NHS Website](#). There is information on accessibility for each location.

The COVID vaccine is available at walk-in vaccine clinics – without an appointment. A full list of sites can be found on the [Find a Walk-In COVID-19 Vaccination Site page on the NHS website](#). The NHS website includes details for accessibility at each site.

Winter COVID vaccines are only available until 31 January and the NHS flu vaccination programme will end on 31 March. However, people are being advised to get vaccinated as soon as possible to ensure protection over the colder months.

The [Seasonal Vaccinations and Winter Health page on the NHS website](#) has further information on winter vaccines.

The NHS online booking system, NHS App and 119 phone service have now closed for flu and COVID vaccine bookings.

The aims of this communication toolkit

- To remind people with long term health conditions of the importance of being vaccinated against flu and COVID this winter
- To ensure those who are eligible people know how to access their flu and COVID vaccinations

Please contact the NHS GM campaigns team if you have any questions – gmhscp.gm-campaigns@nhs.net.

How you can get involved

- Use the social media assets to schedule posts on your channels
- Promote the campaign using the suggested copy, for your internal newsletters and sharing with your GP practices
- Share this toolkit with partner organisations and with stakeholder lists

Newsletter copy

Protect yourself and prevent serious illness this winter: get vaccinated!

Have you had your winter vaccines yet? This is especially important if you have a long-term health condition, such as asthma, diabetes or a heart condition. Flu and COVID can be unpleasant for us all, but these viruses can cause serious complications for those who are at higher risk due to existing health issues. Catching flu or COVID could increase the risk of developing illnesses such as bronchitis and pneumonia, or it could make an existing condition worse even if symptoms are well managed and you usually feel well.

The vaccines are safe and effective and offer the best protection this winter. Anyone who has not yet been vaccinated is encouraged to do so as soon as possible.

Flu and COVID vaccines are updated regularly because the viruses themselves change over time. So, it's a good idea to get vaccinated again – even if you've had vaccines or boosters for flu and COVID in the past.

The flu vaccine is available at your GP practice and some local pharmacies. To find your nearest participating pharmacy go to the [Find A Pharmacy That Offers NHS Flu Vaccination page on the NHS Website](#).

COVID vaccines can be accessed quickly and easily at walk-in vaccine sites – without an appointment. To find your nearest, go to the [Find a Walk-In Covid Vaccination Site page on the NHS website](#).

The NHS website includes accessibility information for vaccine sites including wheelchair access and induction loop provision for hearing aid users.

For more information, go to the [Seasonal Vaccinations and Winter Health page on the NHS website](#).

Copy for GP practices

Protect yourself and prevent serious illness this winter: get vaccinated!

Have you had your winter vaccines yet? This is especially important if you have a long-term health condition, such as asthma, diabetes or a heart condition. Flu and COVID can be unpleasant for us all, but these viruses can cause serious complications for those who are at higher risk due to existing health issues. Catching flu or COVID could increase the risk of developing illnesses such as bronchitis and pneumonia, or it could make an existing condition worse even if symptoms are well managed and you usually feel well.

The vaccines are safe and effective and offer the best protection this winter. Anyone who has not yet been vaccinated is encouraged to do so as soon as possible.

Flu and COVID vaccines are updated regularly because the viruses themselves change over time. So, it's a good idea to get vaccinated again – even if you've had vaccines or boosters for flu and COVID in the past.

The flu vaccine is available at [insert name of GP practice]. Please get in touch [or add in practice specific contact details] if you are eligible for a flu vaccine but have not yet been vaccinated. If you're not sure if you're eligible, go to the [Flu Vaccine Page on the NHS Website](#) or contact the practice.

The flu vaccine is also available at some local pharmacies. To find the most convenient location for you, go to the [Find A Pharmacy That Offers NHS Flu Vaccination page on the NHS Website](#).

COVID vaccines can be accessed quickly and easily at walk-in vaccine sites – without an appointment. To find your nearest, go to the [Find a Walk-In Covid Vaccination Site page on the NHS website](#).

The NHS website includes accessibility information for vaccine sites including wheelchair access and induction loop provision for hearing aid users.

For more information, go to the [Seasonal Vaccinations and Winter Health page on the NHS website](#).

Social media copy

All assets can be downloaded from the [Flu and COVID-19 vaccinations autumn/winter 2023-24 Page on the NHS Greater Manchester website](#).

Please contact the NHS GM campaigns team if you have any problems downloading from the links provided – gmhscp.gm-campaigns@nhs.net.

Please note: Do not use the images below. These are for reference only and not hi-resolution for using on socials.

Graphic 1



Alt text

Photo of Dr Jennifer Hoyle, Consultant Respiratory Physician in Greater Manchester. Quote from Dr Hoyle: "We're all really busy rushing around, but if you're living with a long-term health condition, COVID-19 and flu could make you seriously ill. Make yourself a priority, get vaccinated and get protected." Protect & Prevent. Get vaccinated. NHS Greater Manchester logo. Part of Greater Manchester Integrated Care Partnership.

Social media copy (option 1)

It's important to get your flu and COVID-19 vaccinations if you're at higher risk of becoming seriously ill. Get vaccinated for potentially lifesaving protection this winter.
 #ProtectAndPrevent
 Search NHS winter vaccinations.

Social media copy (option 2)

Vaccination is the best way to protect you and your family against flu and COVID this winter. Find out where to get your flu and COVID vaccines. Search NHS winter vaccinations.
 #ProtectAndPrevent

Social media copy (option 3) long version for FB and Instagram

If you have a long-term health condition such as asthma, diabetes or a heart condition, catching flu or COVID could increase your risk of developing more serious illnesses like bronchitis and pneumonia. For the best protection get vaccinated.
 #ProtectAndPrevent
 Search NHS winter vaccinations.

Social media copy (option 3) short version for Twitter

If you have a long-term health condition, catching flu or COVID could increase your risk of developing more serious illnesses like bronchitis and pneumonia.

For the best protection get vaccinated! Search NHS winter vaccinations.

#ProtectAndPrevent

Social media copy (option 4) long version for FB and Instagram

If you have a long-term health condition like asthma, diabetes or a heart condition you're at higher risk of being seriously ill if you catch COVID.

Walk-in clinics are a quick and easy way to get vaccinated for the best protection this winter.

Find one in your area. Search NHS winter vaccinations.

#ProtectAndPrevent

Social media copy (option 4) short version for Twitter

If you have a long-term health condition like asthma, diabetes or a heart condition, you're at higher risk of being seriously ill if you catch COVID.

Walk-in clinics are a quick and easy way to get vaccinated.

Find your nearest. Search NHS winter vaccinations

#ProtectAndPrevent

Social media copy (option 5) long version for FB and Instagram

PROTECT against flu and COVID-19 & PREVENT serious illness and potentially life-threatening complications.

Get vaccinated!

Winter vaccines offer the best protection for those with long-term health conditions.

Find out how to get your flu and COVID vaccines. Search NHS winter vaccinations

#ProtectAndPrevent

Social media copy (option 5) short version for Twitter

PROTECT against flu and COVID-19.

PREVENT serious illness.

Get vaccinated!

Winter vaccines offer the best protection for those with long-term health conditions.

Find out how to get your flu and COVID vaccines. Search NHS winter vaccinations.

#ProtectAndPrevent

Graphic 2



Alt text

Photo of Alice So, an Advanced Nurse Practitioner in Greater Manchester, wearing her NHS uniform. Quote from Alice: “If you have a long-term health condition the chances of you becoming seriously ill are increased if you get COVID-19 or flu. Vaccinations are the best way to prevent this.” Protect & Prevent. Get vaccinated. NHS Greater Manchester logo. Part of Greater Manchester Integrated Care Partnership.

Social media copy (option 1)

If you have a long-term health condition such as asthma, a heart condition or diabetes you’re entitled to free NHS flu and COVID-19 vaccines. So, what are you waiting for? Find out where to get your winter vaccine. Search NHS winter vaccinations. #ProtectAndPrevent

Social media copy (option 2)

Covid and flu vaccines are safe and effective. They provide the best protection for those at higher risk of becoming seriously ill. Find out how to get yours. Search NHS winter vaccinations. #ProtectAndPrevent

Social media copy (option 3)

If you have a long-term health condition like asthma, diabetes or kidney disease, catching flu or COVID could make your symptoms worse, even if your condition is usually well managed. For the best protection get vaccinated. Search NHS winter vaccinations. #ProtectAndPrevent

Social media copy option 4

The flu vaccine helps to protect against flu, which can be a serious or life-threatening illness – especially for those with long-term health conditions. Ask your GP practice about the flu vaccine today.
#ProtectAndPrevent

Social media copy option 5 (long version for FB and Instagram)

If you have a long-term health condition like asthma, diabetes or a heart condition, you're at higher risk of being seriously ill if you catch flu this winter. The flu vaccine is safe and effective and offers the best protection. Find your nearest pharmacy that offers the NHS flu vaccine. Search for NHS pharmacy vaccination.
#ProtectAndPrevent

Social media copy option 5 (short version for Twitter)

If you have a long-term health condition like asthma, diabetes or a heart condition, you're at higher risk of being seriously ill if you catch flu this winter. For the best protection, find a pharmacy offering the NHS flu vaccine. Search for NHS pharmacy vaccination.
#ProtectAndPrevent

Graphic 3



Alt text

Photo of Dr Selvaraasan, a Greater Manchester GP, with a stethoscope around her neck. Quote from Dr Selvaraasan: “Everybody has busy lives, but it takes less than five minutes to have your COVID-19 and flu vaccinations that can save you from spending days, if not weeks in hospital.” Protect & Prevent. Get vaccinated NHS Greater Manchester logo. Part of Greater Manchester Integrated Care Partnership.

Social media copy (option 1)

Do you have a long-term health condition, like asthma, diabetes or a heart condition? Help yourself to stay well this winter and get vaccinated against flu and COVID-19.

#ProtectAndPrevent
Search NHS winter vaccinations.

Social media copy (option 2)

Winter vaccines provide vital protection against flu and COVID-19 to those at higher risk of serious complications – and even hospital admission.

#ProtectAndPrevent
Search NHS winter vaccinations.

Social media copy (option 3)

Flu and COVID-19 vaccines are safe and effective. They offer the best protection this winter.

Anyone who has not yet been vaccinated is encouraged to do so as soon as possible, especially if they have a long-term health condition such as asthma, diabetes or a heart condition.

#ProtectAndPrevent
Find out how to get vaccinated. Search NHS winter vaccinations.

Social media copy (option 4)

Flu and COVID vaccines are updated regularly because the viruses themselves change over time.

So it's a good idea to get vaccinated again this winter, even if you've had vaccines or boosters to protect against these illnesses in the past.

#ProtectAndPrevent
Find out how to get vaccinated. Search NHS winter vaccinations

Graphic 4



Alt text

A photo of a present wrapped in brown paper, decorated with a red and white striped ribbon plus two sprigs of conifer and a pine cone. Text reads: The best gift you can give this Christmas is a happy, healthy YOU. Protect & Prevent. Get vaccinated. NHS Greater Manchester logo. Part of Greater Manchester Integrated Care Partnership.

Social media copy long version for FB and Instagram

Do you have a long-term health condition like asthma, diabetes or kidney disease?

The best gift you can give yourself and your loved ones is a happy healthy you!

Get vaccinated against flu and COVID-19 for the best protection this winter. Search NHS winter vaccinations.

#ProtectAndPrevent

Social media copy short version for Twitter

Do you have a long-term health condition like asthma, diabetes or kidney disease?

The best gift you can give is a happy healthy you!

Get vaccinated against flu and COVID-19 for the best protection this winter. Search NHS winter vaccinations.

#ProtectAndPrevent

Graphic 5



Alt text

Photo of sparkly novelty glasses with 2024 across the top. Text reads: Bring in the New Year with a happy, healthy YOU. Protect & Prevent. Get vaccinated. NHS Greater Manchester logo. Part of Greater Manchester Integrated Care Partnership.

Social media copy long version for FB and Instagram

Any new year's resolutions?

Make 2024 a happy and healthy year. Get vaccinated against flu and COVID-19 for the best protection against serious illness.

If you have a long-term health condition like asthma, diabetes or a heart condition, you could be at higher risk of serious complications if you catch flu or COVID-19.

#ProtectAndPrevent

Find out how to get vaccinated. Search NHS winter vaccinations.

Social media copy short version for Twitter

Any new year's resolutions?

Make 2024 happy and healthy. Get vaccinated against flu and COVID-19.

If you have a long-term health condition you could be at higher risk of serious complications if you catch flu or COVID-19.

Search NHS winter vaccinations.

#ProtectAndPrevent