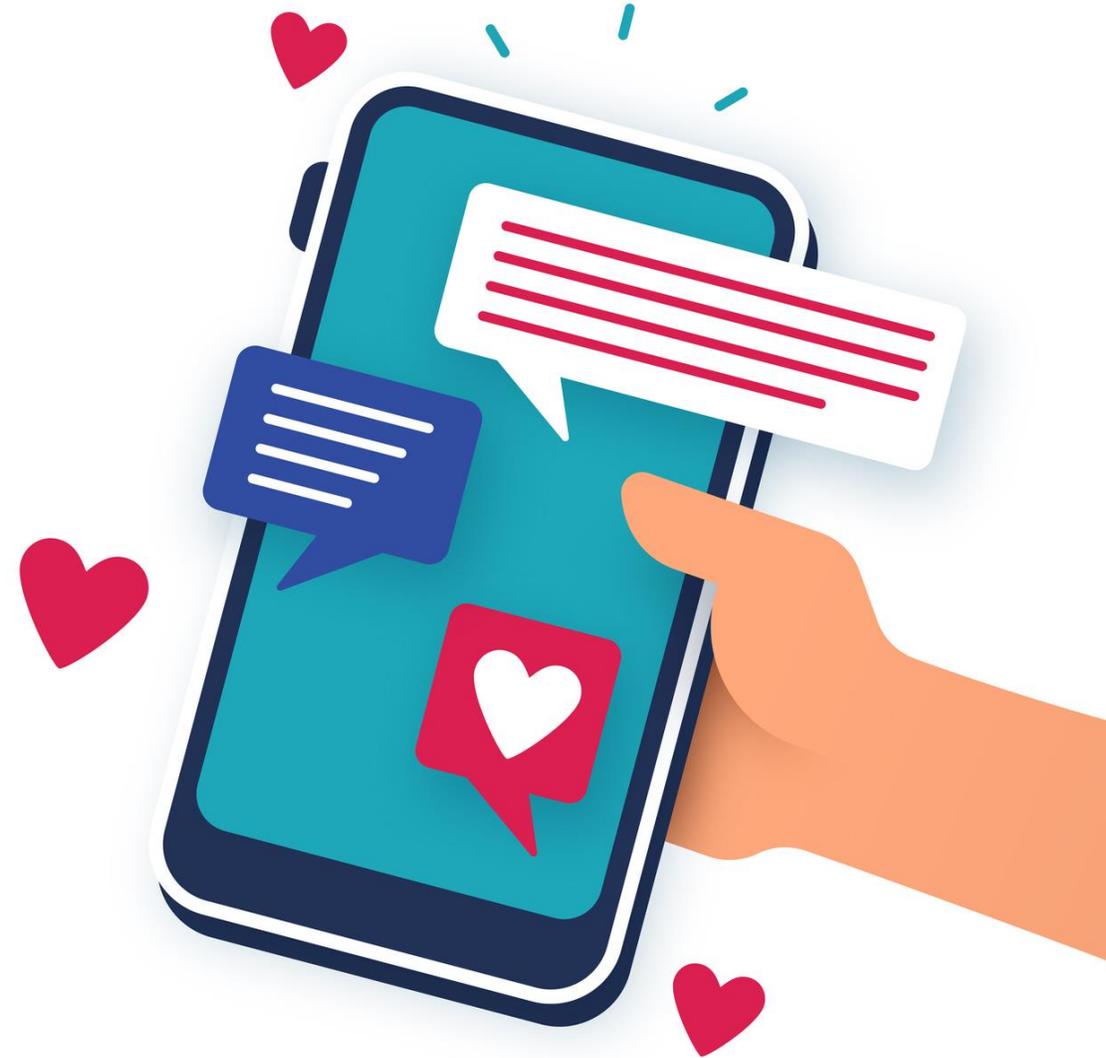


World Immunisation Week (24-30 April)

- Communications toolkit



What is the campaign?



Overview

World Immunisation Week is an annual initiative led by the World Health Organisation (WHO) promoting the use of vaccines to protect people of all ages against disease.

As part of this, we want to use the week as a hook to remind people which vaccinations are available through the NHS and to ultimately increase uptake.



Objectives/Aims

- Using NHS channels and work with partners to remind people about the importance of core routine vaccinations for preventing illnesses at all stages of life, as well as when they should have them.
- Encourage HCPs and services to promote key messages across their channels, including signposts to available supporting materials, assets and links.
- Increase trust within communities which may have lower uptake levels.

Audience and insights

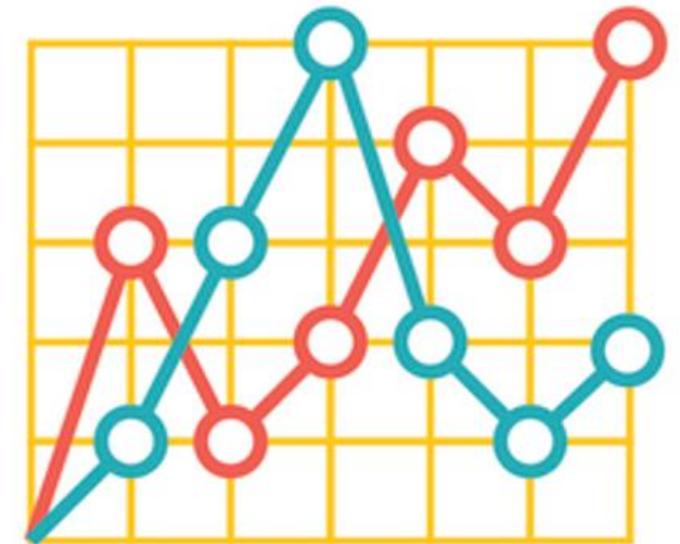


Audiences

- General public (including parents/carers of pre- and school age children).
- Healthcare professionals.
- Anti-vaxxers (monitor).

Key stats and insights

- Meningococcal disease occurs in cycles, with between **500 and 1,700 children and adults** in England developing MenB disease every year.
- **1 in 10 children** are unvaccinated and unprotected against Measles, Mumps, Rubella (MMR).
- Coverage for the two doses of the MMR vaccine in **5-year-old children in England is well below the 95% WHO target** needed to achieve and sustain measles elimination.



Key messages



General

- The Covid-19 pandemic has highlighted the importance of vaccination in protecting us from serious illness.
- The NHS offers a range of vaccinations to people from birth into older age to safely protect them against potentially serious illnesses.
- Keeping up to date with routine vaccinations is essential in preventing severe illnesses and ongoing health complications amongst all age groups.
- If you or your child is due a routine vaccination, we would encourage you to book an appointment with your GP practice.
- If your child is of secondary school age, make sure they take up the offer of the vaccinations given in school.
- If your child is due their MMR vaccination, but didn't get it during the pandemic, we would encourage you to contact your GP practice to arrange an appointment.
- If you're not sure if your child is up to date with their routine vaccines, which protect against potentially harmful diseases, such as measles, meningitis and whooping cough, check your child's red book or contact your GP practice.
- As well as protecting you and the people around you, vaccination also helps the NHS by reducing the number of people that are likely to get seriously ill from catching a virus and needing to go to hospital.
- Vaccinations are rigorously tested to the highest safety standards.
- As with many medications, people may have some side effects when having a vaccination. This is perfectly normal and usually quite mild.

Call to action

- Make sure that you are aware of which vaccinations are available via the NHS at all life stages and if you or your child are due a vaccination, book an appointment with your GP practice. For more information visit the [NHS website](#)

Ways to help



How can you spread the word across your channels?

- Share our messages on social media, email and staff bulletins/intranets.
- Download existing campaign resources via the CRC and share with colleagues, local communications networks, community organisations. For example, access materials produced for the recent Childhood Vaccinations campaign [here](#).
- Produce localised media releases backed by clinical spokespeople and public case studies.



Don't let Measles, Mumps and Rubella into your child's world

Protect your child with both doses of the MMR vaccine. Book with your GP or find out more at nhs.uk/MMR



Example social media posts



Twitter

As it's #WorldImmunisationWeek we want to remind people about the importance of all routine vaccinations. To find out more, click [here](#). #vaccineswork

Routine vaccinations protect everyone's health. Check out all the different vaccines available through the NHS and when to have them [here](#). #WorldImmunisationWeek

[Image size guide for Twitter can be found here.](#)

LinkedIn

It's World Immunisation Week and we want to remind people of the importance of keeping up to date with all routine vaccinations. Protecting everyone's health is crucial, so for further information, visit the NHS website [here](#). #WorldImmunisationWeek

[Image size guide for LinkedIn can be found here.](#)

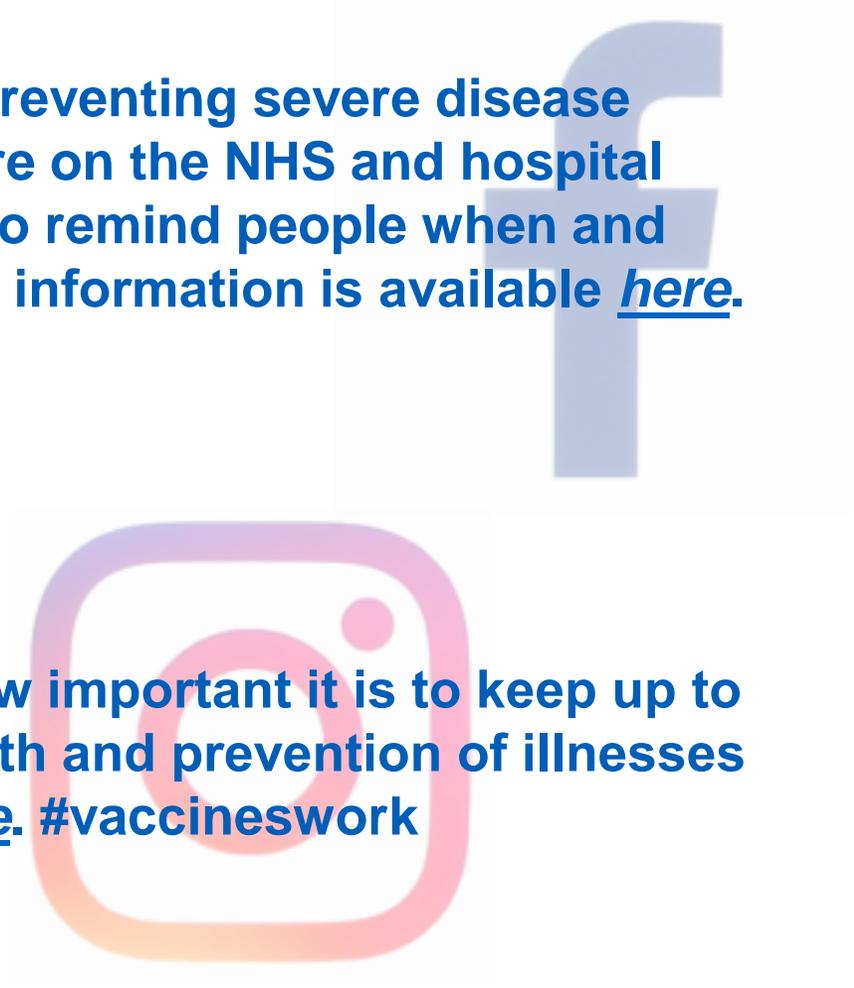


Facebook

Keeping up to date with routine vaccinations is essential in preventing severe disease against all age groups. Vaccinations help reduce the pressure on the NHS and hospital admissions, so World Immunisation Week is an opportunity to remind people when and how they're available for themselves and their children. More information is available [here](#). [Image size guide for Facebook can be found here.](#)

Instagram

It's #worldimmunisationweek and we're reminding people how important it is to keep up to date with all routine vaccinations. Protecting everyone's health and prevention of illnesses is crucial, so for more information, visit the NHS website [here](#). #vaccineswork [Image size guide for Instagram can be found here.](#)



Useful links



Use your own social media channels and create your own posts or like and share social content posted from:

Social Media Handles

NHS England

Facebook account: @NHSWebsite

Twitter account: @NHSuk

WHO

Facebook account: @WHO

Twitter account: @WHO

Department of Health and Social Care

Facebook account: @DHSCgovuk

Twitter account: @DHSCgovuk

UK Health Security Agency

Facebook account: @UKHealthSecurityAgency

Twitter account: @UKHSA

Weblinks

NHS vaccination schedule

Coronavirus (COVID-19) vaccination

World Health Organisation – WIW

Childhood Vaccination Coverage – 2020/21 (Source: NHS Digital)

Campaign hashtag

#WorldImmunisationWeek

Example copy



This can be used as a basis for bulletins/websites/fact cards/press releases, depending on your activity.

As it is World Immunisation Week (24-30 April), NHS England is reminding people how important it is to keep up to date with routine vaccinations at all life stages.

The annual event, which is championed by the World Health Organisation (WHO), promotes the use of vaccines to protect people of all ages against preventable diseases – many of which are available through the NHS in England. It is important to know that vaccinations are rigorously tested to the highest safety standards.

Ranging from pre-school vaccinations like MMR, to flu and shingles which are available to older age groups, all stages of the NHS vaccination schedule are vital for protecting the wider population's health. This in turn, decreases pressure on the NHS and reduces hospital admissions.

If people didn't manage to book their own or their child's vaccine appointments when invited during the pandemic, they are urged to make an appointment with the GP practice they are registered at as soon as possible.

For more information on the NHS vaccination schedule, please [visit](#).