



Mae Brechu yn
achub bywydau
Vaccination
saves lives

Flu vaccine

Communications toolkit

For nurseries
looking after
2 and 3 year
olds



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The flu vaccine



Flu vaccination is one of the best ways to protect children against catching and spreading flu.

The flu vaccine is offered to children aged two and three, and to school-aged children to Year 11*

Most children and young people will have their vaccine as a quick and painless nasal spray, where a fine mist is sprayed up the nose from the tip of each nostril. Children and young people who can't have the nasal spray, or who would prefer a gelatine-free vaccine, can have the flu vaccine by injection instead.

Flu can spread quickly through nurseries and cause serious illness in some children. The free flu vaccination reduces that risk.

Find out more: phw.nhs.wales/flu vaccine

- with a date of birth on or after 1 Sept 2022 and on or after 31 August 2024

How you can help



Four ways you can support the campaign:

- ✓ **Share messaging with parents by email or text**

- ✓ **Display posters and leaflets in reception areas**

- ✓ **Share materials on social media or nursery apps**

- ✓ **Discuss flu vaccination with parents**

Messaging

Use the ready-made messages below to encourage flu vaccination among your audiences.



NEWSLETTER

Suggested newsletter copy:

As we approach flu season, we want to ensure all families have the information they need to help protect their children's health. Flu can spread quickly in nursery environments and can cause serious illness in young children.

This autumn, all children aged 2 and 3 on 31 August 2026, will be offered a free and quick, nasal spray flu vaccine.

The flu vaccine has been used safely for decades, with over 25,000 children aged 2 and 3 in Wales getting vaccinated through a flu nasal spray last year.

The flu nasal spray vaccine is safe, painless, and most children are protected within 14 days. Children who can't have the nasal spray, or who would prefer a gelatine-free vaccine, can have the flu vaccine by injection instead.

Make sure your child gets vaccinated against flu to help keep them healthy this winter.

Find out more: phw.nhs.wales/flu vaccine



TEXT OR WHATSAPP

Suggested copy for text or WhatsApp:

Flu can be serious for young children.

The flu nasal spray vaccine is safe, painless, and has helped protect thousands of children in Wales each year.

Make sure your child gets vaccinated against flu to help keep them healthy this winter.

For more information about the flu vaccination programme, visit: phw.nhs.wales/flu vaccine



FULL MESSAGING GUIDE

Download key messages for parents of 2-3 year olds – and share them in the way you know works best with your community.

[Download messaging](#)

These messages can support your conversations with parents.

Posters and leaflets



POSTERS



Posters:

Get posters **printed and delivered to your address**, or download and print them yourself.



Sizes available:
A3

[Order posters](#)

[Download posters](#)



LEAFLETS



Leaflets:

Promote the flu vaccine by displaying leaflets in reception and staff areas.



Printed and delivered

[Order leaflets](#)

Digital assets

Download ready-made graphics and use our suggested text to promote the flu vaccine on your social media and parent apps.



IMAGES AND VIDEOS



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**Protection
against flu comes
from getting the
vaccine. Not just
thinking about it.**



Suggested post:

Each year, over 25,000 2 and 3 year olds in Wales are protected against flu through the nasal spray vaccine. The nasal spray is safe, painless, and quick.

Flu can be serious for young children, but the flu vaccine helps reduce the risk of serious illness.

Find out more:
phw.nhs.wales/flu vaccine

[Download assets](#)



FLU FOR 2 AND 3 YEAR OLDS: Q&A

Got questions about the flu vaccine for 2 and 3 year-olds? Watch our quick Q&A video, in which a healthcare professional discusses what to expect and the benefits of vaccination.



[Watch video](#)

Tell us what you did

We'd love to hear how you supported the flu vaccination campaign this winter – and how your audience responded.

Your feedback will help us better understand the campaign's impact, what we can improve and how we can better work with organisations like yours in the future.

Whether you shared a social media post, put up a poster or spoke to staff or service users directly, every action counts – and we want to hear what you got up to.

[Complete our short feedback form.](#)

It takes just five minutes to complete.

Stay in touch

Thank you for helping us protect people in Wales against flu.

We'd love to hear from you. To find out more about our work, or to discuss opportunities for collaboration, please contact:



communications.team@wales.nhs.uk