



Mae Brechu yn
achub bywydau
Vaccination
saves lives

Flu vaccine

Communications toolkit

For schools
teaching
children from
Reception to
Year 11



GIG
CYMRU
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Iechyd Cyhoeddus
Cymru
Public Health
Wales

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The flu vaccine



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

The flu vaccine is offered to all children from Reception to Year 11 (inclusive).

Most children 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 schools and cause serious illness in some children. The free flu vaccination helps reduce that risk.

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

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 apps**

- ✓ **Discuss flu vaccination with children and 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 all families to have the information they need to help protect their children's health. Flu can spread quickly in school environments and can cause serious illness in children.

This autumn, all school children from Reception to Year 11 (inclusive), will be offered a free and quick, nasal spray flu vaccine at school. The flu nasal spray vaccine is safe, painless, and helped protect over 220,000 school-aged children in Wales last year.

Giving consent for your child to have the flu vaccine, helps keep them healthy - reducing the risk of illnesses that could disrupt their learning, play and your family life. The nasal spray flu vaccine is the recommended vaccine for children and young people, but if they can't have the flu vaccine or you'd prefer a gelatine-free vaccine, they can have the flu vaccine by injection instead.

Give your consent for your child's flu vaccine to help keep them healthy this winter.

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

Thank you for supporting your child and our school community.



TEXT OR WHATSAPP

Suggested copy for text or WhatsApp:

Flu season is coming! Flu can spread quickly in schools and can cause serious illness in children. School children will be offered a free, quick and painless nasal spray flu vaccine at school this term.

Give your consent for your child's flu vaccine to help keep them healthy this winter.

For more information visit: www.phw.nhs.wales/flu vaccine



FULL MESSAGING GUIDE

Download key messages for school-aged children and their parents – and share them in the way you know works best with your community.

[Download messaging](#)

These messages can support your conversations with children and parents.



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



Order posters

Download posters



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



Order leaflets

Digital assets

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



IMAGES AND VIDEOS



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



Suggested post:

The flu nasal spray vaccine is safe, painless and helped protect more than 220,000 school-aged children in Wales last year.

Give your consent for your child's flu vaccine to help keep them healthy this winter.

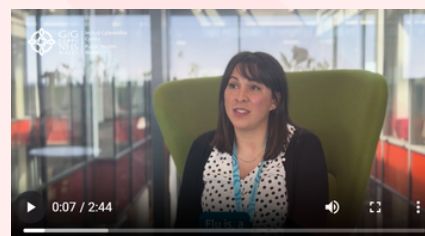
Find out more:
phw.nhs.wales/flu vaccine

[Download assets](#)



FLU VACCINATION EXPLAINER

Got questions about the school flu vaccine? Watch our quick Q&A video, where a healthcare professional discusses the benefits of the 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