



Mae Brechu yn  
achub bywydau  
Vaccination  
saves lives

# Flu vaccine

## Communications toolkit

For third sector  
and community  
organisations



GIG  
CYMRU  
NHS  
WALES

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

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# The flu vaccine

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

The flu vaccine is offered to:

- People aged 65+
- People aged six months to 64 with a long-term health condition such as diabetes, a heart problem or asthma
- Pregnant women
- Children aged 2 and 3
- School-aged children from Reception to Year 11 (inclusive)
- Frontline health and social care workers

Flu can be life-threatening, especially for those most at risk of serious illness. The free flu vaccination reduces that risk.

**Find out more: [phw.nhs.wales/flu vaccine](https://phw.nhs.wales/flu vaccine)**

# How you can help



## Five ways you can support the campaign:

- ✓ **Encourage vaccination on social media**

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- ✓ **Put up posters in community spaces**

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- ✓ **Share info on your newsletter or group chat**

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- ✓ **Discuss vaccination with staff and service users**

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- ✓ **Share this toolkit**

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# Social media assets

Download ready-made social media graphics and use our suggested text to promote the flu vaccine among your audiences.



**PREGNANT WOMEN**



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

**Suggested post:**

Last year, more than 10,000 pregnant women in Wales helped protected themselves and their babies with the flu vaccine.

Midwives and doctors recommend the flu vaccine during pregnancy as part of routine care.

Find out more:  
[phw.nhs.wales/flu vaccine](http://phw.nhs.wales/flu vaccine)

[Download assets](#) 



**PEOPLE WITH HEALTH CONDITIONS**



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

**Suggested post:**

Last year, more than 200,000 people with conditions like diabetes, asthma, COPD and heart disease protected themselves by getting a flu vaccine.

The vaccine is a safe and effective way of protecting you from serious illness.

Find out more:  
[phw.nhs.wales/flu vaccine](http://phw.nhs.wales/flu vaccine)

[Download assets](#) 



## PARENTS OF SCHOOL- AGED CHILDREN



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**Protection  
against flu comes  
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### 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](http://phw.nhs.wales/flu vaccine)

[Download assets](#)



## PEOPLE AGED 65+



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### Suggested post:

Flu season is coming, and so is your invite.

Last year, more than half a million people aged over 65 in Wales protected themselves against flu.

This winter, make sure you're protected too.

Find out more:

[phw.nhs.wales/flu vaccine](http://phw.nhs.wales/flu vaccine)

[Download assets](#)



## HEALTHCARE WORKERS



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### Suggested post:

Last year, more than 35,000 NHS staff in Wales helped protect themselves and their patients against flu.

Flu can spread quickly in healthcare settings. Protecting patients starts with protecting yourself.

Find out more:

[phw.nhs.wales/flu vaccine](http://phw.nhs.wales/flu vaccine)

[Download assets](#)





**PARENTS OF  
2- AND 3-  
YEAR-OLDS**



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### 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](http://phw.nhs.wales/flu vaccine)

[Download assets](#)



**ALL  
ADULTS**



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achub bywydau  
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**Protection  
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vaccine. Not just  
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### Suggested post:

Last year, more than a million people in Wales helped to protect themselves and their loved ones against flu by getting vaccinated.

This winter, make sure you're protected too.

Find out more:

[phw.nhs.wales/flu vaccine](http://phw.nhs.wales/flu vaccine)

[Download assets](#)



## MAKING THE MOST OF THESE SOCIAL MEDIA ASSETS

Use these tips to boost your impact



### Use the suggested text

Our suggested text is designed to be clear, consistent and evidence based



### Adapt for your audience

Tailor the message so it reflects your audience's needs



### Include the campaign link

Always include [phw.nhs.wales/flu vaccine](http://phw.nhs.wales/flu vaccine) so people can get more info



### Share through the season

Share regularly to help keep flu vaccination top of mind



### Use a mix of assets

Try different images and messages to see what works

# Display materials



## POSTERS



### Posters:

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



**Sizes available:**  
A4 and A3

[Order posters](#)

[Download posters](#)



## LEAFLETS



### Leaflets:

Promote the flu vaccine by displaying leaflets in community venues, reception areas and staff spaces.



**Printed and delivered to your address**

[Order leaflets](#)



## DIGITAL SCREEN IMAGE



### Digital screen image:

Promote the flu vaccine on screens in community spaces and reception areas



**Format:**  
1920 x 1080 (16:9)

[Download image](#)



# Messaging

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



## NEWSLETTER

### Suggested newsletter copy:

#### **Prepare for winter. Get your flu vaccine.**

More than a million people in Wales got their flu vaccine last year. This winter, we want to make sure you're protected too.

Flu can be serious – but the flu vaccine is safe, has been used for decades and it can't give you flu. Most people are protected within 14 days, and if you do catch flu, symptoms are likely to be milder and shorter.

Who can get it? The vaccine is recommended for people aged 65 and over, those with long-term health conditions, pregnant women, children aged 2–16 and frontline health and social care staff. Children are offered a quick, painless nasal spray – although a gelatine-free injection is available if preferred.

Attend your flu vaccination appointment to keep doing the things you love this winter.

Find out more: [phw.nhs.wales/flu vaccine](https://phw.nhs.wales/flu vaccine)



## WHATSAPP

### Suggested copy for text or WhatsApp:

 Flu season is coming – are you protected?

More than a million people in Wales got their flu vaccine last year. It's safe, quick, and could prevent weeks of illness. This winter, make sure you're protected too.

Find out more: [phw.nhs.wales/flu vaccine](https://phw.nhs.wales/flu vaccine)



## FULL MESSAGING GUIDE

Download key messages for all audiences – and share them in the way you know works best with your community.

[Download messaging](#) 

These messages can support conversations with staff and service users.

# 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](mailto:communications.team@wales.nhs.uk)**