



Mae Brechu yn
achub bywydau
Vaccination
saves lives



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Student vaccinations and wellbeing

Communications toolkit

For universities, colleges and
further education providers



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About this toolkit

This toolkit provides ready-to-use key messages, social media content, web/newsletter copy, and print and display materials on vaccinations, sexual health, mental health and accessing healthcare.

These resources can be shared across your existing student communication channels to help students stay healthy, informed and connected to support.

How you can help

- ✓ **Use the key messages** in freshers' events, welcome packs, induction sessions and student emails to reinforce key information throughout the student journey
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- ✓ **Share the ready-made social media** posts on your social media channels, or adapt them to suit your audiences and local communications
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- ✓ **Use the newsletter and web copy** for your existing channels such as student newsletters, intranet pages, health and wellbeing webpages, and student support service communications
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- ✓ **Encourage** student unions, ambassadors and peer networks to share and amplify the key messages with their communities
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- ✓ **Display the printed materials** in high-footfall locations such as halls of residence, libraries, common areas, student centres and campus health services
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- ✓ **Include** toolkit content in staff communications to help tutors, support services and frontline teams signpost students to the information and resources available

Quick checklist for students

Before and during term, remind students to:

- ✓ **Register** with a local GP as soon as they arrive

- ✓ **Check** they're up to date with MMR, MenACWY, HPV and the teenage 3-in-1 booster

- ✓ **If they're eligible**, make sure they've had both doses of the free, time-limited MenB vaccine

- ✓ **Learn the signs and symptoms** of meningitis and sepsis and call 111 (or 999 in an emergency) if concerned

- ✓ **Know where** to access sexual health services

- ✓ **Explore** their institution's wellbeing support before they need it

- ✓ **Save** the C.A.L.L. Helpline (0800 132 737) and NHS 111 Wales (Option 2) for urgent support

- ✓ **Be aware** of local healthcare services from pharmacies and optometrists

Social Media Assets



Vaccinations

Post1: All

[Download assets](#)

Starting university or college is an exciting time. Making sure you're up to date with all your vaccines such as MMR, MenACWY, and any other vaccines you are due can help to protect you from diseases like measles, meningitis and sepsis, which can be life-threatening. Check your vaccination status today. Find out more: [Vaccination for students](#)

Post 2: Returning students

[Download assets](#)

Excited about a new term? Don't forget to check you're all set. Registered with a GP? Had all your vaccines? Find out more here: [Vaccination for students](#)

Post 3: MenB

[Download assets](#)

Starting university or residential further education for the first time this autumn? If you're under 25 and eligible, you can get a free, time-limited MenB vaccine to help protect against meningitis and sepsis. Two doses, at least four weeks apart, offer the best protection. Find out if you're eligible and get vaccinated before you start term. Find out more: [MenB vaccine for young people](#)

Symptoms

Post 1: Symptoms

[Download assets](#)

Even if you're up to date with your vaccines, it's important to recognise the signs of meningitis and sepsis as they can develop quickly and be life-threatening. If you or someone you know is seriously unwell, contact your GP or call 111. For more information on symptoms, visit: [Meningitis signs and symptoms](#) | [Meningitis Now](#)

Sexual Health

Post 1: General

[Download assets](#)

Just getting started? Could it be something more? Whatever's happening, make sure you're protected. Order free condoms here: [Barrier contraception](#)

Post 2: Testing

[Download assets](#)

Whether starting university or returning, looking after your sexual health should be as routine as registering for classes. Many STIs don't cause symptoms, so you could have one without knowing. Testing is quick, confidential and free. Find out more here: [STI testing](#)

Social Media Assets

Mental health and wellbeing

Post 1:
Wellbeing
[Download
assets](#)

New place. New people. New experiences.
Freshers' Week can be exciting, but it can also feel overwhelming at times. Making time for your mental wellbeing can help you feel connected, balanced and ready to make the most of university life.
Small actions can make a big difference. Why not try some of the ideas below:

- Call home or message someone you trust
- Get moving or spend time outdoors
- Make time for rest
- Take a break from social media
- Reach out and make a new connection

Discover more ideas, practical advice and trusted resources to protect and enhance your mental wellbeing and to help you thrive during Freshers' Week and beyond. [Wellbeing tools - Hapus](#)

Post 2: Help
available
[Download
assets](#)

If you're feeling distressed, overwhelmed, or struggling with your mental health, there are people ready to listen.
Contact NHS 111 Wales and select Option 2 for urgent mental health help or reach out to the C.A.L.L. Helpline on 0800 132 737 for confidential advice and guidance.

Other healthcare services

Post 1:
Registering
with a GP
[Download
assets](#)

Don't wait until you're feeling rough to register with a GP, get it sorted and future you will thank you for it.
Search Help Us Help You Wales to find a GP practice in your area.
www.gov.wales/helpushelpyou

Post 2: Find
your local
pharmacy
[Download
assets](#)

Your local pharmacist can offer free, confidential advice and treatment where needed for many common conditions – including acne, cold sores, UTIs and sore throats - as well as emergency contraception and some vaccinations.
Ask your pharmacist about the Common Ailments Service and other NHS services they provide, or search Help Us Help You Wales.
www.gov.wales/helpushelpyou

Post 3:
Optometrists
[Download
assets](#)

Your local optometrist is the first place to go for any eye problems – they offer a range of NHS eye care services including eye examinations, and urgent eye care.
Search Help Us Help You to find out more about your local optometry services.
www.gov.wales/helpushelpyou

Display Material

Topic	Resource	Order/Download
Vaccinations	Print and digital assets	Vaccine resources - free to order
MenB vaccination	Poster	MenB Vaccine / Brechlyn MenB poster - Public Health Wales
MenB vaccination	Leaflet	Meningococcal-Group-B-MenB-vaccination-for-young-people.pdf
Meningitis and Septicaemia vaccination	Leaflet	Protection-against-meningitis-and-septicaemia-Leaflet.pdf Protection against meningitis and septicaemia in young people leaflet - Print
Meningitis	Leaflets, guides, factsheets. Coasters	Digital and print materials - Meningitis Research Foundation
Measles, mumps, rubella and chicken pox vaccination	Leaflet	Leaflet-Protection-against-measles-mumps-rubella-and-chickenpox.pdf Protection against Measles, Mumps, Rubella and Chickenpox - print
HPV vaccination-routine programme	Leaflet	Protecting-against-HPV-infection-to-help-reduce-your-risk-of-cancer-Leaflet.pdf HPV Vaccination: Protecting Against HPV infection to help reduce your risk of cancer - Print
Tetanus, diphtheria and polio vaccination	Leaflet	Protection-against-tetanus-diphtheria-and-polio-Leaflet.pdf
STI testing	Digital screen image	Digital screen image- Sexual Health

Messaging

Use or adapt these key messages in your communication with students and teams: [download here](#)

Web/newsletter message

Student Health Checklist

Starting or returning to university this term? Here's what to check off your list.

Register with a GP

Register with a local GP as soon as you arrive, don't wait until you're unwell.

Find your nearest services: [GP Surgeries](#)

Check your vaccinations

Make sure you're up to date with:

- ✓ [MMR](#) (measles, mumps, rubella)
- ✓ [MenACWY](#) (meningococcal disease)
- ✓ [HPV- human papillomavirus](#) (HPV-related cancers)
- ✓ [Teenage 3-in-1 booster](#) (tetanus, diphtheria, polio)

Further vaccinations might be offered by GP practices, community immunisation teams or sexual health services for people at increased risk of some infections. For more information visit: [Information about vaccinations for adults](#)

MenB vaccination

If you're starting university or residential education for the first time this autumn and are under 25, you may also be eligible for a free, time-limited MenB vaccine. Two doses, at least four weeks apart, give the best protection.

Not sure if you're up to date? Check with your GP.

More info: [Vaccination for students](#) | [MenB vaccine for young people](#)

Know the signs of meningitis and sepsis

No vaccine is 100% effective, so it's important to know the symptoms of meningitis and sepsis, that include fever, cold hands and feet, drowsiness, confusion and a rash that doesn't fade when pressed.

If you're concerned, call 111 for advice or 999 in an emergency.

More info: [Meningitis signs and symptoms](#) | [Meningitis Now](#)

Messaging

Look after your sexual health

Whether you're dating, exploring your sexuality or meeting new people, looking after your sexual health helps reduce risks so you can enjoy student life with confidence. Sexual health services are free, confidential and non-judgemental.

For more information on protection, free testing, vaccination for those at increased risk, or support, visit: [Sexual and Reproductive Health](#)

Look after your mental health and wellbeing

Starting university is a major life transition, and it's normal to feel a mix of excitement and uncertainty.

Hapus offers free wellbeing tools and trusted resources to help students manage stress, and feel connected and balanced, throughout Freshers' Week and beyond.

Explore practical tips and wellbeing tools here: [Wellbeing tools-Hapus](#)

If you're feeling distressed, overwhelmed, or struggling with your mental health, there are people ready to listen. Contact NHS 111 Wales and select Option 2 for urgent mental health help or reach out to the C.A.L.L. Helpline on 0800 132 737 for confidential advice and guidance.

Explore your institution's wellbeing support before you need it, and remember to look out for your friends too.

Other healthcare services to know about

Beyond your GP, it's worth knowing where else to go for support. Your local pharmacist can offer advice and treatment for common conditions such as UTIs, sore throats and acne, as well as services like emergency contraception.

For eye problems, your optician should be your first point of contact.

Find your nearest services: [Local Services](#)

Stay in touch

Thank you for helping us keep young people in Wales safe.

We'd love to hear from you on how you used the resources and what else might be useful in the future

[Complete our short feedback form.](#)

To find out more about our work, or to discuss opportunities for collaboration, please contact:



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