

## Winter Vaccinations

### Communications resources for care homes (carers and residents)

We can work together this winter to protect the most vulnerable members of our community and the people who work through vaccination, which prevents serious illness and hospitalisation from virus like flu and Covid-19.

Within this toolkit you will find communications resources to help you promote Covid-19 and flu vaccinations to your residents and staff.

What's included?

- sets of posters aimed at staff and visitors
- leaflets and stickers for staff
- Easy Read leaflet for residents
- videos and digital displays for screens for residents and staff
- social media assets and posts for the general public and staff

#### **Posters:**

[Paid and unpaid carers- winter vaccinations poster version 1](#)

[Paid and unpaid carers- winter vaccinations poster version 2](#)

[UKHSA Easy Read poster about the flu vaccination](#)

[‘Dear visitors’ poster for care homes](#)

#### **Leaflets and stickers:**

[Leaflet A5 Healthcare Care worker and winter vaccinations](#)

[Stickers- Winter Strong](#)

[UKHSA Easy Read Leaflet for residents- Flu vaccination](#)

#### **Videos:**

Dr Nikki Kanani urges all paid and unpaid carers to get their flu & COVID-19 jabs-  
<https://www.youtube.com/shorts/60s1gdZLLwQ>

Simple video – flu vaccination [Simplified video about the flu vaccination- click to watch](#)



NHS England: Flu can be fatal  
<https://www.youtube.com/watch?v=15pieb-313o>


#### **Digital screen displays:**

[Carer winter vaccinations- AV screen version 1 1080x1920px](#)

[Carer winter vaccinations- AV screen version 2 1080x1920px](#)

## Social Media:

Channel	Copy	Graphic
Facebook/ Twitter/ Instagram/ LinkedIn	If you are a paid or unpaid carer, you can book a flu and COVID-19 vaccine through your GP practice, local pharmacy or by visiting- <a href="http://www.nhs.uk/book-a-flu-vaccination">www.nhs.uk/book-a-flu-vaccination</a>	 <p>Click to download- <a href="#">Social asset- Get Vaccinated General Carers</a></p>
Facebook/ Twitter/ Instagram/ LinkedIn	Are you a carer or personal assistant? Make sure you are up to date with your COVID-19 and flu vaccinations to keep you and the person you care for protected this winter. For more information, visit <a href="http://www.nhs.uk/winter-vaccination">www.nhs.uk/winter-vaccination</a>	 <p><b>Twitter Square Asset 1 Download:</b> <a href="#">Social asset for carers Covid19 and Flu (Square for Twitter)</a></p> <p><b>Facebook Rectangle Asset 1 Download:</b> <a href="#">Social asset for carers Covid19 and Flu (Rectangle for Facebook)</a></p>

Facebook/ Twitter/ Instagram/ LinkedIn/ WhatsApp	Dr Nikki Kanani urges all paid and unpaid carers to get their flu & COVID-19 jabs ahead of the colder winter months. Click here to watch the full video- <a href="https://www.youtube.com/shorts/60s1gdZLLwQ">https://www.youtube.com/shorts/60s1gdZLLwQ</a>	
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**Download the social assets from the above table here:**

[Social asset- Get Vaccinated General Carers](#)

[Asset 1 for carers Covid19 and Flu \(Square for Twitter\)](#)

[Asset 1 for carers Covid19 and Flu \(Rectangle for Facebook\)](#)

### **Leaflets and resources from UKHSA**

[Flu immunisation for social care staff - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

### **Other useful information / links:**

- NHS COVID-19 Vaccination Q&As to support conversations with residents: [COVID-19 Vaccination Q+As- Click to download](#)
- Helping to prevent Infection: A quick guide for managers and staff in care homes:
- [Helping to prevent infection: A quick guide for managers and staff in care homes \(NICE\)](#)
- NHS press release- roll out of the Winter Vaccination Programme kicks off with care homes: <https://www.england.nhs.uk/2023/09/nhs-winter-vaccine-rollout-kicks-off-with-care-homes/>
- DHSC/UKHSA announcement: <https://www.gov.uk/government/news/flu-and-covid-autumn-vaccine-programmes-brought-forward>