



UK Health
Security
Agency

NHS
England

Winter vaccination (flu and COVID-19) programme

Communications toolkit for stakeholders



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Introduction

This communications toolkit provides information on the flu and COVID-19 vaccination programme for 2024/25.

It aims to support stakeholders to explain and promote the vaccination programmes to the public and their own staff. It contains background information, statistics, key messages, suggested social media copy, social media assets and links to useful information.

It has been produced jointly by UK Health Security Agency (UKHSA), NHS England and Department of Health and Social Care (DHSC).

Other toolkits can be found on [UKHSA's Google Drive](#). This includes toolkits on respiratory syncytial virus (RSV) and maternal vaccinations.

Further information

For further information about our national campaign and communications please contact: externalaffairs@ukhsa.gov.uk (UKHSA) or england.vaccinations-screening-communications@nhs.net (NHS England)

Sign up to [UKHSA's Stakeholder Cascade](#) to receive a weekly newsletter with the latest news, updates and guidance from UKHSA

Follow [@UKHSA](#), [@NHSuk](#) and [@NHSEngland](#) on X (Twitter)

Overview of winter vaccination programme

The flu and COVID-19 vaccination programmes help to provide important protection to those eligible and their families over winter. This helps prevent serious illness and death and helps to minimise hospitalisations during busy winter months.

Approximately 30 million people across the country will be offered a flu vaccine and approximately 22 million a COVID-19 autumn booster this winter season.

How stakeholders can help us increase vaccine uptake

There are a variety of ways that you might be able to help us communicate the importance of eligible people taking up the offer of a vaccine this autumn.

- **Share information about the campaign with your networks** – we have a wide variety of resources available including leaflets and posters (many available in accessible and translated materials), social media assets and suggested copy for cascade to your audiences.
- **Contact us if you would like to do something more bespoke** – if you are looking to do something special to promote the vaccine programmes on your social media channels or website and need some creative input or suggested text for a blog/article please email us.
- **Get in touch about using our spokespeople** – if you are planning a webinar or briefing for your audiences and would like one of our senior colleagues to speak about the winter programme or campaign, please get in touch.
- **Help us find case studies** – We are looking for case studies of people (or their children) hospitalised by flu or COVID-19 and willing to share their experiences to encourage others to take up the vaccine offer(s). These could be for use in the press or on social media.

To discuss any of the above or any other suggestions you may have, please email externalaffairs@ukhsa.gov.uk

Annual marketing campaign

The annual marketing campaign will begin week commencing 7 October, aiming to specifically engage with priority cohorts with lower vaccine take up rates and encouraging them to come forward for vaccination this year.

We are focussing on those with certain long term health conditions and the parents of children aged 2 and 3 (flu only) on 31 August 2024. We will also look to engage pregnant women and this year will see a push for them to also get their whooping cough and RSV vaccine.

We also have content which reaches out to different ethnic community groups who traditionally have low vaccine uptake.

Once again, we will be using the Get Winter Strong creatives that encourage people to 'Smash' and 'Wallop' flu and COVID-19 this winter. These assets proved to land well with key audiences last year and so they should have similar levels of impact this season.

The campaign will be fronted by TV doctor and former Gladiator Dr Zoe Williams and will run until mid-December.

You will see a TV advert across live TV, streaming platforms and on demand services, out of home advertising in regions with low vaccine take up, national radio and podcast advertising. There will also be content boosted on social media channels and to encourage eligible cohorts to come forward.

Alongside the mainstream media advertising, we have a significant presence on multicultural media, weighted towards black and ethnic minority communities with lowest vaccine uptake. This includes advertising on dedicated community radio stations. We are also working with websites, apps and brands who are aimed at our key cohorts so that we can reach them.

We will be working with a number of carefully vetted and selected social influencers, who will produce a wide range of creative content supporting the campaign messages.

Posters, social media assets and the TV advert can be found via the Google Drive link hosting our other campaign assets. They are also available on the [Campaign Resource Centre](#):

- [A3 Poster | Get Vaccinated. Get Winter Strong](#)
- [A4 Poster | Get Vaccinated. Get Winter Strong](#)
- [Digital Screen Assets | Get Vaccinated. Get Winter Strong](#)
- [Social Media Assets | Get Vaccinated. Get Winter Strong](#)

Examples of creatives from the marketing campaign are below:



Campaign resources for frontline healthcare professionals will also feature the Get Winter Strong creative seen last year. Photography has been updated to reflect a wider variety of roles across the NHS. Assets include a range of posters, social media graphics, digital screens and stickers (some adapted for localisation), all available to download from the [Campaign Resource Centre](#):

- [Digital assets | Frontline healthcare worker winter vaccinations campaign 2024](#)
- [Posters | Frontline healthcare worker winter vaccinations campaign 2024](#)
- [Stickers | Frontline healthcare worker winter vaccinations campaign 2024](#)

Key messages for the public

- Flu and COVID-19 spread more easily in winter when we spend more time together indoors and can cause serious illness.
- Respiratory viruses, such as flu, usually reach their peak over the festive and new year period. Nobody wants to miss out on the festive celebrations with their friends and family this winter and the vaccines provide the best possible protection.
- . Most eligible adults will be able to get their flu vaccine from 3 October. This may be later than you've had the vaccine before, but it means you'll have the best protection when flu is most widespread. Pregnant women and children will continue to be able to get the flu vaccine from September.
- It is important to top up your protection, even if you have had a vaccine or been ill with flu or COVID-19 before, as immunity fades over time and these viruses change each year.

- If you are vaccinated and catch flu or COVID-19 this winter, you are likely to have milder symptoms and recover faster, cutting your risk of being hospitalised.
- The winter vaccine programme will continue to focus on those at greatest risk of getting seriously ill.
- Those eligible for both a flu and COVID-19 vaccine include:
 - People with certain long term health conditions
 - People aged 65 and over
 - Pregnant women
- Parents of children who are aged 2 or 3 (on or before 31 August 2024) should contact their GP surgery to book their child's flu vaccination.
- School-aged children (from reception to Year 11) will mainly be offered their flu vaccinations at school.
- There will be further opportunities for children to get vaccinated in NHS community clinics (including for the home educated).
- For most children the vaccine is a nasal spray, not an injection. It is quick and painless.
- Pregnant women are now eligible for the RSV vaccine and should also get their whooping cough vaccine. Both vaccines are passed through the placenta to the baby protecting them in the first few months of life and can stop them from becoming seriously ill. Pregnant women should speak to their GP or maternity team for more information.
- All those eligible are urged to join the millions of others who have taken up their free vaccine offer to get winter strong – don't put it off, book your appointment today and arm yourself against the risk of severe illness.
- You will be able check your eligibility and book online at <http://www.nhs.uk/wintervaccinations> from 20 September 2024.

Key messages healthcare professionals

- Flu and COVID-19 infections spread more easily in winter when we spend more time together indoors, and both viruses can cause serious illness.

- As a frontline health or care professional, you're more likely to be exposed to these viruses.
- If you are vaccinated and catch flu or COVID-19 this winter, you are likely to have milder symptoms and recover faster, cutting your risk of being hospitalised.
- We urge you to come forward for both your flu and COVID-19 vaccines as soon as possible to protect yourself and reduce pressure on the NHS during winter.
- Frontline health and care professionals can book a COVID-19 vaccine online at <http://www.nhs.uk/wintervaccinations> from 23 September.
- The seasonal flu vaccine will be offered to all frontline healthcare workers, including both clinical and non-clinical staff, through their employer from 3 October.

Messaging for healthcare professionals payroll

Line 1: As a frontline healthcare professional,

Line 2: you're more likely to be exposed to flu and COVID-19.

Line 3: If you are vaccinated and catch either viruses this winter,

Line 4: you are likely to have milder symptoms and recover faster.

Line 5: For more information visit www.nhs.uk/wintervaccinations

Eligibility for flu vaccine

Flu cohorts were confirmed in the [national flu immunisation programme 2024 to 2025 letter](#).

Eligibility for flu vaccination is based on the advice and recommendations of the Joint Committee on Vaccination and Immunisation (JCVI).

The following groups are to be offered flu vaccination:

From 1 September 2024:

- pregnant women
- all children aged 2 or 3 years on 31 August 2024
- primary school aged children (from Reception to Year 6)
- secondary school aged children (from Year 7 to Year 11)
- all children in clinical risk groups aged from 6 months to less than 18 years

From 3 October 2024:

- those aged 65 years and over
- those aged 18 years to under 65 years in clinical risk groups (as defined by the [Green Book, Influenza Chapter 19](#)) – such as diabetes, heart disease, some neurological conditions, liver disease or a weakened immune system (for instance due to being prescribed steroids or treated for cancer)
- those in long-stay residential care homes.
- carers in receipt of carer's allowance, or those who are the main carer of an elderly or disabled person
- close contacts of immunocompromised individuals
- frontline workers in a social care setting without an employer led occupational health scheme including those working for a registered residential care or nursing home, registered domiciliary care providers, voluntary managed hospice providers and those that are employed by those who receive direct payments (personal budgets) or Personal Health budgets, such as Personal Assistants

All frontline health care workers, including both clinical and non-clinical staff who have contact with patients, should be offered flu vaccine from 3 October as a vital part of the organisations' policy for the prevention of the transmission of flu.

Eligibility for COVID-19 vaccine

[Advice on eligibility for this autumn's COVID-19 vaccine](#) was announced by the Joint Committee on Vaccination and Immunisation (JCVI) on 1 August 2024.

Similar to previous spring and autumn campaigns, the Committee's advice is to offer the vaccine to those at high risk of serious disease and who are therefore most likely to benefit from vaccination.

Vaccination continues to help protect against severe illness, hospitalisations and deaths arising from COVID-19.

JCVI advises the following groups should be offered a COVID-19 vaccine this autumn:

- adults aged 65 years and over
- residents in a care home for older adults
- individuals aged 6 months to 64 years in a clinical risk group ([as defined in tables 3 or 4 in the COVID-19 chapter of the Green Book](#)) such as diabetes, heart disease, some neurological diseases, liver disease or a weakened immune system (for instance due to being prescribed steroids or treated for cancer). Pregnant women are also part of the clinical risk group.

The Minister for Public Health and Prevention, Andrew Gwynne, [accepted the advice](#) on 2 August and stated **frontline NHS and social care workers would also continue to be offered the vaccine this autumn.**

JCVI advice suggests health and social care service providers may wish to consider setting up an occupational health vaccination programme for frontline health and social care workers - as is the current situation for flu vaccines.

As setting up a new occupational health programme will not be possible before autumn this year, JCVI suggested health departments may choose to continue offering vaccination through the national programme this autumn.

The vaccine should usually be offered no earlier than around 6 months after the last vaccine dose.

For this year's autumn programme, **the COVID-19 vaccine will not be offered to unpaid carers and household contacts of people with immunosuppression in England.** JCVI advice has continued to adapt as COVID-19 has changed from a pandemic threat to becoming a common milder infection. This transition reflects the very high levels of immunity in the population against COVID-19.

This is because available COVID-19 vaccines only provide modest protection against acquiring mild or asymptomatic illness from the current highly transmissible Omicron sub-variants. The available vaccines continue to provide good additional protection against

becoming severely ill (being hospitalised or dying). Those aged below 65 years who are otherwise healthy are not at high risk of severe COVID-19.

Protection against transmission of infection from one person to another is expected to be even more limited. Therefore, the benefit of vaccinating an individual in order to reduce the risk of severe disease in other people is much less evident now compared with previous years.

You can find information on eligibility and how to get the vaccine in the devolved nations (Wales, Scotland and Northern Ireland) below:

- [Public Health Wales: Flu vaccine and COVID-19 Autumn Vaccine](#)
- [Public Health Agency NI: Eligible groups for Covid-19 autumn booster announced](#)
- [Public Health Scotland will be publishing all information on their winter vaccine programmes via this link in due course](#)

How to get the flu and COVID-19 vaccines

Pregnant women

- From 1 September, pregnant women and children will be offered the flu vaccine.
- It is important to get the flu vaccine as soon as possible if you are pregnant to help pass protection to your baby. You are eligible at any stage of your pregnancy.
- From September, if you are pregnant you may be offered your vaccinations directly by a local NHS service, such as your local maternity service or you can get your vaccination through your local pharmacy or GP surgery.
- From 3 October, you will be also be able to self-declare as being pregnant and book your vaccinations via the NHS App, online at www.nhs.uk/bookflu and www.nhs.uk/bookcovid or through 119 if you can't get online

Children

- Evidence shows that flu circulates earlier in children. Children's protection from the vaccine doesn't decrease as quickly as it does in adults, so children can get the flu vaccine from September to help protect them and stop flu spreading.
- From 1 September, school-aged children can get their flu vaccine through school or community venues. Those aged 2-3 years old (on 31 August 2024) and in clinical risk groups can get the flu vaccine at their GP surgery.
- From 3 October, COVID-19 vaccination appointments can be booked for children that are eligible and aged 5 years and over online at www.nhs.uk/bookcovid or via 119 if you can't get online. If your child is under 5 years old, they can get their COVID-19 vaccination via their GP practice.

Eligible adults

- Those who can get both flu and COVID-19 vaccines through the NHS will include: everyone aged 65 and above, care home residents, people aged 6 months old or above who are at increased risk of severe symptoms (including pregnant women) and frontline health and care staff who have direct contact with patients
- Flu and COVID-19 vaccinations will be available to eligible adults from 3 October. Evidence shows that the vaccine's effectiveness can wane over time, so getting vaccinated later will ensure those most at risk are protected during the colder months when people gather indoors and winter viruses spread more easily.
- You may be invited by the NHS, but you do not need to wait for an invite to come forwards. If you are eligible, ask your GP practice or pharmacy that offers vaccination when you can book an appointment.
- Thousands of sites are offering the flu and COVID-19 vaccines to make it as easy and convenient as possible for people to get protection.
- From 23 September, you can start booking your flu and COVID-19 vaccinations on the NHS App, or book online at www.nhs.uk/bookflu and www.nhs.uk/bookcovid. Can't get online? Call 119. Appointments will be available between 3 October until 20 December
- You can arrange your flu and COVID-19 vaccinations for the same appointment by booking on the NHS App or online (18+ only).
- You are encouraged to get both vaccines in the same visit where possible, to get protected against both viruses in just a few minutes. If this is not possible, it is better to get each vaccine as soon as you can rather than waiting
- From 3 October, you can find a pharmacy offering flu vaccines at www.nhs.uk/flu-pharmacy (18+ only) or book your flu vaccine directly with your GP surgery
- From 3 October, you can find your nearest COVID-19 vaccination walk-in site at www.nhs.uk/covid-walk-in – you do not need to make an appointment but check which age groups they offer vaccinations to before attending
- Read more on winter vaccines and how to book at www.nhs.uk/wintervaccinations.

Frontline health and social care workers

- We urge you to come forward for both your flu and COVID-19 vaccinations from 3 October to protect yourself and your patients, and reduce pressure on the NHS during winter.
- For frontline health and social care workers and staff working in care homes for older adults, your employer will be able to point you in the direction of the most convenient COVID-19 vaccination offer. This may be by booking online at www.nhs.uk/bookcovid from 23 September, where staff can self-declare their eligibility.

Winter vaccination programme: Toolkit for stakeholders

- The seasonal flu vaccine will be offered to all frontline healthcare workers, including both clinical and non-clinical staff, through their employer from 3 October. Social care staff without an employer-led occupational health scheme can continue to access the flu vaccination through their GP, community pharmacy or by booking online at www.nhs.uk/bookflu

Useful statistics

- Flu and COVID-19 spread more easily in winter because we spend more time indoors with others. In 2022/2023, over 49,000 people were hospitalised with flu and 2,000 people in England were admitted to an intensive care unit.
- Having a COVID-19 vaccine is effective to reduce your chances of hospitalisation by around 50%, as compared to those who had their last dose at least 6 months ago and who do not opt to receive a vaccine.
- Children under the age of 5 years have one of the highest rates of hospital admissions due to flu. During the 2022 / 2023 season over 6,000 under 5s in England were hospitalised by flu. In the week up to Christmas 2022, over 1,000 children under 5 were hospitalised by flu in England.

Messaging for those with certain long-term health conditions

Flu and COVID-19 spread more easily in winter because we spend more time indoors with others. Both cause serious illness for people with certain long-term health conditions:

- If you have liver disease, you are 48 times more likely to die from flu and are also at high risk from COVID-19.
- If you are immunosuppressed, you are 47 times more likely to die from flu and are also at high risk from COVID-19.
- If you have neurological disease, you are 40 times more likely to die from flu and are also at high risk from COVID-19.
- If you have kidney disease, you are 19 times more likely to die from flu and are also at high risk from COVID-19.
- Those with heart disease are 11 times more likely to die from flu and are also at high risk of serious illness from COVID-19.
- Those with respiratory disease are 7 times more likely to die from flu and are also at high risk of serious illness from COVID-19.
- Those with diabetes are 6 times more likely to die from flu and are also at high risk from COVID-19.

Risks to those with long-term health conditions

- If you catch flu this winter, you may reduce your chances of being hospitalised by up to a third, just by getting vaccinated.
- Topping up your COVID-19 vaccination will reduce serious symptoms and speed up your recovery if you do catch COVID-19. This protection will last through winter.
- Having flu and COVID-19 at the same time can be very serious for people who have (specific long-term health condition)

Vaccine efficacy

- Having a COVID-19 vaccine is effective to reduce your chances of hospitalisation by around 50%, as compared to those who had their last dose at least 6 months ago and who do not opt to receive a vaccine. If you have long-term health condition and catch COVID-19 and you are vaccinated your symptoms will be milder and recovery quicker.

Vaccine safety

- The COVID-19 vaccines have good safety records and are effective. It gives you the best protection against COVID-19.
- The flu vaccines have been given to 10s of millions of people and have an excellent safety record.

Messaging for pregnant women

- Flu and COVID-19 spread more easily in winter because we spend more time indoors with others. Both viruses can be serious during pregnancy for women and their babies.
- Pregnancy alters the way the body handles infections such as flu.
- Flu infection increases the chances of pregnant women and their babies needing intensive care.
- A pregnant woman who catches flu is more likely to need admission to hospital than a woman who isn't pregnant.
- Flu can be serious for unborn and new-born babies and can lead to premature birth, low birth weight, stillbirth or even death in the first weeks of life.
- Pregnant women have a higher chance of developing complications if they get flu, particularly in the later stages of pregnancy.
- If you're pregnant, you're at higher risk of getting seriously ill from COVID-19.
- If you get COVID-19 late in your pregnancy, your baby could also be at risk.

Vaccine efficacy

Pregnant women benefit from flu vaccination because it can:

- Reduce their risk of serious complications such as pneumonia, particularly in the later stages of pregnancy.
- Reduce the risk of mother or baby needing intensive care.
- Reduce the risk of the baby being stillborn or premature.
- Help protect their baby who will continue to have some immunity to flu during the first few months of their life.
- Reduce the chance of the mother passing infection to her new baby.
- If you are pregnant, vaccination against COVID-19 to protects you and your baby against serious disease needing hospital admission or intensive care support.

- The antibodies your body produces in response to the vaccine can also give your baby protection against COVID-19 in their first months of life.
- A recent study in England found COVID-19 vaccine in pregnancy offered greater protection against COVID-19 disease in babies than previous infection in the mother, highlighting the importance of maternal vaccination.
- Women who have had the flu vaccine while pregnant also pass some protection on to their babies, which lasts for the first few months of their lives when they are particularly at risk from flu.

Vaccine safety

- Since 2009, a number of countries have offered the flu vaccine routinely to all pregnant women.
- Studies show that flu vaccines can be safely and effectively administered during all stages of pregnancy for both mother and baby.
- It's safe to have the flu vaccine during any stage of pregnancy, from the first few weeks up to your expected due date.
- COVID-19 vaccine has been safely given to hundreds of thousands of pregnant women around the world. Studies have shown that the vaccine can be safely and effectively administered during all stages of pregnancy for both mother and baby.
- COVID-19 vaccination is the safest and most effective way for women to protect themselves and their pregnancy against COVID-19. The vaccine can also protect their baby against severe COVID-19 disease in their first months of life.

Messaging for parents of 2- and 3-year-olds

- Flu spreads more easily among children in winter because we all spend more time indoors with others.
- Children are more likely to catch winter viruses like flu, which can spread to other family members, such as grandparents (children under 5 years old have one of the highest hospitalisation rates)

Serious illness

- The flu vaccine will help protect your child against flu and serious complications such as bronchitis and pneumonia.
- Children under the age of 5 years have one of the highest rates of hospital admissions due to flu.
- During the 2022 / 2023 season over 6,000 under 5s in England were hospitalised by flu.

Winter vaccination programme: Toolkit for stakeholders

- In the week up to Christmas 2022, over 1,000 children under 5 were hospitalised by flu in England.
- Vaccinating your child will help protect more vulnerable friends and family.
- The flu viruses can change from one winter to the next, that's why it is important to have your child vaccinated again this year.

Vaccine efficacy

- The vaccine will stop your child getting very ill with flu / speed recovery.
- The flu vaccination reduces your child's chance of needing hospitalisation by two thirds.
- Having the flu vaccine will help protect your child from what can be a very nasty illness in children.
- If your child is vaccinated and catches flu their symptoms will be milder and their recovery quicker.
- Vaccination will speed up your child's recovery if they do catch flu because their symptoms will be milder


Vaccine safety

- Children in England have been having the nasal flu vaccine for many years and this vaccine has an excellent safety record. Some children have mild side effects, and serious side-effects are very rare. Over 30 million doses have been given to children in the UK since 2013.
- Children may develop a runny or blocked nose, headache, general tiredness, and some loss of appetite. However, these are much milder than developing flu or complications associated with flu.

Social media assets and alt text

All social media assets are available to download via [Google Drive](#) and the [Campaign Resource Centre](#). Assets, alternative text and suggested copy can be found below:

16x9 assets

Asset	Alternative (alt) text
 <p>The image is a 16x9 social media asset with a bright yellow background. It features a family of four—two men, a pregnant woman, and a young child—dressed in white athletic wear. They are actively fighting off several large, colorful virus particles (red and purple) using black pugil sticks. The text 'GET VACCINATED' is written in large, pink, slanted letters on the left, and 'GET WINTER STRONG' is on the right. At the bottom right, there is a small text box: 'Check your eligibility for flu and COVID-19 vaccines and book now at nhs.uk/wintervaccinations'. The NHS logo and 'HM Government' are in the top corners.</p>	<p>Image shows two men, a pregnant woman, and a young child with pugil sticks attacking viruses. Text reads: Get vaccinated. Get winter strong. Check your eligibility for flu and COVID-19 vaccines and book now at nhs.uk/wintervaccinations</p>


1x1 assets

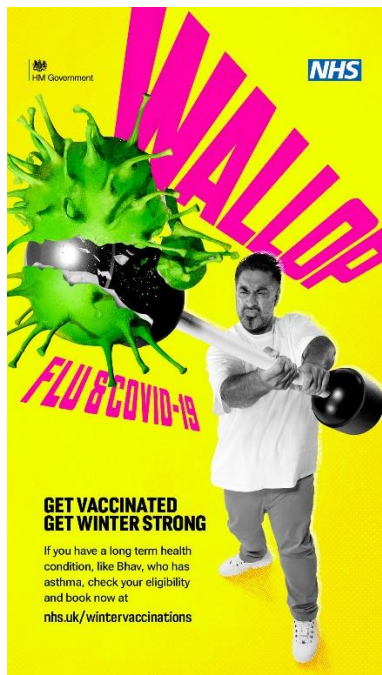

Asset	Alternative (alt) text
 <p>The image is a 1x1 social media asset with a bright yellow background. It shows a middle-aged man in a white t-shirt swinging a black pugil stick to hit a large, green, spiky virus particle. The word 'WALLOP' is written in large, pink, slanted letters across the top. Below it, 'FLU & COVID-19' is written in pink. At the bottom left, the text 'GET VACCINATED GET WINTER STRONG' is displayed. The NHS logo and 'HM Government' are in the top corners.</p>	<p>Image shows a middle-aged man attacking a virus with a pugil stick. Text reads: Wallop flu and COVID-19. Get vaccinated. Get winter strong.</p>

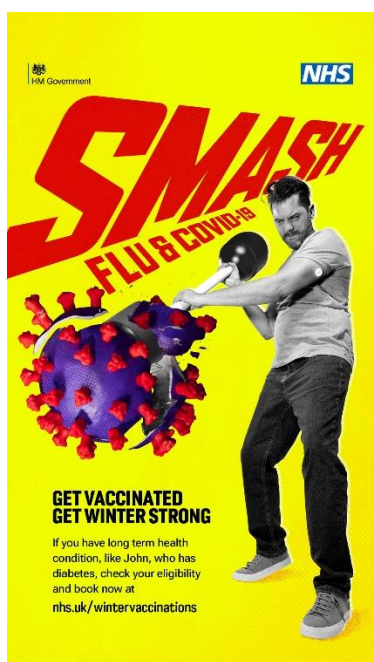
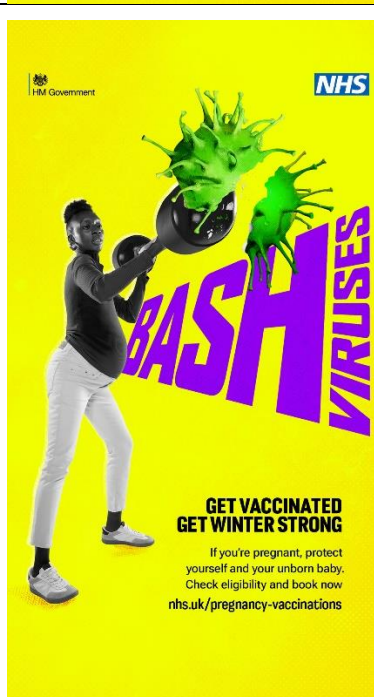
	<p>Image shows a young black girl holding a pugil stick while smashing up a virus. Text reads: Bash flu. Get vaccinated. Get winter strong.</p>
	<p>Image shows two men, a pregnant woman and a young child holding pugil sticks attacking viruses. Text reads: Get vaccinated. Get winter strong.</p>
	<p>Image shows a young man holding a pugil stick smashing a virus. Text reads: Smash flu and COVID-19. Get vaccinated. Get winter strong.</p>

	<p>Image shows a black pregnant woman attacking a virus with a pugil stick. Text reads: Bash viruses. Get vaccinated. Get winter strong.</p>
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6x19 assets

Asset	Alternative (alt) text
	<p>Image shows two men, a pregnant woman, and a young child holding pugil sticks, attacking viruses. Text reads: Get vaccinated. Get winter strong. Check your eligibility for flu and COVID-19 vaccines and book now at nhs.uk/wintervaccinations</p>

 <p>The poster features a man in a white t-shirt and grey trousers, swinging a pugil stick to smash a large green virus particle. The background is bright yellow. The word 'WALLOP' is written in large, pink, slanted letters. Below it, 'FLU & COVID-19' is written in smaller pink letters. The NHS logo is in the top right corner. At the bottom left, the text reads: 'GET VACCINATED GET WINTER STRONG' followed by 'If you have a long term health condition, like Bhav, who has asthma, check your eligibility and book now at nhs.uk/wintervaccinations'.</p>	<p>Image shows a middle-aged man smashing a virus with a pugil stick. Text reads: Wallop flu and COVID-19. Get vaccinated. Get winter strong. If you have a long-term health condition, like Bhav, who has asthma, check your eligibility and book now at nhs.uk/wintervaccinations</p>
 <p>The poster features a young girl in a patterned top and dark pants, swinging a pugil stick to smash a large green virus particle. The background is bright yellow. The word 'BASH' is written in large, purple, slanted letters. Below it, 'FLU' is written in smaller purple letters. The NHS logo is in the top right corner. At the bottom left, the text reads: 'GET VACCINATED GET WINTER STRONG' followed by 'If your child was aged 2 or 3 on the 31 August 2024, get their free flu vaccine. Check eligibility & how to book at nhs.uk/child-flu'.</p>	<p>Image shows a young black child attacking a virus with a pugil stick. Text reads: Bash flu. Get vaccinated. Get winter strong. If your child was aged 2 or 3 on the 31 August 2024, get their free flu vaccine. Check eligibility and how to book at nhs.uk/child-flu</p>

	<p>Image shows a young man holding a pugil stick hitting a virus. Text reads: Smash flu and COVID-19. Get vaccinated. Get winter strong. If you have a long-term health condition, like John, who had diabetes, check your eligibility and book now at nhs.uk/wintervaccinations</p>
	<p>Image shows a black pregnant woman attacking a virus with a pugil stick. Text reads: Bash viruses. Get vaccinated. Get winter strong. If you're pregnant, protect yourself and your unborn baby. Check eligibility and book now nhs.uk/pregnancy-vaccinations</p>

Suggested post copy

Covid vaccination

Copy for Facebook and Instagram:

- Winter is on its way / here, and so is the winter illness season. If you're eligible, protect yourself and your loved ones by getting your COVID-19 vaccination. 📌 Book now on the NHS App or website and stay safe this winter. #COVID19 #Vaccination

- As we head into the colder months, remember that COVID-19 and flu can be especially dangerous for those at higher risk of severe illness. 🤒 😞
Find out if you're eligible and book your vaccination via the NHS App or website. 📅

General vaccination

Pregnant woman 'BASH' asset

- If you're pregnant, it's time to #GetWinterStrong 🤝
Vaccination against common illnesses, like #Flu #RSV, #COVID-19 and #WhoopingCough helps to protect you and your baby. Speak to your midwife or GP practice for more info – nhs.uk/pregnancy-vaccination

Copy for all social media platforms:

- Make sure you're protected this winter against COVID-19. Book via the NHS App or website #COVID19 #Vaccination
- Flu and COVID-19 vaccines reduce your risk of serious illness if you have a long-term health condition. Find out if you're eligible and book on the NHS App or website 📅
[#NHS](#) [#COVID19](#) [#flu](#)
- If your child was 2 or 3 years old on 31 August you can book a flu vaccination appointment.
Protect your child against flu this winter. Speak to your GP practice to book an appointment.
[#Flu](#) [#NHS](#)
- Protection from previous flu and COVID-19 vaccines fades, and the viruses change over time. Make sure you're ready for winter by getting vaccinated, even if you've had flu or COVID-19 or have been vaccinated before.
nhs.uk/wintervaccinations
[#Vaccinations](#) [#GetWinterStrong](#)
- It's time to get winter strong 🤝
Getting your vaccines means your symptoms will be milder & you'll recover faster if you run into these viruses this winter.
nhs.uk/wintervaccinations [#GetWinterStrong](#)
- Make sure you're protected this winter against #COVID19 and #Flu – check your eligibility and book via the NHS App or website. [Nhs.uk/wintervaccinations](https://nhs.uk/wintervaccinations)
- If you have a long-term health condition, are a resident in a care home for older adults or aged 65+, make sure you get your COVID-19 vaccination to help protect you this winter.
Check eligibility and book now at nhs.uk/wintervaccinations
[#GetWinterStrong](#)
- Don't let COVID-19 catch you off guard this winter. Get vaccinated to protect yourself and others from getting seriously unwell #COVID19 #GetWinterStrong

- Winter brings more than just cold weather – 'tis the season for winter illnesses 😞🤧
Protect yourself & your loved ones by booking your appointment on the NHS App or website. nhs.uk/wintervaccinations #COVID19 #Vaccination

Flu Vaccination

For Facebook and Instagram

- Flu season is here 😞🤧 Protect yourself and your loved ones by getting your flu vaccination. 📌
 - ◆ Reduce the risk of getting seriously ill from the virus
 - ◆ Recover more quickly
 - ◆ Help protect those who may be more at-risk from serious complicationsBook your flu vaccination today and stay safe this season. #GetWinterStrong #Vaccination #FightFlu
- 'Tis the season... for winter illnesses 😞😞🤧
Make sure you and your loved ones are protected from common winter illnesses like #Flu – the flu vaccine helps protect you from getting seriously unwell from the virus and aids a quicker recovery if you do get sick.
The nasal spray vaccine for children is quick, simple and effective – if your child is school-aged, look out for a consent letter, and if your child was aged 2 to 3 years on 31 August, speak to your GP practice to book an appointment. #GetWinterStrong #FluVaccination

For all social media platforms:

- Flu season is upon us 📅😞
Get your flu vaccination and help keep yourself and loved ones protected this winter. #GetWinterStrong #FightFlu
- Protect yourself and others this flu season. Get vaccinated and reduce the risk of flu-related complications
nhs.uk/wintervaccinations #FluVaccine #GetWinterStrong #FightFlu
- As winter approaches, it's crucial to get a flu vaccination to protect yourself and those around you. The flu vaccine reduces the risk of severe illness and helps keep our communities healthy
nhs.uk/wintervaccinations #FluVaccine #GetWinterStrong #FightFlu
- Don't let flu slow you down this winter ❄️👴❄️ Book your flu vaccination now:
nhs.uk/wintervaccinations 📌 #GetWinterStrong #FightFlu
- The nasal spray flu vaccine is quick, easy and helps protect children against serious illness this winter. If your child is at school, you'll receive a letter and consent form, and if your child was aged 2 to 3 years on 31 August, speak to your GP practice.
#GetWinterStrong #FluVaccine
- Let's #GetWinterStrong 🤝
If your child was aged 2 to 3 years on 31 August, contact your GP practice to book an


appointment for the nasal spray flu vaccine to help protect them against serious illness this winter.



More info: nhs.uk/wintervaccinations



- Flu isn't fun for anyone, but if you're pregnant, it's really important to get vaccinated to help protect both you and your baby 🤰📅 Speak to your midwife or GP practice about vaccination nhs.uk/wintervaccinations
- If you're pregnant, it's time to #GetWinterStrong 🤰💪
Vaccination against common illnesses, like #Flu and #WhoopingCough help to protect you and your baby. Speak to your midwife or GP practice for more info – nhs.uk/wintervaccinations

Flu pregnancy and young children assets and social media copy

NHS England have created a series of assets and suggested post copy aimed at pregnant women and parents of young children eligible for the flu vaccine. They will be available to download on the [Campaign Resource Centre](#) shortly. Assets, alternative text and suggested copy can be found below:

Image	Post copy	Alt text
	<p>Getting the flu vaccine will mean you are less likely to catch flu and pass it on to your baby. Protect yourself and your baby this winter.</p> <p>Find out more and book now at http://nhs.uk/seasonalvaccinations or on the NHS App.</p>	<p>A photograph of pregnant women holding her bump. Text reads: Get vaccinated. Get winter strong. Getting the flu vaccine will mean you are less likely to catch flu and pass it into to your baby.</p>

	<p>The flu vaccine is the most effective way for you to protect yourself and your baby at any stage of your pregnancy.</p> <p>Find out more and book now at http://nhs.uk/seasonalvaccinations or on the NHS App.</p>	<p>A photograph of a pregnant woman sitting on the sofa with her young daughter. Text: Get vaccinated. Get winter strong. Flu and COVID-19 vaccines are the most effective way for you to protect yourself and your baby against flu at any stage of your pregnancy.</p>
	<p>If your child is 2 or 3 years old you can book a flu vaccination appointment at their GP surgery. Protect your child against flu this winter.</p> <p>Find out more: http://nhs.uk/wintervaccinations</p>	<p>A photograph of a mother sitting on the sofa with her young daughter. The mother is kissing the daughter's head whilst holding a tablet. Text reads: Get vaccinated. Get winter strong. If your child is 2 or 3 years old you can book a flu vaccination appointment at their GP surgery.</p>

	<p>If your child is 2 or 3 years old you can book a flu vaccination appointment at their GP surgery.</p> <p>Protect your child against flu this winter. Find out more.</p> <p>→ http://nhs.uk/seasonalvaccinations</p>	<p>A photograph of a father carrying his young daughter standing outside. There are trees in the background. Text: Get vaccinated. Get winter strong. If your child is 2 or 3 years old you can book a flu vaccination appointment at their GP surgery.</p>
	<p>If your child is 2 or 3 years old you can book a flu vaccination appointment at their GP surgery.</p> <p>Protect your child against flu this winter. Find out more.</p> <p>→ http://nhs.uk/seasonalvaccinations</p>	<p>A photograph of a mother holding her young son in her arms. The are both smiling with their eyes closed. Text: Get vaccinated. Get winter strong. If your child is 2 or 3 years old you can book a flu vaccination appointment at their GP surgery.</p>

Health publications

Paper copies of many posters, leaflets and other resources are available to order for free (please register/login using your work email address) at www.healthpublications.gov.uk


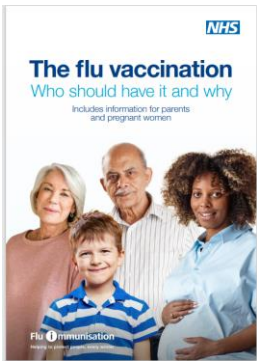
Resources can be ordered or downloaded, with delivery in 3 to 5 working days.

Further resources, including materials on COVID-19, will be shared in the coming weeks.

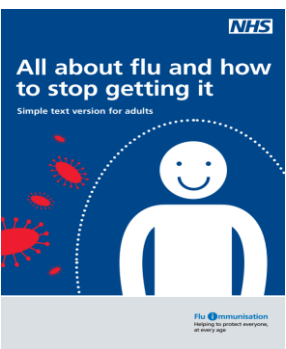

Healthcare worker vaccinations

Healthcare worker winter vaccination campaign resources are available to download from the [Campaign Resource Centre](#).


Flu vaccine and flu prevention – general

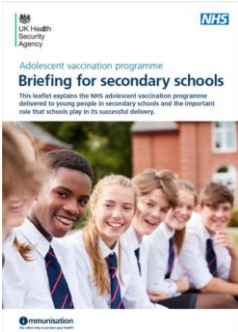
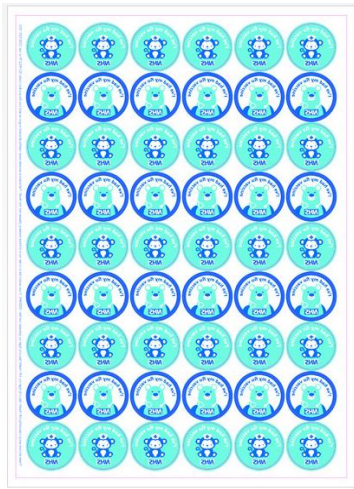
Health publication	Type	Versions/product code
<p>‘When should I get my flu vaccine’ flyer</p> 	<p>Flyer</p> <p>This flyer explains why adults eligible for the flu vaccine will be offered a flu vaccine from early October this year. This is based on the latest scientific evidence that shows that protection from the flu vaccine decreases over time in adults. It is therefore better to have the vaccine closer to when flu typically circulates.</p>	<p>Product code: 24FLUWEN</p>
<p>The ‘Flu vaccination: who should have it and why’ leaflet</p> 	<p>This leaflet explains to patients how they can help protect themselves and their children against flu this winter. It includes information about eligible children, adults and pregnant women.</p>	<p>Product code: FLUMW24EN</p> <p>Paper copies of leaflet are available free to order or download.</p> <p><i>Translated versions are in the process of being updated and the links to these will be updated in the next version of this toolkit.</i></p>
<p>All about flu and vaccination – simple text for adults</p>	<p>Aimed at individuals with a low reading age</p>	<p>Product code: FLU2021STA</p>


Winter vaccination programme: Toolkit for stakeholders



		
<p>All about flu and vaccination – simple text for children</p> 	<p>Aimed at individuals with a low reading age</p>	<p>Product code: FLU2021STC</p>

Children’s flu vaccine including resources for schools and school aged immunisation provider teams

Health publication	Type	Versions/product code
<p>Briefing for primary schools</p> 	<p>Leaflet</p> <p>Gives details about the flu vaccination programme for primary school aged children including how the programme is delivered and the role schools play.</p>	<p>Product code: FLUPY24</p>

<p>Briefing for secondary schools</p> 	<p>Leaflet</p> <p>This guide explains the NHS adolescent vaccination programmes delivered to children in secondary schools and the important role that schools play in the delivery of them. It includes information on the flu vaccination programme.</p>	<p>Product code: FLUSY24</p>
<p>Flu vaccine consent form</p> 	<p>A flu vaccine consent form (covering both the nasal spray vaccine and flu vaccine by injection) is available for school aged immunisation service providers.</p>	<p>Download via the Health Publications website</p>
<p>Stickers</p> 	<p>Stickers</p> <p>Stickers are available for healthcare practitioners to give to children who have received a flu vaccine either at their GP practice or school. These are aimed at children aged 2-11 years old. There are 72 stickers per sheet.</p>	<p>Product code: SCHFLSTK</p>
<p>Protecting yourself against flu</p>	<p>Leaflet</p>	<p>Product code: 2023FCEN</p>

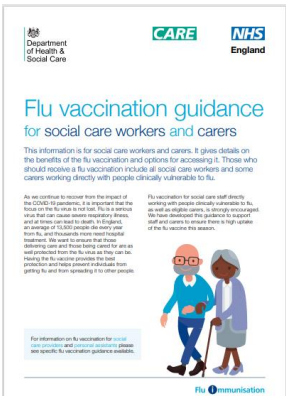
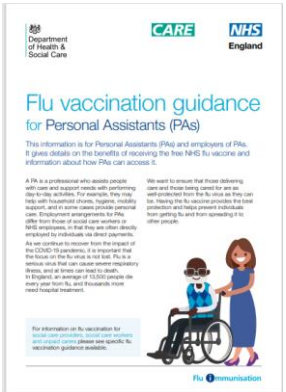
 <p>NHS</p> <p>Protecting your child against flu Flu immunisation in England</p> <p>Information for parents and carers</p> <p>Flu immunisation Helping to protect children, every winter</p>	<p>Information for parents and carers of preschool and primary school aged children</p>	<p>Paper copies of this leaflet are available to order for free or download in the following languages: English, Albanian, Arabic, Bengali, Bulgarian, Chinese (simplified), Chinese (traditional, Cantonese), Estonian, Farsi, French, Greek, Gujarati, Hindi, Latvian, Lithuanian, Panjabi, Pashto, Polish, Portuguese, Romanian, Romany, Russian, Somali, Spanish, Tagalog, Turkish, Twi, Ukrainian, Urdu and Yiddish.</p> <p>An English large print version is available to order.</p> <p>A Braille version of this leaflet is available to order.</p> <p>A British Sign Language video of this leaflet is available to view.</p> <p>This British Sign Language video is also available to download.</p> <p>An audio version is available to download.</p> <p><i>Please note: the images on the translated and alternative versions differs to the English version</i></p>
<p>Protect yourself against flu – information for those in secondary school</p>	<p>Leaflet</p> <p>This leaflet is aimed at young people and explains why they are eligible for a flu vaccination, as well as describing the disease and the nasal flu vaccine.</p>	<p>Product code: 22SECFLUEN</p> <p>Paper copies of this leaflet are available to order for free or download in the following languages: English, Albanian, Arabic, Bengali, Bulgarian, Chinese</p>

		<p>(simplified), Chinese (traditional, Cantonese), Estonian, Farsi, French, Greek, Gujarati, Hindi, Italian, Latvian, Lithuanian, Panjabi, Pashto, Polish, Portuguese, Romanian, Romany, Russian, Somali, Spanish, Tagalog, Tigrinya, Turkish, Twi, Ukrainian, Urdu, Yiddish and Yoruba.</p> <p>A Braille version of this leaflet is available to order.</p> <p>An audio version is available to download.</p> <p>A British Sign Language video of this leaflet is available to download.</p>
<p>5 reasons to vaccinate your child against flu – pre-school and primary school version</p> 	<p>Poster</p> <p>This poster has been updated for 2024 to 2025. It is aimed at parents and explains the benefits of vaccinating children against flu. It is available as translated versions.</p>	<p>Product code: FLU5RY24</p> <p>This poster is available free to order in the following languages: Albanian, Arabic, Bengali, Brazilian Portuguese, Chinese (simplified), Estonian, Farsi, French, Greek, Gujarati, Hindi, Latvian, Lithuanian, Panjabi, Polish, Romanian, Romany, Russian, Somali, Spanish, Turkish, Twi, Ukrainian, Urdu and Yiddish.</p>
<p>Flu: 5 reasons to have the vaccine – secondary school version</p>	<p>Poster</p> <p>This poster has been updated for 2024 to 2025. It is aimed at young people and explains</p>	<p>Product code: FLU5RS24</p> <p>It is available to download or order as a paper copy in the following languages: Albanian, Arabic, Bengali, Bulgarian, Chinese(simplified), Chinese(traditional), Dari, Estonian, Farsi, French, Greek, G</p>

	<p>the benefits of having the flu vaccine. It is available as translated versions.</p>	<p>ujarati, Hindi, Italian, Latvian, Lithuania n, Nepali, Panjabi, Pashto, Polish, Portu guese, Romanian, Romany, Russian, S omali, Spanish, Tagalog, Tigrinya, Turki sh, Twi, Ukrainian, Urdu, Yiddish and Y oruba.</p>
<p>Which flu vaccine should children have?</p> 	<p>Resource for health professionals supporting the children's flu programme</p>	<p>Download only</p>
<p>Immunising preschool children against flu</p> 	<p>This leaflet is about the annual flu vaccination programme for preschool children. It informs those working in the early years sector about the programme and how they can support it. It is aimed at nursery and preschool managers and staff, and childminders delivering the Early Years Foundation Stage Framework, and those who provide informal</p>	<p>Available to download via GOV.UK</p>

	childcare, such as nannies.	
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Flu vaccination guidance for health and care professionals (including hospice providers, social care staff, social care workers and carers)

Health publication	Type	Versions/product code
<p>Flu vaccination guidance for social care workers and carers</p> 	<p>This information is for social care workers and carers. It gives details on the benefits of providing staff flu vaccination and options for providing the service to increase uptake.</p>	<p>Product code: F23SCSEN2</p>
<p>Flu vaccination guidance for personal assistants</p> 	<p>This information is for Personal Assistants (PAs) and employers of PAs. It gives details on the benefits of receiving the free NHS flu vaccine and information about how PAs can access it.</p>	<p>Product code: F23SCPAEN3</p>
<p>Flu vaccination guidance for social care and hospice providers</p>	<p>This information is for social care workers and carers. It gives details on the benefits of the flu vaccination and options for accessing it. Those who should receive a flu vaccination include all frontline adult social care</p>	<p>Product code: F23SCPEN1</p>



Winter vaccination programme: Toolkit for stakeholders

	<p>workers, social care workers working with children who are clinically vulnerable to flu, and some carers.</p>	
<p>Flu vaccines: 2024 to 2025 flu season</p>	<p>This poster shows the vaccines which are available for the 2024 to 2025 flu season and is aimed at health care professionals who deliver the annual flu programme.</p>	<p>Download only. Product code: 2023007</p>

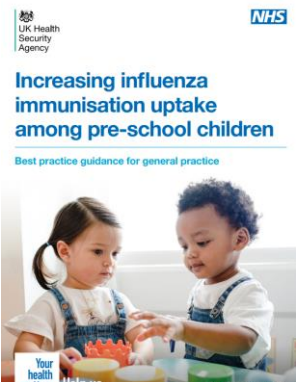
Letter templates for general practice

Health publication	Type	Versions/product code
<p>Template letter for school-aged children</p>	<p>A letter template for school age immunisation provider teams.</p>	<p>Download via the Health Publications website</p>
<p>Template letter for children aged 2 and 3 years</p>	<p>GP practices can use this template to invite parents and guardians to get their</p>	<p>Download via GOV.UK</p>

Winter vaccination programme: Toolkit for stakeholders

 <p>(Provide letterhead plus NHS logo) Template letter for children aged two and three years old</p> <p>[GP Surgery] [Post address line] [Postcode] [First address line] [Town/Village] [County Postcode]</p> <p>[Date]</p> <p>Dear [Name],</p> <p>It's time for your child's annual flu vaccination now.</p> <p>This vaccination is recommended to help protect your child against flu. Flu can be an unpleasant illness and sometimes causes serious complications. Children under the age of five years have one of the highest rates of hospital admissions due to flu.</p> <p>Vaccinating your child will also help protect more vulnerable friends and family by preventing the spread of flu.</p> <p>Please phone [GP practice phone number] to book an appointment for [child's name]'s flu vaccination.</p> <p>The vaccination is free of charge. Your child will be assessed to confirm the most suitable vaccine when you come to the practice. For most children it is given as a nasal spray which is a quick and painless spray up the nose.</p> <p>We look forward to seeing [child's name] soon.</p> <p>Yours sincerely,</p> <p>[GP Practice Nurse/Practice Manager name] [Position title]</p> <p>For more information visit: www.nhs.uk/flu</p> <p>As a reminder you can use this section to record the date and time of your child's vaccination appointment:</p> <p>On _____ at _____</p> <p>Date Time</p> <p>Page 1 of 2</p>	<p>child vaccinated at the local surgery.</p>	
<p>Letter template for at risk patients and carers</p>  <p>(Provide letterhead plus NHS logo) Template letter for at risk patients</p> <p>[GP Surgery] [Post address line] [Postcode] [First address line] [Town/Village] [County Postcode]</p> <p>[Date]</p> <p>Dear [Name],</p> <p>Your annual flu vaccination is now due.</p> <p>Flu vaccination provides the best protection against an unpredictable virus which infects many people and can cause serious illness and death each year.</p> <p>Please phone [GP practice phone number] to book an appointment for your flu vaccination.</p> <p>The vaccination is free and recommended yearly for those most at risk from flu. This includes:</p> <ul style="list-style-type: none"> children aged 2 to 3 years old on 31 August 2024 pregnant women people living with certain long-term medical conditions everyone aged 65 years and over people who receive a carer's allowance, or are the main carer for an older or disabled person who may be at risk if the carer gets sick close contacts of immunocompromised individuals <p>Primary school aged children and secondary school children in Years 7 to 11 will be offered the vaccine at school. If there is someone you rely on to care for you, please ask them to contact their own GP Practice as they may be eligible for a free flu vaccination.</p> <p>We look forward to seeing you soon.</p> <p>Yours sincerely,</p> <p>[GP Practice Nurse/Practice Manager name] [Position title]</p> <p>For more information visit: www.nhs.uk/flu</p> <p>Page 1 of 2</p>	<p>Template for GPs to invite patients at risk from flu due to a medical condition, pregnancy or age, and those who receive a carer's allowance or are the main carer for an older or disabled person, to have their annual flu vaccine.</p>	<p>Download via GOV.UK</p>

Best practice guide for general practice


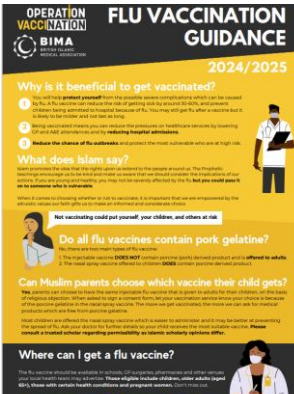
Health publication	Type	Versions/product code
<p>GP best practice guidance: Increasing flu vaccine uptake in preschool children</p>  <p>UK Health Security Agency</p> <p>Increasing influenza immunisation uptake among pre-school children</p> <p>Best practice guidance for general practice</p> <p>Your health matters</p>	<p>This resource sets out steps that General Practice can take to improve flu vaccine uptake in children aged 2 and 3 years old.</p>	<p>This document can be downloaded GOV.UK</p>

Resources from the British Islamic Medical Association (BIMA)

The British Islamic Medical Association (BIMA) have updated their two resources which explain the benefits of flu vaccination, the Islamic position on taking up the vaccine, and how to weigh up whether your children should have the nasal spray vaccine given the porcine gelatine content and conflict with a halal diet.

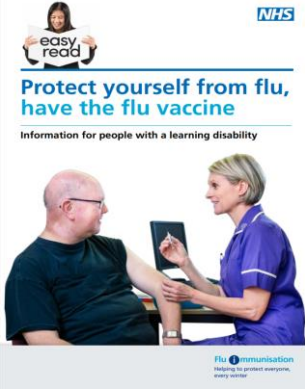


These resources have been designed and published by BIMA, and we are sharing with stakeholders with their permission.




BIMA are happy to be contacted for any local queries on info@britishima.org

Resource from BIMA	Download link
<p>BIMA – Why should my child take Fluenz (children’s nasal flu vaccine)?</p> 	<p>Available to download via the BIMA website</p>
<p>BIMA – Flu vaccination guidance 2024 to 2025</p> 	<p>Available to download via the BIMA website</p>

Resources for supporting people with a learning disability, autistic people, their family and carers and those requiring reasonable adjustments

Several resources are available for those with a learning disability. They are aimed at people who have a learning disability or who care for someone with a learning disability. They provide advice on the flu virus and why you need a vaccine every year.

Health publication	Type	Versions/product code
<p>Protect yourself from flu: easy-read leaflet</p> 	<p>Easy-read leaflet</p>	<p>EASYREADFLU1</p>
<p>Protect yourself from flu: Easy read poster</p> 	<p>Easy-read poster</p>	<p>EASYREADFLU2</p>
<p>Flu vaccination films for people with a learning disability and autistic people and their family or carers</p> 	<p>Two short films about the importance of flu vaccination for people with a learning disability and autistic people with certain health conditions. The film covers why it is important, who is eligible for a free vaccine, where you can get the vaccine and reasonable adjustments.</p>	<p>Youtube Video 1 and YouTube Video 2</p>

		
<p>Reasonable adjustments resources</p>  	<p>The importance and range of reasonable adjustments that can be made so people with a learning disability or other disabilities have good access to healthcare is explained in this film.</p>	<p>Resources and tools to support this legal requirement can be found on the NHS website.</p>

COVID-19 health publications will be available in due course and this toolkit will be updated when they are ready for download and order.

Vaccination rates

Official statistics on winter vaccination uptake data during the 2024 to 2025 season will be available at the links below:

- [Week flu and COVID-19 surveillance reports during the 2024 to 2025 season including data tables and graphs by age and ethnicity will be available here:](#)
- [Monthly flu vaccine uptake data will be available](#)

Flu vaccination rate 2023 to 2024

- **Older people:** The 2023 to 2024 winter season saw a flu vaccine uptake of 77.8% in those aged 65 years and over (compared with 79.9% in 2022 to 2023).

- **6 months to under 65s:** The vaccination rate was 41.4% for those aged 6 months to under 65 years of age with one or more underlying clinical risk factors (excluding pregnant women without other risk factors and carers), compared with 49.1% in 2022 to 2023)
- **Pregnant women:** Vaccine uptake in pregnant women was 32.1%, compared with 35.0 % in 2022 to 2023.
- **Frontline healthcare workers:** In England, vaccine uptake among all frontline healthcare workers (trusts and GP practices) was 43.1% compared to 49.9% in 2022 to 2023.
- **2- and 3-year-olds:** The combined uptake for 2 and 3 year olds was 44.4% compared with 43.7% in 2022 to 2023.
- **People of black ethnicity (over 65s):** Only 45.5% adults over 65 from black/black British Caribbean background and 48.0% of Black or Black British - African got the flu vaccine last year (compared to 81.7% of the white British population)
- **People of black ethnicity (with long-term health conditions):** Only 23.1% of black/black British Caribbean adults with a long-term health condition and 31% of Black/Black African adults got the flu vaccine last year compared to 45.2% of white British population.
- **People of black ethnicity (pregnant women):** Only 12.2% of black British Caribbean pregnant women and 26.2% of black British African pregnant women got the flu vaccine last year compared to 36.7 of pregnant white women.
- **People of Asian ethnicity (over 65s):** Asian or Asian British – Indian 69.4% Asian or Asian British – Pakistani 51.4%; Asian or Asian British – Bangladeshi 65.9%; Asian or Asian British – Any other Asian background 67.4% (compared to 81.7% of the white British population)
- **People of Asian ethnicity (with long-term health conditions):** Asian or Asian British - Indian 41.4%; Asian or Asian British - Pakistani 28.0%; Asian or Asian British - Bangladeshi 43.4%; Asian or Asian British - Any other Asian background 42.1% (Compared to 45.2% of white British population)
- **People of Asian ethnicity (pregnant women):** Asian or Asian British - Indian 36.0%; Asian or Asian British - Pakistani 23.1%; Asian or Asian British - Bangladeshi 30.4%; Asian or Asian British - Any other Asian background 34.5% (compared to 36.7%) of pregnant white women.

Annual reports with all the flu vaccine uptake data for 2023 to 2024 can be found here:

- [Seasonal influenza vaccine uptake for all GP patients – Annual report 2023 to 2024](#)
- [Seasonal influenza vaccine uptake for school-aged children – Annual report 2023 to 2024](#)
- [Seasonal influenza vaccine uptake for frontline healthcare workers – Annual report 2023 to 2024](#)

COVID-19 vaccination rate

- UKHSA COVID-19 vaccine uptake data from last autumn's programme can be found in the [National influenza and COVID-19 surveillance report for 1 February 2024](#).
- Vaccine uptake for last year's autumn programme for those aged 65 years and over was approximately 70%.
- [UKHSA surveillance data on last autumn's programme](#) showed that those who received a vaccine were around 45% less likely to be admitted to hospital with COVID-19 from two weeks following vaccination with protection lasting for around 4 months, compared to those who did not receive one.
- NHS England will be publishing [uptake statistics on a weekly basis](#) from week commencing 14 October.

Weekly Winter Briefings

Each week throughout the winter season, we publish a [Weekly Winter Briefing](#). This is a summary of the RSV, flu and COVID-19 data found in our [National flu and COVID-19 surveillance reports](#). We also include a summary of our latest norovirus data from our [National norovirus and rotavirus surveillance reports](#).

Each week on our [X/Twitter account](#), we visualise our COVID-19 data into a sharable infographic. These are shared every week on a Thursday afternoon after we publish our Weekly Winter Briefing report and press release.

UKHSA data dashboard

The [UKHSA data dashboard](#) shows public health data across England. It builds on the success and is an iteration of the COVID-19 in the UK dashboard.

The dashboard currently presents a range of data on respiratory viruses. You can also view any weather health alerts issued warning of adverse weather. We will also add data for other health topics should they be declared on a case-by-case basis. In the future, it will grow to present a wider range of data on public health topics in line with the remit of the UKHSA.

We update the UKHSA data dashboard every Thursday. To see when we add new data for each specific metric, check the page for that virus.

Several metrics featured on this dashboard are paused for the summer. This includes healthcare data for influenza and respiratory syncytial virus (RSV) which will resume in autumn. It also includes COVID-19 genomic lineage data.

Blogs

- UKHSA: [Who's eligible for the 2024 COVID-19 vaccine, or 'Autumn Booster'?](#)
- UKHSA: [Should we be worried about the new COVID-19 variant?](#)

Press releases

- UKHSA: [JCVI advises on eligible groups for autumn COVID-19 vaccination](#)
- NHS: [Millions to get protected ahead of winter in NHS vaccine rollout](#)

Further information

- NHS: [COVID-19](#)
- NHS: [Flu](#)
- NHS: [Flu jab](#)
- NHS: [Child flu](#)
- NHS: [Pregnancy and flu](#)
- UKHSA, NHS England, Department of Health and Social Care: [National flu immunisation programme plan 2024 to 2025](#)
- UKHSA: [National flu and COVID-19 surveillance reports: 2024 to 2025 season](#)
- NHS Flu and COVID-19 Seasonal Vaccination Programme letter: [autumn/winter 2024/25](#)
- UKHSA: [Sources of surveillance data for influenza, COVID-19 and other respiratory viruses](#)

FAQs

Flu vaccination

Who is most at risk?

People in older age groups, young children, pregnant women and those with certain long-term health conditions are most at risk of getting seriously ill with flu. But the good news is they can help protect themselves by getting the flu vaccine.

Who is eligible?

If you're vulnerable to flu you should take advantage of the vaccine to keep yourself well and winter strong.

The following groups are to be offered flu vaccination:

From 1 September 2024:

- pregnant women
- all children aged 2 or 3 years on 31 August 2024
- primary school aged children (from Reception to Year 6)
- secondary school aged children (from Year 7 to Year 11)
- all children in clinical risk groups aged from 6 months to less than 18 years

From 3 October 2024:

- those aged 65 years and over
- those aged 18 years to under 65 years in clinical risk groups (as defined by the [Green Book, Influenza Chapter 19](#)) – such as diabetes, heart disease, some neurological conditions, liver disease or a weakened immune system (for instance due to being prescribed steroids or treated for cancer)
- those in long-stay residential care homes
- carers in receipt of carer's allowance, or those who are the main carer of an elderly or disabled person
- close contacts of immunocompromised individuals
- frontline workers in a social care setting without an employer led occupational health scheme including those working for a registered residential care or nursing home, registered domiciliary care providers, voluntary managed hospice providers and those that are employed by those who receive direct payments (personal budgets) or Personal Health budgets, such as Personal Assistants

All frontline health care workers, including both clinical and non-clinical staff who have contact with patients, should be offered flu vaccine from 3 October as a vital part of the organisations' policy for the prevention of the transmission of flu.

For further details on eligibility please visit the [NHS website](#).

Why do I have to wait until October for my flu vaccine?

This year most eligible adults will be offered a flu vaccine from early October, which might be slightly later than in previous years. This is because the latest scientific evidence shows that protection from the flu vaccine decreases over time in adults. It is better to have the vaccine closer to when flu typically circulates.

When can I book?

Pregnant women

- From September, if you are pregnant you may be offered your vaccinations directly by a local NHS service, such as your local maternity service or you can get your vaccination through your local pharmacy or GP surgery.
- Pregnant women should have the vaccine from September. This is because the protection from the vaccine is passed through the placenta to the baby, giving the baby protection for the first few months of life when they are particularly at risk from flu. Therefore pregnant women shouldn't delay vaccination, especially those who are heavily pregnant, as babies born during the flu season need to be protected against flu as well the pregnant woman herself.
- From 3 October, you will be also be able to self-declare as being pregnant and book your vaccinations via the NHS App, online at www.nhs.uk/bookflu and www.nhs.uk/bookcovid or through 119 if you can't get online.

Children

- Evidence shows that flu circulates earlier in children. Children's protection from the vaccine doesn't decrease as quickly as it does in adults, so children can get the flu vaccine from September to help protect them and stop flu spreading.
- From 1 September, school-aged children can get their flu vaccine through school or community venues. Those aged 2-3 years old (on 31 August 2024) and in clinical risk groups can get the flu vaccine at their GP surgery.

Eligible adults

- Flu and COVID-19 vaccinations will be available to eligible adults from 3 October. Evidence shows that the vaccine's effectiveness can wane over time, so getting vaccinated later will ensure those most at risk are protected during the colder months when people gather indoors and winter viruses spread more easily.
- You may be invited by the NHS, but you do not need to wait for an invite to come forwards. If you are eligible, ask your GP practice or a pharmacy that offers NHS flu vaccination when you can book an appointment.
- Thousands of sites are offering the flu and COVID-19 vaccines to make it as easy and convenient as possible for people to get protection.
- From 23 September, you can start booking your flu and COVID-19 vaccinations on the NHS App, or book online at www.nhs.uk/bookflu and www.nhs.uk/bookcovid.

Can't get online? Call 119. Appointments will be available between 3 October until 20 December

- You can arrange your flu and COVID-19 vaccinations for the same appointment by booking on the NHS App or online (18+ only).
- You are encouraged to get both vaccines in the same visit where possible, to get protected against both viruses in just a few minutes. If this is not possible, it is better to get each vaccine as soon as you can rather than waiting
- From 3 October, you can find a pharmacy offering flu vaccines at www.nhs.uk/flu-pharmacy (18+ only) or book your flu vaccine directly with your GP surgery
- Read more on winter vaccines and how to book at www.nhs.uk/wintervaccinations.

Frontline health and social care workers

- We urge you to come forward for both your flu and COVID-19 vaccinations as soon as possible to protect yourself and your patients, and reduce pressure on the NHS during winter.
- The seasonal flu vaccine will be offered to all frontline healthcare workers, including both clinical and non-clinical staff, through their employer from 3 October. Social care staff without an employer-led occupational health scheme can continue to access the flu vaccination through their GP, community pharmacy or by booking online at www.nhs.uk/bookflu

I got the vaccine last year, is there a need to be vaccinated this year?

If you had the flu vaccination last year, you need another one this year. The flu viruses can change from one winter to the next. Flu vaccines are updated for each winter to give protection against the strains of flu that are most likely to be going around. For this reason, we strongly recommend that even if you were vaccinated last year, you should be vaccinated again this year.

Also, protection from flu vaccination goes down with time so even if some of the strains are the same you should have a flu vaccine again each flu season.

Children's flu programme

Do school children get offered the flu vaccine?

Yes. Around 8 million children in reception to year 11 will be offered the free nasal spray flu vaccine, delivered in schools by immunisation teams up and down the country.

How do pre-schoolers get the vaccine?

Children aged 2 and 3 years (on or before 31 August 2024) are eligible for the free nasal spray via their GP practice.

Can flu harm children?

Flu can be a very unpleasant illness in children, and for some, flu can lead to hospitalisation, and even death in rare cases.

During the 2022 / 2023 season over 6,000 under 5s in England were hospitalised by flu. In the week up to Christmas 2022, over 1,000 children under 5 were hospitalised by flu in England.

Children are offered the vaccine in the form of a quick and painless nasal spray vaccine, so it couldn't be easier.

Most children get it through their school, so parents should make sure to sign and return the consent form. For pre-schoolers, parents will be invited to bring their child forward in the coming weeks, or alternatively you can contact your GP practice to make an appointment.

Does the vaccine protect children against flu?

As well as helping to give children protection against flu, the vaccine also helps stop them passing it to others like elderly relatives such as grandparents, who will be more vulnerable.

Because so many infections can be passed on in school, high vaccination uptake among children can also help prevent the spread of infection in the wider community.

After vaccination, some kids may get mild side effects like a runny nose, but the vaccine cannot actually give them flu.

How does the nasal spray work?

The nasal spray contains viruses that have been weakened to prevent them from causing flu but will help your child to build up immunity. This means your child will be better able to fight off flu.

The vaccine is absorbed quickly in the nose so, even if your child sneezes immediately after having had the spray, there's no need to worry that it hasn't worked.

Are there any side-effects of the nasal spray?

Children may develop a runny or blocked nose, headache, general tiredness, and some loss of appetite. However, these are much milder than developing flu or complications associated with flu. Serious side-effects are uncommon.

Can the vaccine cause flu?

No, the vaccine cannot cause flu because the viruses in it have been weakened to prevent this from happening.

What if my child has a health condition?

Children with certain health conditions, even if well managed, are at higher risk of severe complications if they get flu. It is especially important that these children are vaccinated.

These conditions include:

- serious lung problems, for example, asthma needing regular inhaled or oral steroids
- serious heart conditions
- kidney or liver disease
- diabetes

- immunosuppression due to disease or treatment, for example, chemotherapy or radiotherapy treatment for cancer or long-term steroid use
- problems with the spleen, either because the spleen has been removed (asplenia) or doesn't work properly, for example, because of sickle cell or coeliac disease
- our GP may also recommend that your child is vaccinated if they have a condition that affects the nervous system such as cerebral palsy

These children should have a flu vaccination every year from the age of six months onwards. Most will have the nasal spray vaccine, but it is not recommended for children under the age of 2 years.

Children under 2, and those for whom the nasal spray is not suitable for medical reasons, will be offered a flu vaccine injection.

If you are not sure whether your child needs a flu vaccination or you need more advice, speak to your practice nurse, GP or health visitor.

Does the nasal vaccine contain gelatine derived from pigs (porcine gelatine)?

Yes. The nasal vaccine contains traces of a highly processed form of gelatine (porcine gelatine), which is used in a range of many essential medicines. The gelatine helps to keep the weakened vaccine viruses stable, so the vaccine can work properly. The nasal vaccine is easy to give and painless. Each child who has the nasal spray vaccine gets the best protection against flu. It is also considered to be the best at reducing the spread of flu. That way children protect one another and others who might be vulnerable to flu.

For those who may not accept the use of porcine gelatine in medical products, an injected flu vaccine is available as an alternative. You should discuss your options with your nurse, doctor, or school-aged immunisation team.

Flu and pregnancy

Should pregnant women have a flu vaccination?

Pregnant women are encouraged to get vaccinated to protect themselves and their unborn babies. This is because the protection from the vaccine is passed through the placenta to the baby, giving the baby protection for the first few months of life when they are particularly at risk from flu.

Being pregnant changes how your body fights infections like flu and catching it while pregnant increases your risk and your baby's risk of complications which may result in a stay in hospitalisation.

The [flu vaccine can be given safely to expectant mothers at any stage of pregnancy](#), even right from the start. You can speak to your GP practice, pharmacist or midwife now about booking a flu jab appointment.

Pregnant women shouldn't delay vaccination, especially those who are heavily pregnant, as babies born during the flu season need to be protected against flu as well the pregnant woman herself.

Flu and long-term health conditions

What about those with long-term health conditions?

Individuals with certain long-term health conditions are eligible for a free flu vaccine. Conditions that would make someone eligible include those with:

- Heart or liver disease
- Chronic respiratory disease
- Diabetes
- Immunosuppression (weakened immune system)
- Some neurological conditions (like Parkinson's, motor neurone disease, multiple sclerosis (MS) or cerebral palsy)

A [full list of who is eligible](#) is available on the NHS website.

COVID-19

Will the vaccine protect me against the latest strain I've read about?

It's too early to know that right now. But based on previous seasons, the vaccines provide good protection against hospitalisation, reducing the rates by almost half, and death, even when not targeted to the most recent strain, and are expected to work against this new one too. Early data about the variant is encouraging. If you are eligible, get booked in for your vaccine as soon as possible.

Does the vaccine actually help?

[UKHSA surveillance data on last autumn's programme](#) showed that those who received a vaccine were around 45% less likely to be admitted to hospital with COVID-19 from two weeks following vaccination with protection lasting for around 4 months, compared to those who did not receive one.

Who is eligible for COVID-19 vaccination?

Thanks to the success of our vaccine programme, we have built a strong, broad immune defences against COVID-19 throughout the population. However, some people remain more vulnerable to severe illness from COVID-19, and vaccination will provide the best protection against severe infection this winter.

JCVI advises the following groups be offered a COVID-19 vaccine this autumn:

- adults aged 65 years and over
- residents in a care home for older adults
- individuals aged 6 months to 64 years in a clinical risk group ([as defined in tables 3 or 4 in the COVID-19 chapter of the Green Book](#)) such as diabetes, heart disease, some neurological diseases, liver disease or a weakened immune system (for instance due to being prescribed steroids or treated for cancer). Pregnant women are also part of the clinical risk group.

The Minister for Public Health and Prevention, Andrew Gwynne, [accepted the advice](#) on 2 August and stated frontline NHS and social care workers would also continue to be offered the vaccine this autumn.

The vaccine should usually be offered no earlier than around 6 months after the last vaccine dose.

How can I book my COVID-19 vaccine?

Pregnant women

- From September, if you are pregnant you may be offered your vaccinations directly by a local NHS service, such as your local maternity service or you can get your vaccination through your local pharmacy or GP surgery.
- From 3 October, you will be also be able to self-declare as being pregnant and book your vaccinations via the NHS App, online at www.nhs.uk/bookflu and www.nhs.uk/bookcovid or through 119 if you can't get online.

Children

- From 3 October, COVID-19 vaccination appointments can be booked for children that are eligible and aged 5 years and over online at www.nhs.uk/bookcovid or via 119 if you can't get online. If your child is under 5 years old, they can get their COVID-19 vaccination via their GP practice.

Eligible adults

- Flu and COVID-19 vaccinations will be available to eligible adults from 3 October. Evidence shows that the vaccine's effectiveness can wane over time, so getting vaccinated later will ensure those most at risk are protected during the colder months when people gather indoors and winter viruses spread more easily.
- You may be invited by the NHS, but you do not need to wait for an invite to come forwards. If you are eligible, you are encouraged to get your winter vaccinations as soon as you can for the best possible protection.
- Thousands of sites are offering the flu and COVID-19 vaccines to make it as easy and convenient as possible for people to get protection.
- You can arrange your flu and COVID-19 vaccinations for the same appointment by booking on the NHS App or online (18+ only).
- You are encouraged to get both vaccines in the same visit where possible, to get protected against both viruses in just a few minutes. If this is not possible, it is better to get each vaccine as soon as you can rather than waiting
- From 3 October, you can find your nearest COVID-19 vaccination walk-in site at www.nhs.uk/covid-walk-in – you do not need to make an appointment but check which age groups they offer vaccinations to before attending
- Read more on winter vaccines and how to book at www.nhs.uk/wintervaccinations.

Frontline health and social care workers

- We urge you to come forward for both your flu and COVID-19 vaccinations as soon as possible to protect yourself and your patients, and reduce pressure on the NHS during winter.
- For frontline health and social care workers and staff working in care homes for older adults, your employer will be able to point you in the direction of the most convenient COVID-19 vaccination offer. This may be by booking online at www.nhs.uk/bookcovid from 23 September, where staff can self-declare their eligibility.

Why are unpaid carers and household contacts of immunosuppressed people not eligible for the COVID-19 vaccine in England this autumn?

JCVI advice has continued to adapt as COVID-19 has changed from a pandemic threat to becoming a common milder infection. This transition reflects the very high levels of immunity in the population against COVID-19.

Unpaid carers and household contacts are not eligible this autumn as COVID-19 vaccines only provide modest protection against acquiring mild or asymptomatic illness from the current highly transmissible Omicron sub-variants. The available vaccines continue to provide good additional protection against becoming severely ill (being hospitalised or dying). Those aged below 65 years who are otherwise healthy are not at high risk of severe COVID-19.

Protection against transmission of infection from one person to another is expected to be even more limited. Therefore, the benefit of vaccinating an individual in order to reduce the risk of severe disease in other people is much less evident now compared with previous years.

Should pregnant women get the COVID-19 vaccine?

All pregnant women are defined as part of a clinical risk group and are encouraged to get vaccinated to protect themselves and their unborn babies. Being pregnant changes how your body fights infections like COVID-19 and catching it while pregnant increases your risk and your baby's risk of complications which may result in hospitalisation.

The COVID-19 vaccine [can be given safely to expectant mothers at any stage of pregnancy](#), even right from the start. COVID-19 vaccines do not contain live coronavirus and cannot infect a pregnant woman or her unborn baby in the womb.

Can you get a COVID-19 vaccine privately?

As with other healthcare, whether a vaccination is available privately in the UK is a matter for manufacturers and private healthcare providers.

Can I choose which vaccine I have?

COVID-19 vaccines authorised for use by the NHS are effective, provide a strong booster response and have good safety record. You will be offered the right vaccine for you. They have all met strict standards of safety, quality and effectiveness. Alternatives will be made available where clinically appropriate.

Can you still catch COVID-19 after having the vaccine?

COVID-19 vaccines will reduce the chance of you becoming severely unwell this winter, but only provide modest protection against acquiring mild or asymptomatic illness from the current highly transmissible Omicron sub-variants.

It may take a few days for your body to build up some extra protection from the vaccine. Those aged below 65 years who are otherwise healthy are not at high risk of severe COVID-19.

About the UK Health Security Agency

UKHSA is responsible for protecting every member of every community from the impact of infectious diseases, chemical, biological, radiological and nuclear incidents and other health threats. We provide intellectual, scientific and operational leadership at national and local level, as well as on the global stage, to make the nation health secure.

[UKHSA](#) is an executive agency, sponsored by the [Department of Health and Social Care](#).

About NHS England

[NHS England](#) provides national leadership and oversight for the health service - supporting and overseeing the commissioning of health services; allocating the budget to different parts of the NHS; commissioning certain services directly; and with specific oversight of providers of NHS services.

www.gov.uk/government/organisations/uk-health-security-agency

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