



Mae Brechu yn
achub bywydau
Vaccination
saves lives

Flu vaccine

Communications toolkit

For healthcare
professionals



GIG
CYMRU
NHS
WALES

Iechyd Cyhoeddus
Cymru
Public Health
Wales

Contents

03	<u>OUR CAMPAIGN</u>	→
04	<u>HOW YOU CAN HELP</u>	→
05	<u>DISPLAY MATERIALS</u>	→
06	<u>PATIENT CONVERSATIONS</u>	→
07	<u>SOCIAL MEDIA ASSETS</u>	→
10	<u>TELL US WHAT YOU DID</u>	→
11	<u>STAY IN TOUCH</u>	→

Our campaign



Public Health Wales is running a communications campaign to encourage flu vaccination this winter.

The campaign will target the following audiences through paid advertising:

- People aged 65+
- People aged six months to 64 with a long-term health condition
- Pregnant women
- Parents of 2 and 3 year olds
- Parents of school-aged children to Year 11
- Frontline health and social care workers

However, the research is clear: patients place more trust in healthcare professionals than any other source of vaccine information.

Your advice and encouragement can be one of the most important factors in a patient's decision to get vaccinated.

How you can help



Five ways you can support the campaign:

- ✓ **Display posters and leaflets in waiting areas**

- ✓ **Use our digital screen image in waiting areas**

- ✓ **Discuss flu vaccination with eligible patients**

- ✓ **Encourage vaccination through social media**

- ✓ **Attend your own flu vaccination appointment**

Display materials



POSTERS



Posters:

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



Sizes available:
A4

[Order posters](#)

[Download posters](#)



LEAFLETS



Leaflets:

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



Printed and delivered
to your address

[Order leaflets](#)



DIGITAL SCREEN IMAGE



Digital screen image:

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



Format:
1920 x 1080 (16:9)

[Download image](#)

Patient conversations

Research shows that patients place more trust in healthcare professionals than any other source of vaccine information. A single conversation can have a big impact on a patient's decision to get vaccinated.



TOP TIPS FOR BETTER PATIENT CONVERSATIONS

- 1 Personalise the message:** "Given your condition, flu vaccination is particularly important for you"
- 2 Address concerns openly:** Ask about any worries they have and respond thoughtfully
- 3 Share what others do:** "Most people who are eligible choose to get vaccinated"
- 4 Highlight wider benefits:** "Getting vaccinated helps protect your family and community too"
- 5 Signpost to trusted sources:** "Search Public Health Wales vaccines" for more information



E-LEARNING: CONFIDENT VACCINE CONVERSATIONS

Our free e-learning module will give you the skills and knowledge you need to feel more confident starting vaccine-related conversations. It offers practical Motivational Interviewing techniques that can be used to make conversations more effective and reduce resistance and conflict.

[Complete the course](#)



Social media assets

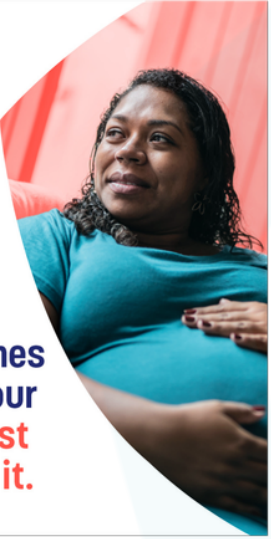
Download ready-made social media graphics and use our suggested text to promote the flu vaccine among your audiences.



PREGNANT WOMEN



Mae Brechu yn achub bywydau
Vaccination saves lives



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

Suggested post:

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

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

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

[Download assets](#) 



PEOPLE WITH HEALTH CONDITIONS



Mae Brechu yn achub bywydau
Vaccination saves lives



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

Suggested post:

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

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

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

[Download assets](#) 



PARENTS OF SCHOOL- AGED CHILDREN



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



Suggested post:

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

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

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

[Download assets](#)



PEOPLE AGED 65+



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



Suggested post:

Flu season is coming, and so is your invite.

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

This winter, make sure you're protected too.

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

[Download assets](#)



HEALTHCARE WORKERS



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



Suggested post:

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

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

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

[Download assets](#)



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



Mae Brechu yn
achub bywydau
Vaccination
saves lives

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



Suggested post:

Each year, over 25,000 2 and 3 year olds in Wales are protected against flu through the nasal spray vaccine. The nasal spray is safe, painless, and quick.

Flu can be serious for young children, but the flu vaccine helps reduce the risk of serious illness.

Find out more:

phw.nhs.wales/flu vaccine

[Download assets](#)



**ALL
ADULTS**



Mae Brechu yn
achub bywydau
Vaccination
saves lives

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



Suggested post:

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

This winter, make sure you're protected too.

Find out more:

phw.nhs.wales/flu vaccine

[Download assets](#)

FULL MESSAGING GUIDE



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

[Download messaging](#)

These messages can support conversations with patients and colleagues.

Tell us what you did

We'd love to hear how you supported the flu vaccination campaign this winter – and how your audience responded.

Your feedback will help us better understand the campaign's impact, what we can improve and how we can better work with organisations like yours in the future.

Whether you shared a social media post, put up a poster or spoke to staff or service users directly, every action counts – and we want to hear what you got up to.

[Complete our short feedback form.](#)

It takes just five minutes to complete.

Stay in touch

Thank you for helping us protect people in Wales against flu.

We'd love to hear from you. To find out more about our work, or to discuss opportunities for collaboration, please contact:



communications.team@wales.nhs.uk