

Primary and secondary school flu vaccine campaign

August 2022



All primary and secondary school children are being offered the flu vaccine, which will be given as a painless nasal spray in school. The media campaign will launch on Monday 15th August across digital and radio channels and run until Monday 5th September.

We would really value your support in sharing key messages and campaign assets. You will find a range of materials in this toolkit to help do this – including static social media assets, video assets, suggested social media posts and editorial copy.

All materials can be accessed and downloaded from PRgloo (link).

Why

- Flu can be serious, even for healthy children.
- The flu vaccine helps prevent your child getting sick with flu and needing time off school or away from their activities.
- The flu vaccine is an easy, painless and safe way to help protect your child this winter.
- The flu vaccine cannot give your child flu.
- Your child only needs one dose of the flu vaccine each year.
- The flu virus changes every year.

Who/what/where

- This year's childhood flu programme includes children from 2 years to S6 (less than 18 years).
- The flu vaccine is usually given to children and young people as a painless nasal spray.
- All school pupils will be vaccinated for flu at school. Letters, leaflets and consent forms will be sent home with primary and secondary school pupils. (Secondary school pupils can self-consent.)
- If your child is ill on school vaccination day, please call the number on your vaccination letter to rearrange.
- Children aged 2-5 not yet at school will be invited forward by their Health Board or the national vaccination appointments team.
- For more information visit nhsinform.scot/childflu or call 0800 030 8013.

Suggested social media posts

Video and static social media assets can all be found on PRgloo

Stop your child from getting sick,
and needing time off school.



The flu vaccine helps prevent your child getting sick with flu and needing time off school or away from their activities. Visit nhsinform.scot/childflu

Suggested social media posts



All primary and secondary school pupils will be offered the flu vaccine at school. Look out for consent forms sent home from school. Visit nhsinform.scot/childflu



With viruses circulating more in winter, it's important to boost your child's immunity to flu by getting their flu vaccine. Visit nhsinform.scot/childflu

Suggested social media posts



The flu vaccine will be given at school. If your child misses their vaccination find the number on their appointment letter to rearrange their vaccine at another time. Visit nhsinform.scot/childflu



The flu vaccine is an easy, painless and safe way to help protect your child this winter. Visit nhsinform.scot/childflu

**For more information about
the campaign, contact:
health@smarts.agency**

