

Childhood flu 2 to 5-year-olds toolkit

August 2022



NHS
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All children aged 2-5 who are not yet in school are being offered the flu vaccine, which will be given as a painless nasal spray. The media campaign will launch on Monday 29th August across digital and radio channels.

We would really appreciate your support in sharing key information with your audiences. 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 nursery or childcare.
- The flu vaccine is an easy, painless and safe way to help protect your child this winter.
- The flu virus changes over time. That's why your child needs the flu vaccine each year.
- The flu vaccine will reduce the risk of your child getting flu or spreading it to friends and family who are at greater risk from flu.
- The flu vaccine cannot give your child flu.

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.
- Children aged 2 to 5 not yet at school will be invited forward for vaccination by their Health Board or the national vaccination appointments team via letter. These will arrive at homes from September and will include the date, time, and location of the child's appointment.
- Parents and carers should call the number on their child's letter if they need to reschedule their appointment.
- All school pupils will be vaccinated for flu at school and will be given letters, leaflets and consent forms to take home.
- 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

Flu can be serious,
even for healthy children.



All children aged 2 to 5 are eligible for the flu vaccine, which is given as a painless nasal spray. Look out for your child's appointment letter. Visit nhsinform.scot/childflu

Flu can be serious,
even for healthy children.



The flu vaccine is an easy, painless and safe way to help protect your child this winter. An appointment letter with information about your child's vaccination appointment will be arriving soon. Visit nhsinform.scot/childflu

Suggested social media posts

Flu can be serious,
even for healthy children.



The flu vaccine helps prevent your child getting sick with flu and needing time off nursery and other activities. If your child is aged 2 to 5 and not yet at school, look out for their appointment letter in the post. Visit nhsinform.scot/childflu

Flu can be serious,
even for healthy children.



The flu virus changes over time, so your child needs to get the vaccine every year to help them stay protected. If your child is aged 2 to 5 and not yet at school, look out for their appointment letter in the post. Visit nhsinform.scot/childflu

Suggested social media posts

The flu vaccine for children is safe and painless.



Flu can be serious, even for healthy children. Getting your child vaccinated against flu can help protect them. Appointment letters for children aged 2 to 5 not yet at school are now being issued, please look out for yours in the post. Visit nhsinform.scot/childflu

Getting the flu vaccine every year helps children stay protected.



Got children aged 2 to 5 who are not yet at school? Look out for their flu vaccination appointment letter in the post. If you need to reschedule their appointment you can call the number on their letter. Visit nhsinform.scot/childflu

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

