

COVID-19 and Flu Vaccination Programme

Frontline health and social care
workers and people aged 65+

August 2022



Scotland's winter vaccination programme is now underway, with frontline health and social care workers and those aged 65 and over among the first to be invited for their COVID-19 and flu vaccines.

A new campaign aimed at all groups eligible for vaccination will launch soon, but in the meantime, your support in reaching those currently being called forward would be greatly appreciated.

Those aged 65 and over will be contacted from Monday 15 August with a scheduled appointment for their COVID-19 and flu vaccination.

As of Monday 22 August, the booking portal will be available to frontline health and social care workers to book appointments for their COVID-19 and flu vaccines. Staff should book on the portal or follow advice from their boards on any local arrangements.

This toolkit contains links to social media assets and suggested social copy aimed at both these groups.

All other eligible cohorts should wait until they are contacted or called forward. For more information and to find out if you are eligible visit nhsinform.scot/wintervaccines.

More materials for other eligible groups will be made available in due course.

Key messages

- The Joint Committee on Vaccination and Immunisation (JCVI) have advised that frontline health and social care workers are eligible for both COVID-19 and flu vaccines.
- Frontline health and social care workers can book their vaccination appointment online at nhsinform.scot/wintervaccines or follow advice from their health board on any local arrangements.
- We are vaccinating some health and social care workers against COVID-19 to protect the most vulnerable patients. Those who don't have face to face contact with vulnerable patients do not need a COVID-19 vaccine at this time.
- It's vital that you take up the offer of vaccination – it protects you and those you support against serious COVID-19 infection.

- When booking your vaccine appointment online, have your booking portal username and password ready. Find your username on any appointment letter or recover it by using a past vaccination date from the COVID-19 status app or paper vaccination record. If you do not know a past vaccination date, or you do not have online access, you would need to call the National Vaccination Helpline on 0800 030 8013.

Social media assets and copy for health and social care workers are available on PRgloo [here](#).

Frontline health or social care worker? Book your winter vaccines online.



Frontline health or social care worker? Book your winter vaccines online.



Key messages

- All adults aged 65 years or over will be contacted soon with a scheduled appointment for their COVID-19 and flu vaccinations.
- If you are unable to attend your COVID-19 and flu vaccination appointment please cancel or reschedule. This will allow us to offer the appointment to someone else.

Social media assets and copy for those aged 65 and over are available on PRgloo [here](#).

**Aged 65 and over?
You will be contacted soon
about your winter
vaccine
appointment.**



**Aged 65 and over?
You will be contacted
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Key messages

- Flu and COVID-19 can be serious, even if you are healthy.
- The vaccines are the best way to help protect you from flu and COVID-19.
- Vaccines boost your immunity. As protection reduces over time, it is important to have the vaccines when you are offered them.
- Where possible, the flu and COVID-19 vaccines will be given at the same time to those who are eligible for both.
- Evidence shows that administration of both vaccines together is a safe and efficient way to deliver maximum protection over the winter months.
- COVID-19 immunity wanes over time, but your protection against serious illness from COVID-19 increases with every additional dose of the vaccine you receive.

Social media assets and copy with general winter vaccine messaging are available on PRgloo [here](#).

The vaccine offered is safe and effective.



Don't let your protection fade this winter.



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

