



# #DOYOURBIT

Friday 1 October 2021

## **Communications toolkit for the **public** flu campaign across the North East and North Cumbria**

### **#DoYourBit and support our campaign!**

*This campaign toolkit is available for communications leads in health, social care, local authority and voluntary organisations to use and adapt to encourage the uptake of flu vaccinations by the public. We will be adding to the toolkit as we move through the coming months.*

### **Join our movement**

Over the past 18 months health and care organisations across the North East and North Cumbria have come together to urge the public to #DoYourBit to help protect themselves, each other and their communities.

During this time the support for the NHS, care organisations and our communities has been amazing but we know the winter months ahead will be challenging.

Our #DoYourBit campaign will continue to run over the next few months to remind people of the things they can do to stay well this winter and support the NHS too. This includes getting their winter vaccinations.

### **#DoYourBit flu campaign**

[www.doyourbit-nenc.co.uk/flu](http://www.doyourbit-nenc.co.uk/flu)

We are encouraging all of those who are eligible for a free flu vaccination to make sure they take up the offer.

To support this regional effort, and to help deliver our most ambitious flu vaccination programme yet, our campaign urges people to take-action and get their vaccination or encourage their loved one to get theirs. We are really focusing our efforts on some key groups where uptake has been lower in previous years such as those under 65 in 'at-risks' groups, pregnant women, children age 2-3 and carers.

In our [toolkit](#) you will find access to a number of assets you can use and adapt for your own channels that you know work.

The North East and North Cumbria ICS has also invested in some advertising across the region which includes social media, TV and radio.

There's also a host of assets on the PHE website, including FAQs, and you can also refer to these for more information about flu.

<https://campaignresources.phe.gov.uk/resources/campaigns/34-winter-vaccinations-public-facing-campaign/resources>

## **COVID-19**

We are working closely with the vaccination programme for COVID-19 as some people who can have the flu vaccine can also have the COVID-19 booster (if it has been six months since their second covid vaccination). The offer of a first or second dose of the COVID-19 vaccine is still there for anyone who has not taken up the offer as yet.

## **Some #DoYourBit top tips**

### **Join us now on social media**

We're asking you to include our handles on all of your social media posts about the flu vaccine, then we can re-share and make sure the message reaches far and wide

### **Our channels and social media handles**

- **Instagram:** [@nenc\\_ics](#)
- **Twitter:** [@NENC\\_ICS](#)
- **Facebook:** [@NorthEastandNorthCumbriaICS](#)
- **LinkedIn:** [North East and North Cumbria ICS](#)
- **YouTube:** [Join Our Journey – an ICS for the NE and N Cumbria](#)

### **Our campaign hashtags**

#Getthefluvaccine

#DoYourBit

#ProtectYourself

#ProtectYourFamily

#ProtectYourCommunity

We are driving our social media posts to our campaign website which is [www.doyourbit-nenc.co.uk/flu](http://www.doyourbit-nenc.co.uk/flu)

You don't have to do the same as you may have local information. Do what is most effective for your audiences – you know them best! You can also direct social media

posts to the national site here <https://www.nhs.uk/conditions/vaccinations/flu-influenza-vaccine/>

**Do Your Bit TV:** You can create your own content for Do Your Bit TV: Feel free to develop and share it on social media or you can share it with us and we can add it to our Do Your Bit TV playlist on YouTube. We have animations you can add to the end of your films so you can be part of the campaign.

Ideas include

- Video messages of someone saying they've done their bit and had their flu jab, and asking others to do their bit too
- Video messages from a health professional explaining why it's important to have the vaccine (there are some common FAQs in the toolkit you can use to support this)

If you would like a DoYourBit TV pull up banner, let us know by emailing [andrew.younger@northumbria.nhs.uk](mailto:andrew.younger@northumbria.nhs.uk)

***Localise!*** You can also localise your messaging to make sure you reach your communities, for example: #DoYourBitCountyDurham and you will see there are some visuals to help you do that too. If you need support to localise assets further, get in touch.

## What's in the toolkit?

You will find a toolkit of materials that you can share across your own area using all of the channels that you know work. You can access the assets here <https://www.doyourbit-nenc.co.uk/flu-toolkit-2021>

There are contact details at the end of the document if you need support.

- A general narrative and key messages for key groups
- Social media plan with messages you can use or adapt
- FAQs

## Assets available include

- Digital assets for websites
- Visual assets for social media and a plan with suggested messages.
- Animation (coming soon)
- Posters and printed materials to download
- Email signatures
- Film bookends

## What's next?

***As we move through the flu vaccination programme we will be adding to or adapting the campaign if we need to do.*** We will keep in touch.

## **Next phases and other groups**

We will be doing further work to reach out to particular groups. Locally many organisations will be doing this already.

**Learning disabilities:** We are working with the North East and North Cumbria Learning Disability Network so we can share messages

**Businesses:** We are connecting with The Chamber of Commerce to link with businesses and share messages across the region.

**Voluntary networks:** We are working with VONNE to share messages across their networks about the importance of communities taking up the offer of the free flu vaccine.

**Our staff:** There is a separate toolkit and comms guide to support communications with employees.

## **More information**

**For further help or advice on using the toolkit or if you need support to tailor assets please contact:**

- For CCGs and GP surgeries contact Andrea Jones, Communications Officer, NECS, [andrea.jones2@nhs.net](mailto:andrea.jones2@nhs.net)
- For NHS trusts and others organisations contact [elaine.barclay@northumbria.nhs.uk](mailto:elaine.barclay@northumbria.nhs.uk), [andrew.younger@northumbria.nhs.uk](mailto:andrew.younger@northumbria.nhs.uk) or Sarah McKellar on [sarah.mckellar@northumbria.nhs.uk](mailto:sarah.mckellar@northumbria.nhs.uk)

**Published Friday 1 October 2021**