



#DOYOURBIT

Friday 1 October 2021

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

This campaign toolkit is for NHS communications leads to use and adapt to encourage the uptake of flu vaccinations by their staff. It can be found [here](#).

Introduction

Health and care organisations across the North East and North Cumbria are coming together to urge staff to #DoYourBit and have the flu vaccination to help protect each other, patients and loved ones from contracting the virus. Organisations across the region are aiming to have 100 per cent uptake of the vaccine.

This year staff are also being offered the covid booster vaccine (if it has been six months after their second dose).

Our flu campaign is part of a series of #DoYourBit campaigns which have been running over the past 18 months and will continue during the winter. You can find out more about this here <https://www.doyourbit-nenc.co.uk/>

Flu and covid booster vaccination programmes will vary from organisation to organisation but the following toolkit is designed to support your communications approach and ensure we have a joined-up approach to maximise impact across our region.

There is also a toolkit for sharing messages with the public and you can access a copy of that by visiting the above campaign site <https://www.doyourbit-nenc.co.uk/flu-toolkit-2021>

What's in the toolkit?

We have provided some assets which you can use and adapt to suit your local circumstances and share across your own channels. Some of the visuals you can adapt to reflect your workforce. As shown below. If you need anything customised we can do that for you, or we can provide artwork. Get in touch.

The asset list includes:

Signature blocks

#DOYOURBIT

Let's knock these viruses out!
Book your COVID booster and flu jabs today



Screen savers



#DOYOURBIT

Let's knock these viruses out!
Book your COVID booster and flu jabs
Double the jabs – double the protection

#PROTECTYOURCOMMUNITY

Intranet banners

#DOYOURBIT

Let's knock these viruses out!
Book your COVID booster and flu jabs



Book ends for videos

There's lot of evidence to show that staff are influenced by their peers. Why not share video messages of other staff who have had their vaccine. You can add our animated films ends to your video message.

League table for flu uptake to be populated by area

This can be populated using the data for your whole organisation to encourage a bit of friendly competition. It can be shared on your intranet page for all to see.

Position	Department	Number vaccinated
1	Name	1234
2	Name	1234
3	Name	1234
4	Name	1234
5	Name	1234
6	Name	1234
7	Name	1234
8	Name	1234
9	Name	1234
10	Name	1234
11	Name	1234
12	Name	1234
13	Name	1234
14	Name	1234
15	Name	1234

Social assets and posters

Social assets for internal social media channels. These are also available as posters on the toolkit.

NHS

YOUR
STAFF
PHOTO
HERE

#DOYOURBIT

Let's knock these viruses out!
Double the jabs, double the protection
Book your COVID booster and flu jab

#PROTECTYOURCOMMUNITY

Please ask for artwork if you want to insert your own image or we can add your image for you. Email us on elaine.barclay@northumbria.nhs.uk



As above.



There are also national resources that you can use. These can be accessed here.

Our channels and social media handles

Most of your information will be shared across your own **internal channels** but if you are sharing anything externally please remember to include our handles so we can like and share as well.

Instagram: [@nenc_ics](https://www.instagram.com/nenc_ics)

Twitter: [@NENC_ICS](https://twitter.com/NENC_ICS)

Facebook: [@NorthEastandNorthCumbriaICS](https://www.facebook.com/NorthEastandNorthCumbriaICS)

LinkedIn: [North East and North Cumbria ICS](https://www.linkedin.com/company/North-East-and-North-Cumbria-ICS)

YouTube: [Join Our Journey – an ICS for the NE and N Cumbria](https://www.youtube.com/watch?v=Join-Our-Journey-an-ICS-for-the-NE-and-N-Cumbria)

Our campaign hashtags

#DoYourBit

#ProtectYourself

#ProtectYourTeam

#ProtectYourFamily

#ProtectYourCommunity

#DoYourBit (add organisation or profession)

Key messages

The last thing any of us wants is to fall ill with flu or spread it to our loved ones, colleagues and patients. It's been a tough year and with Covid-19 circulating it's really important we get the best protection we can against these viruses.

Once again, we are asking you to #DoYourBit and protect yourself, your team, your family and your community against the flu by getting the free vaccine. This year we are aiming to make sure that all our workforce - 100% - are vaccinated against flu. It's a challenge but with your help we can do it!

This year you might also be invited to have a Covid-19 booster vaccine alongside your flu vaccine – it is safe to have them both at the same time. You can only have the booster if it has been six months after your second dose.

Flu can be a very serious illness. As frontline members of staff you are more susceptible to the flu virus and risk passing it onto your own colleagues, families and patients – that's why it's so important to get the vaccine. Please do not underestimate the serious nature of this virus.

Please come forward for your vaccination as soon as possible - make sure you are protected for the whole winter and don't wait until the system is under pressure.

Some health and social care staff are considered a higher priority due to their work with patients who may be at particular risk or if they provide services in clinical specialties which are likely to be under considerable pressure.

What you have achieved and dealt with this year has been amazing – let's keep you well this winter and make sure you get protected against the flu.

Remember the vaccine does not give you flu and is the most effective way of protecting you from the virus.

You can also help us by encouraging people you know – your friends, family and patients – to get their flu vaccine this year.

And if you haven't taken up the offer of a covid vaccine (whether that's your first or second dose) the offer is still there – do take it.

More information

For more information and advice to adapt or access the resources please contact elaine.barclay@northumbria.nhs.uk

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