

Flu General Messages (v1)

Call to action:

- If you're in an eligible group – make sure you get vaccinated
 - When you get your invite book your vaccination
1. Why take the risk? It's never been more important to have a flu vaccine! This winter we may be faced with second wave of COVID-19 and the flu virus. If you're in an eligible group make sure you get vaccinated. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity**
<https://www.doyourbit-nenc.co.uk/flu>
 2. It's never been more important to have a flu vaccine! Those most at risk from flu are also the most vulnerable to COVID-19 - why take the risk? If you're in an eligible group make sure you get vaccinated. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity**
<https://www.doyourbit-nenc.co.uk/flu>
 3. This year it's never been more important to have a flu vaccine. It's free for people over 65, pregnant women, children (2-12) & people with underlying health conditions and many more **#DoYourBit #ProtectYourself** <https://www.doyourbit-nenc.co.uk/flu>
 4. It's never been more important to have a flu vaccine!
Anyone at risk should get their free flu vaccination as soon as possible to ensure they are protected when the virus begins to circulate. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
 5. Being healthy won't stop you getting the flu or passing it on! It's never been more important to have your flu vaccine! If you're in an eligible group make sure you get vaccinated.
#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity
<https://www.doyourbit-nenc.co.uk/flu>
 6. Get your flu vaccine and stop the spread. 77% of people with flu show no symptoms but they can pass on the virus to vulnerable family and friends. It's never been more important and more people are now eligible for a free vaccination **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>

Flu Preventing the Spread

1. Don't be a spreader! You can have no flu symptoms but still spread the virus to friends and family. Why take the risk? If you're eligible, get your free flu vaccine **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
2. Don't be the one that spreads the flu virus. An adult can spread the flu virus from one day before and up to five days after symptoms start. Why take the risk? If you're in an eligible, get the vaccine! **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity**
<https://www.doyourbit-nenc.co.uk/flu>

Flu Safety

1. Worried about going for your flu vaccine? Don't be. Wherever you are receiving your flu vaccine, NHS teams will be making sure that things are safe with strict infection controls in place to prevent the spread of COVID-19. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
2. It's never been more important to have a flu vaccine this year. Wherever you receive your flu vaccine this year staff will be following strict infection control measures and wearing PPE **#DoYourBit** by wearing a face covering too **#ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
3. Going for your flu vaccine? That's great but please remember to wear a face covering and follow social distancing rules. **#DoYour Bit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
4. The flu vaccine is available at clinics and pharmacies as usual and social distancing and safety measures are in place to prevent the spread of COVID-19. **#DoYour Bit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>

Flu Hygiene

1. Handwashing and wearing a face covering can reduce the risk of spreading viruses but the flu vaccine is the single most effective protection against the virus. Check if you're eligible for a free vaccine this year **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
2. It's never been more important to have a flu vaccine! It is the single most effective protection against flu. **#Do your Bit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>

Flu Pregnancy

Call to action:

- Ask your GP, pharmacist or midwife about your free flu vaccine
1. Expecting a baby? If you're pregnant it's never been more important to have a flu vaccine! Ask your GP, pharmacist or midwife about your free flu vaccine **#DoYourBit #ProtectYourself #ProtectYourFamily** <https://www.doyourbit-nenc.co.uk/flu>
 2. If you're pregnant you can become seriously ill from flu. Why take the risk? Get your free flu vaccine - it's safe and simple. Ask your GP, pharmacist or midwife **#DoYourBit #ProtectYourself #ProtectYourFamily** <https://www.doyourbit-nenc.co.uk/flu>

3. The flu vaccine is the safest way to help protect you and your baby against flu. Ask your GP, pharmacist or midwife about your free flu vaccine **#DoYourBit #ProtectYourself #ProtectYourFamily** <https://www.doyourbit-nenc.co.uk/flu>
4. The flu vaccine will help to protect your baby and will continue to offer immunity to flu for the first few months of their life. Ask your GP, pharmacist or midwife about your free flu vaccine **#DoYourBit #ProtectYourself #ProtectYourFamily** <https://www.doyourbit-nenc.co.uk/flu>
5. If you're pregnant talk to a midwife, GP or pharmacist for more information about how you can protect yourself and your baby by having the flu vaccine. **#DoYourBit #ProtectYourself #ProtectYourFamily** <https://www.doyourbit-nenc.co.uk/flu>
6. Why take the risk? If you're pregnant, you can have the flu vaccine at any stage of pregnancy to help protect you and your baby. Ask your GP, pharmacist or midwife about your free flu vaccine **#DoYourBit #ProtectYourself, #ProtectYourFamily** <https://www.doyourbit-nenc.co.uk/flu>

Flu High Risk Groups

Call to action: When you get your invite book your vaccination

1. Get your free flu vaccination if you are in a high risk group. It will protect you and your family from complications and possible serious illness. It's never been more important! When you get your invite book your appointment. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
2. If you have a chronic respiratory disease, such as asthma, bronchitis or COPD, make sure you get the flu vaccine this year. People with chronic respiratory diseases are 7 times more likely to die if they catch flu than someone without an underlying health condition. It's never been more important **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
3. If you have a chronic heart disease, such as heart failure, make sure you get the flu vaccine this year. People with chronic heart disease are 11 times more likely to die if they catch flu than anyone without an underlying health condition. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
4. People with chronic kidney disease are 19 times more likely to die if they catch flu than those who have no other underlying health condition. It's never been more important for vulnerable people have a FLU vaccine! **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity**
Find out more: <https://www.doyourbit-nenc.co.uk/flu>
5. Flu is serious. If you have diabetes make sure you get your free flu vaccine this year. People with diabetes are 6 times more likely to die if they catch flu than someone without an

underlying health condition. It's never been more important. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>

6. Why take the risk? If you have a weakened immune system as a result of conditions such as HIV or AIDS, or because you are taking medicines such as steroids or chemotherapy, make sure you get your free flu vaccine this year. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
7. If you or a loved one has a chronic neurological disease – such as cerebral palsy, motor neurone disease, MS or Parkinson's – it's never been more important for you to get your free flu vaccine this year – why take the risk? **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>
8. **Do you live with someone who has been shielding?** Then contact your GP or pharmacy to arrange an appointment for your free flu vaccine to protect yourself and the person you live with. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity** <https://www.doyourbit-nenc.co.uk/flu>

Flu 54- 60 Age Group

1. If you are aged 50-64 and not in a high risk group you may be offered a free flu vaccine later in the year. Please wait until you hear from your GP. This will help ensure we can immunise those at highest risk first.
#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity
<https://www.doyourbit-nenc.co.uk/flu>
2. If you're aged 50-64 you may be offered a free flu vaccine later this year. Sit tight until you hear from your GP. Please don't contact them now to request the vaccine. This will help to ensure we can immunise those at highest risk first. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity**
<https://www.doyourbit-nenc.co.uk/flu>
3. If you are aged 50-64 and in one of the high risk groups you should not delay having your flu vaccine. Contact your GP or pharmacy to book an appointment. **#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity**
<https://www.doyourbit-nenc.co.uk/flu>

Flu Children's Messages

Call to action:

2-3 year olds – Ask your GP or pharmacist about your child's free flu nasal spray

4- 11 year olds – Look out for your consent form – sign & return to ensure they get their free flu nasal spray

1. **#DoYourBit** This year it's never been more important for your child to get their free flu vaccine. If your child is at primary school or in year 7 you will be asked to complete a

consent form so your child can have their vaccination at school. Please remember to sign & return. **#ProtectYourFamily**




<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>

2. **#BacktoSchool** remember to give consent for your child's free flu vaccine this year. It's available free to children in primary school & year 7. Help them be a superhero & **#ProtectYourFamily** - it's never been more important **#DoYourBit**
<https://www.doyourbit-nenc.co.uk/get-the-flu-vaccination>
3. **#DoYourBit Now!** The nasal spray is available at general practices now for children aged 2 & Help them be superheroes and protect others, ask your GP or pharmacist about your child's free flu nasal spray. **#Protect Yourself #Protect Your Family**
<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>
4. If you have children aged 2 - 3 they will be offered a free flu vaccine by their GP. Contact your GP practice if you haven't heard from them during September or October. Help your child be a superhero and protect others! **#DoYourBit #ProtectYourFamily**
<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>
5. **Why take the risk?** It's never been more important for your child to be protected against flu this year! The vaccine will protect your child and stop the virus spreading to others. **#Do your Bit #ProtectYourFamily**
<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>
6. Protect your child with a free flu vaccine this winter. Children over 2 are given a nasal spray, as a single squirt up each nostril. It's quick, painless and more effective in children than an injection. **#DoYourBit #ProtectYourFamily**
<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>
7. Children's flu vaccinations are needle-free. The nasal spray is quick, and painless. Help them be a superhero and protect others! **#DoYourBit #ProtectYourFamily**
<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>
8. The nasal spray flu vaccine will help protect your child against flu and stop the spread to family and friends. Check if your child is eligible for their vaccine this year. **#DoYourBit #ProtectYourFamily #ProtectYourCommunity**
<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>
9. Getting your child vaccinated against flu helps to stop it spreading to brothers, sisters, parents and grandparents. It's never been more important! Check if your child is eligible for their vaccine this year. **#DoYourBit #ProtectYourFamily**
<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>
10. The vaccine will help protect your child against flu and serious complications such as bronchitis and pneumonia and stop the virus spreading to family and friends. **#DoYourBit #ProtectYourFamily**
<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>
11. **#DoYourBit** It's never been more important for your child to have their free flu vaccine this year. Help your child be a superhero and protect others. **#ProtectYourFamily**
<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>

12. If your child gets flu they could miss valuable time at school. Protect them with flu vaccine this year - available free for those in primary school or in year 7; as well as children in at risk groups. **#DoYourBit #ProtectYourFamily** It's never been more important.
<https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/>




Flu 54- 60 Age Group Social media toolkit (v1)





<https://www.doyourbit-nenc.co.uk/toolkit>





	Message	Image
1	<p>If you are aged 50-64 and not in a high risk group you may be offered a free flu vaccine later in the year. Please wait until you hear from your GP. This will help ensure we can immunise those at highest risk first.</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>	
2	<p>If you're aged 50-64 you may be offered a free flu vaccine later in the year. Sit tight until you hear from your GP. Please don't contact them now to request the vaccine. This will help to ensure we can immunise those at highest risk first.</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>	
3	<p>If you are aged 50-64 and in one of the high risk groups you should not delay having your flu vaccine. Contact your GP or pharmacy to book an appointment.</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>	


Flu Children's Messages Social media toolkit (v1)

<https://www.doyourbit-nenc.co.uk/toolkit>

	Facebook	Twitter	Image
1	<p>#DoYourBit This year it's never been more important for your child to get their free flu vaccine. If your child is at primary school or in year 7 you will be asked to complete a consent form so your child can have their vaccination at school. Please remember to sign & return. #ProtectYourFamily</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>	<p>It's never been more important for your child to be protected from the flu. If your child is at primary school or in year 7 look out for information and a consent form. Please remember to sign it & return it #DoYourBit #ProtectYourFamily</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>	
2	<p>#BacktoSchool remember to give consent for your child's free flu vaccine this year. It's available free to children in primary school & year 7. Help them be a superhero & #ProtectYourFamily - it's never been more important #DoYourBit</p> <p>https://www.doyourbit-nenc.co.uk/get-the-flu-vaccination</p>		
3	<p>#DoYourBit Now! The nasal spray is available at general practices now for children aged 2 & 3. Help them be superheroes and protect others, ask your GP or pharmacist about your child's free flu nasal spray. #Protect Yourself #Protect Your Family</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>		




4	<p>If you have children aged 2 - 3 they will be offered a free flu vaccine by their GP. Contact your GP practice if you haven't heard from them during September or October. Help your child be a superhero and protect others! #DoYourBit #ProtectYourFamily</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>		
5	<p>Why take the risk? It's never been more important for your child to be protected against flu this year! The vaccine will protect your child and stop the virus spreading to others. #Do your Bit #ProtectYourFamily</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>		
6	<p>Protect your child with a free flu vaccine this winter. Children over 2 are given a nasal spray, as a single squirt up each nostril. It's quick, painless and more effective in children than an injection. #DoYourBit #ProtectYourFamily</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>		
7	<p>Children's flu vaccinations are needle-free. The nasal spray is quick, and painless. Help them be a superhero and protect others! #DoYourBit #ProtectYourFamily</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>		




8	<p>The nasal spray flu vaccine will help protect your child against flu and stop the spread to family and friends. Check if your child is eligible for their vaccine this year. #DoYourBit #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>		
9	<p>Getting your child vaccinated against flu helps to stop it spreading to brothers, sisters, parents and grandparents. It's never been more important! Check if your child is eligible for their vaccine this year. #DoYourBit #ProtectYourFamily</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>		
10	<p>The vaccine will help protect your child against flu and serious complications such as bronchitis and pneumonia and stop the virus spreading to family and friends. #DoYourBit #ProtectYourFamily</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>		
11	<p>#DoYourBit It's never been more important for your child to have their free flu vaccine this year. Help your child be a superhero and protect others. #ProtectYourFamily</p> <p>https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>		

12	<p>If your child gets flu they could miss valuable time at school. Protect them with flu vaccine this year - available free for those in primary school or in year 7; as well as children in at risk groups. #DoYourBit #ProtectYourFamily It's never been more important. https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</p>		 <p>The image is a promotional poster for the NHS #DOYOURBIT campaign. It features a young child dressed as a superhero, wearing a red cape and a blue mask, with one arm raised in a heroic pose. The background is a solid teal color. In the top right corner, the NHS logo is visible. The main text reads '#DOYOURBIT' in large, bold, white letters, followed by 'Protect your child from flu' in smaller white text. Below that, it says 'Help them be a superhero and protect others'. At the bottom right, the hashtag '#PROTECT YOUR FAMILY' is written in small white letters.</p>

Flu General Messages Social media toolkit




<https://www.doyourbit-nenc.co.uk/toolkit>





	Message		Image
1	<p>Why take the risk? It's never been more important to have a flu vaccine! This winter we may be faced with second wave of COVID-19 and the flu virus. If you're eligible get your free vaccine. #DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity https://www.doyourbit-nenc.co.uk/flu</p>		 <p>NHS #DOYOURBIT Get your flu vaccination this year It's never been more important #PROTECTYOURCOMMUNITY</p>
2	<p>It's never been more important to have a flu vaccine! Those most at risk from flu are also the most vulnerable to COVID-19 - why take the risk? #DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity https://www.doyourbit-nenc.co.uk/flu</p>		 <p>NHS #DOYOURBIT Flu kills thousands every year Don't be one of them – get your vaccination #PROTECTYOURSELF</p>
3	<p>This year it's never been more important to have a flu vaccine. It's free for people over 65, pregnant women, children (2-12) & people with underlying health conditions and many more #DoYourBit #ProtectYourself https://www.doyourbit-nenc.co.uk/flu</p>		 <p>NHS #DOYOURBIT Pregnant? Get your free flu vaccination #PROTECTYOURFAMILY</p>

4	<p>It's never been more important to have a flu vaccine! Anyone at risk should get their free flu vaccination as soon as possible to ensure they are protected when the virus begins to circulate.</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		
5	<p>Being healthy won't stop you getting the flu or passing it on! It's never been more important to have your flu vaccine!</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		
6	<p>Get your flu vaccine and stop the spread. 77% of people with flu show no symptoms but they can pass on the virus to vulnerable family and friends. It's never been more important and more people are now eligible for a free vaccination #DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		

Flu High Risk Groups Social media toolkit (v1)

<https://www.doyourbit-nenc.co.uk/toolkit>



	Message		Image
1	<p>Get your free flu vaccination if you're in a high risk group. It will protect you and your family from complications and possible serious illness. It's never been more important! When you get your invite book your appointment.</p> <p>#DoYourBit #ProtectYourself, #ProtectYourFamily, #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		 <p>NHS</p> <p>#DOYOURBIT</p> <p>Don't gamble with flu</p> <p><small>Those with serious medical conditions should get the vaccine</small></p> <p><small>#PROTECTYOURSELF</small></p>
2	<p>If you have a chronic respiratory disease, such as asthma, bronchitis or COPD, make sure you get the flu vaccine this year. People with chronic respiratory diseases are 7 times more likely to die if they catch flu than someone without an underlying health condition. It's never been more important #DoYourBit #ProtectYourself, #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		 <p>NHS</p> <p>#DOYOURBIT</p> <p>Shielding? Get your free flu vaccination</p> <p><small>#PROTECTYOURSELF</small></p>
3	<p>If you have a chronic heart disease, such as heart failure, make sure you get the flu vaccine this year. People with chronic heart disease are 11 times more likely to die if they catch flu than anyone without an underlying health condition.</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		 <p>NHS</p> <p>#DOYOURBIT</p> <p>Don't gamble with flu</p> <p><small>Those with serious medical conditions should get the vaccine</small></p> <p><small>#PROTECTYOURSELF</small></p>

4	<p>People with chronic kidney disease are 19 times more likely to die if they catch flu than those who have no other underlying health condition. It's never been more important for vulnerable people have a flu vaccine! #DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		
5	<p>Flu is serious. If you have diabetes make sure you get your free flu vaccine this year. People with diabetes are 6 times more likely to die if they catch flu than someone without an underlying health condition. It's never been more important. #DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		
6	<p>Why take the risk? If you have a weakened immune system as a result of conditions such as HIV or AIDS, or because you are taking medicines such as steroids or chemotherapy, make sure you get your free flu vaccine this year. #DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		
7	<p>If you or a loved one has a chronic neurological disease – such as cerebral palsy, motor neurone disease, MS or Parkinson's – it's never been more important for you to get your free flu vaccine this year – why take the risk? #DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		

8	<p>Do you live with someone who has been shielding? Then contact your GP or pharmacy to arrange an appointment for your free flu vaccine to protect yourself and the person you live with.</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		 <p>The image is a promotional graphic for the NHS 'Do Your Bit' campaign. It features a teal background. On the left is a metallic, weathered shield with a cross. To the right of the shield, the text '#DOYOURBIT' is written in large, bold, white letters. Below this, in smaller white text, is 'Shielding? Get your free flu vaccination'. In the top right corner is the NHS logo. In the bottom right corner is the hashtag '#PROTECTYOURSELF'.</p>
---	---	--	---





Flu Hygiene Social media toolkit (v1)



<https://www.doyourbit-nenc.co.uk/toolkit>

	Message		Image
1	<p>Handwashing and wearing a face covering can reduce the risk of spreading viruses but the flu vaccine is the single most effective protection against the virus. Check if you're eligible for a free vaccine this year</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity https://www.doyourbit-nenc.co.uk/flu</p>		
2	<p>It's never been more important to have a flu vaccine! It is the single most effective protection against flu. Check if you're eligible for a free vaccine this year</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity https://www.doyourbit-nenc.co.uk/flu</p>		

Flu Pregnancy Social media toolkit (v1)




<https://www.doyourbit-nenc.co.uk/toolkit>



	Message		Image
1	<p>Expecting a baby? If you're pregnant it's never been more important to have a flu vaccine! Ask your GP, pharmacist or midwife about your free flu vaccine #DoYourBit #ProtectYourself #ProtectYourFamily https://www.doyourbit-nenc.co.uk/flu</p>		
2	<p>If you're pregnant you can become seriously ill from flu. Why take the risk? Get your free flu vaccine - it's safe and simple. Ask your GP, pharmacist or midwife. #DoYourBit #ProtectYourself #ProtectYourFamily https://www.doyourbit-nenc.co.uk/flu</p>		
3	<p>The flu vaccine is the safest way to help protect you and your baby against flu. Ask your GP, pharmacist or midwife about your free flu vaccine #DoYourBit #ProtectYourself #ProtectYourFamily https://www.doyourbit-nenc.co.uk/flu</p>		
4	<p>The flu vaccine will help to protect your baby and will continue to offer immunity to flu for the first few months of their life. Ask your GP, pharmacist or midwife about your free flu vaccine #DoYourBit #ProtectYourself #ProtectYourFamily https://www.doyourbit-nenc.co.uk/flu</p>		

5	<p>If you're pregnant talk to a midwife, GP or pharmacist for more information about how you can protect yourself and your baby by having the flu vaccine.</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		 <p>The poster features a pregnant woman in a white long-sleeved top, holding her belly. The background is teal. The NHS logo is in the top right corner. The text '#DOYOURBIT' is prominently displayed in white, followed by 'Pregnant? Get your free flu vaccination' in smaller white text. At the bottom right, the hashtag '#PROTECTYOURFAMILY' is visible.</p>
6	<p>Why take the risk? If you're pregnant, you can have the flu vaccine at any stage of pregnancy to help protect you and your baby. Ask your GP, pharmacist or midwife about your free flu vaccine</p> <p>#DoYourBit #ProtectYourself, #ProtectYourFamily</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		 <p>This poster is identical to the one in row 5, showing a pregnant woman in a white top, with the NHS logo, '#DOYOURBIT' text, 'Pregnant? Get your free flu vaccination', and '#PROTECTYOURFAMILY' hashtag.</p>

Flu Preventing the Spread Social media toolkit (v1)




<https://www.doyourbit-nenc.co.uk/toolkit>


	Message		Image
1	<p>Don't be a spreader! You can have no flu symptoms but still spread the virus to friends and family. Why take the risk? If you're eligible, get your free flu vaccine #DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		
2	<p>Don't be the one that spreads the flu virus. An adult can spread the flu virus from one day before and up to five days after symptoms start. Why take the risk? Get the vaccine! #DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>Find out if you're eligible for a free vaccine this year</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		
3	<p>Stop the spread of flu! Young children are able to spread the flu virus for up to 10 days so it is important to have them vaccinated to protect others #DoYourBit #ProtectYourself #ProtectYourFamily</p> <p>Find out if they're eligible for a free flu vaccine</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		

4	<p>The flu vaccine will help protect you against flu but it's also important to remember to wash your hands and social distance. It's never been more important.</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		
5	<p>The flu vaccine will help protect you against flu but if you sneeze – remember to catch it, bin it and kill it.</p> <p>#DoYourBit #ProtectYourself #ProtectYourFamily#ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		

Flu Safety Social media toolkit (v1)

<https://www.doyourbit-nenc.co.uk/toolkit>

	Message		Image
1	<p>Worried about going for your flu vaccine? Don't be. Wherever you are receiving your flu vaccine, NHS teams will be making sure that things are safe with strict infection controls in place to prevent the spread of COVID-19.</p> <p>#DoYourBit #ProtectYourself ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		
2	<p>It's never been more important to have a flu vaccine this year. Wherever you receive your flu vaccine this year staff will be following strict infection control measures and wearing PPE #DoYourBit by wearing a face covering too #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		
3	<p>Going for your flu vaccine? That's great but please remember to wear a face covering and follow social distancing rules. #DoYour Bit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		

4.	<p>The flu vaccine is available at clinics and pharmacies as usual and social distancing and safety measures are in place to prevent the spread of COVID-19. #DoYourBit #ProtectYourself #ProtectYourFamily #ProtectYourCommunity</p> <p>https://www.doyourbit-nenc.co.uk/flu</p>		 <p>The image is a campaign poster for the NHS #DOYOURBIT initiative. It features a teal background. In the top right corner is the NHS logo. On the left is a graphic of a heart with a bandage on it. To the right of the heart, the text reads: #DOYOURBIT, followed by 'Get your flu vaccination this year' and 'It's never been more important'. At the bottom right, it says '#PROTECTYOURCOMMUNITY'.</p>
----	---	--	---