

Vaccine Children's competition – Guidance document

Overview

This half term the council will be launching a competition aimed at both individual schools, colleges and school/college children and young people aged 5-18 years old. The task is to design a poster outlining the importance of taking the vaccination on offer using some of the key messages outlined below.

We know reasons for low take up vary but are most likely to centre on lack of awareness, conspiracy theories as well as cultural and language barriers.

Objectives

- Raise awareness of the vaccine including availability and process/steps in taking it.
- Promote facts about immunisation and vaccines to dispel some of the myths linked to the vaccine.
- Promote and highlight the reasons why members of the wider community should take the vaccine when invited.
- Create an understanding within the wider community around the steps that should be followed once the vaccine has been taken.

Key Messages

Competition entrants can choose one or more of the key messages below when designing their poster.

[Why is the vaccine so important?](#)

- The vaccination will help protect those who are at serious risk from illness or death from COVID 19/keeping our loved ones and wider communities safe.
- It prevents other people from getting sick.
- Vaccines are one of the most effective health interventions in the world.

[How does the vaccines work?](#)

- Vaccines make our body think we have had the illness without us actually being sick or experiencing the dangerous symptoms.
- Vaccines help our body to create the correct immune responses to fight off viruses such as COVID -19.

[How do you get your vaccine?](#)

- Wait for your invitation
- Book your appointment
- Take your vaccine
- Go home and follow the advice around COVID-19

[How did we make/develop the COVID-19 vaccine?](#)

- Brilliant science behind creating vaccines
- The vaccine came about through people working together, this includes scientists, funders, researchers and health leaders.
- The vaccine was developed so quickly because it was a world-wide collaboration and it's gone through all the normal safety procedures to be approved.

Hints: The oldest cohorts 11-16 and 16-18 may also want to explore issues such as the science around immunity, how the vaccines work, provenance of information, critical engagement with news, challenges in putting science into mainstream news and how emotion is used in marketing and may affect decision making. We welcome drafts for social media campaigns.

Target Audience

Our key audience is the wider general population of Newham, especially those where English is spoken as a second language. We want to target our BAME residents where take up is still relatively low, and the wider communities across where there's work to be done around myth busting and addressing some of the conspiracy theories around the different vaccines on offer.

Competition Entry

Entrants will include school and college children and young people aged 5-18 with individual prizes for the following age brackets:

5-8 years old


8-11 years old

11-16 years old

16-18 years old

A separate prize will be on offer to the best design entries from primary, secondary schools, and colleges with the winning entrants featuring across external and internal channels, including social media, council hoardings, LBN corporate website, LBN Intranet and the Newham Recorder (TBC).

Designs will also be showcased via future materials promoting the vaccine.

 **Entries should be received as photos of the posters. These should be vertical or portrait (Landscape won't be accepted)**

 **We also accept posters in other languages than English**

Key dates

Competition announced across relevant channels	4 th February
Schools officially break half term	w/c February 15 th
Start of collating entries	w/c February 22 nd
Schools return from half term holidays	w/c February 22 nd
Competition officially closes	25 th February
Judges look over entries	2 nd March

Winner is announced

4th March

Prize ceremony/Zoom with pupils and schools

8th March

Winning entries displayed

w/c 8th March