

# Flu vaccine communications pack

Bromley Primary Schools



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# What is Flu?

Influenza (flu) is a common infectious viral illness. You can catch flu all year round, but it is especially common in winter. You can catch flu many times because flu viruses change regularly, and so your body won't have a natural resistance to the new versions.

Flu can be very unpleasant in children and young people, sometimes even causing serious problems such as pneumonia and bronchitis. Flu is very infectious and can easily spread to other people through germs in coughs and sneezes. These germs can live on hands and surfaces for 24 hours.

# The flu vaccine

The flu vaccine changes every year, based on research as to which strain of flu virus will be most common.

All children from reception to year 11 will be offered the flu vaccination through a nasal spray. It is painless, very quick to administer, and serious side effects are uncommon.

There are two types of the flu vaccine:

1. Nasal flu vaccine
2. Injectable flu vaccine.

The nasal flu vaccine is the most effective vaccine at preventing flu in children. Some parents may choose to have their child vaccinated with the injectable vaccine, due to their child's allergies, or due to the porcine gelatine content in the nasal flu vaccine.

# What can you do?

This pack has content that you can share on various channels to boost understanding and uptake of the flu vaccine in your school.

The posters can be shared at school, in an area where parents and students will see regularly.

There is also social media content for you to share through your social media accounts (if you have them).

The digital assets have been shared in the folder attached to this email.

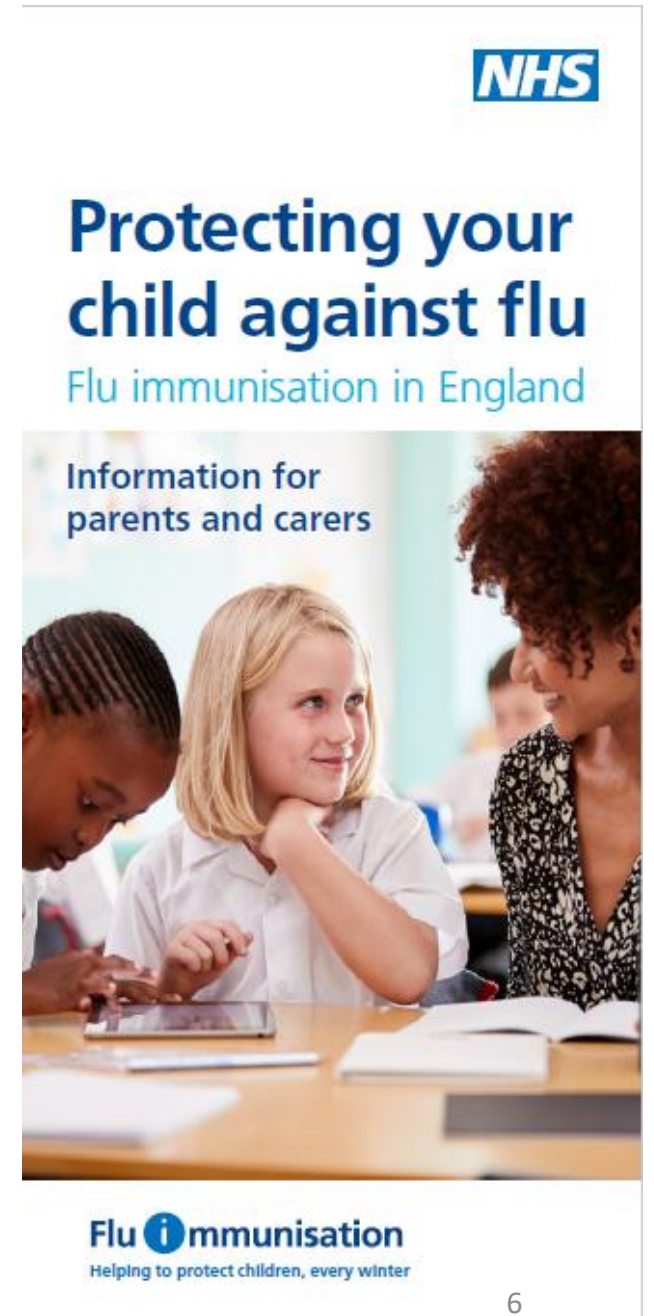
# Leaflets

The UK Health Security Agency (UKHSA) have created a leaflet aimed at parents of primary school pupils.

This [leaflet](#) is also available in accessible options and a range of 30 languages.

If you would like to order this leaflet in English, in an accessible format, or a translated version, please see the contact details at the end of this pack.

Alternatively, you can share the digital version with parents, which is available in the attached folder.



# Posters

A poster has been created which is intended to be shared on school gates or in areas where parents frequent. It contains the date which the School Immunisation Team will be attending your school, and the QR code for the Flu consent form.

We have already delivered a laminated specific poster for your school.

**Protect your child from  
flu this winter!**



**The Bromley School Immunisation team  
will be visiting your child's school soon**



**Scan the QR code to  
complete the Flu  
consent form**

**For more information  
on the Children's Flu  
vaccine, search:  
"NHS Children's Flu"**

**Contact the Bexley  
School Immunisation  
team on: 020 3903 3375**

# Posters

Another poster has been designed containing the dates of catch-up clinics in your borough. These clinics are held in a variety of locations, at weekends or after-school and are designed for students who missed their vaccine at school.

Please display these posters in areas where parents frequent, or share digitally with them.

You can find the poster in the attached folder.

## Missed your flu vaccine?

**Live in the borough of Bromley?  
Aged 4-16?**

Come down to a flu catch-up clinic and protect yourself this winter!

**Saturday 28 September  
09:00 - 14:00**

**BCI Chislehurst Clinic, BA7 5AB**

**Saturday 12 October  
09:00 - 14:00**

**BCI Chislehurst Clinic, BA7 5AB**

**Saturday 19 October  
09:00 - 14:00**

**BCI Chislehurst Clinic, BR7 5AB**

**Call 020 3903 3375 or  
scan the QR code to  
book an appointment**





# Banner/school app/email bulletin

This banner is to be displayed on TV screens, as screen savers, on newsletters – somewhere where parents will view it.

It is saved in the attached folder.



# Social media

If your school uses social media, please use the following images and text on your accounts.

You can copy and paste the text directly into the platforms, and the images are saved in the attached folder. In some posts, you will need to add the date that the School Immunisation Team are visiting your school. These area's are highlighted in **yellow**.

While these have been designed to use on Facebook, Instagram, and X/Twitter, please feel free to use them on any other social media channels or communications channels that you may have with parents, such as your school app, or school newsletters.

# Social media – Facebook

Flu can be a serious illness in children, with thousands of children needing hospital care every year due to flu. Every child from Reception to Year 11 is offered the flu vaccine each year. The School Immunisation Team are visiting **OUR SCHOOL** on **THIS DATE**. To ensure your child receives their flu vaccine, please complete your consent form <https://sav.hrch.nhs.uk/flu/2024/bromley>

On **THIS DATE** the School Immunisation Team visited **OUR SCHOOL** to vaccinate students with their annual flu vaccine. If your child was absent from school, or did not have their consent form completed, you can book a catch up appointment at a local community clinic. Call the Bromley Immunisation Team on 020 3903 3375 to book an appointment.



**Protect your child.  
Give them the flu  
vaccine**

Sign the consent form today, and ensure your child receives their flu vaccine at school.



A promotional graphic for the NHS flu vaccine. It features the NHS logo in the top right corner. The main text is in a teal box: "Protect your child. Give them the flu vaccine". Below this, it says "Sign the consent form today, and ensure your child receives their flu vaccine at school." At the bottom, there is a photograph of three children (two boys and one girl) smiling and resting their heads on their hands. The background is white with faint, stylized virus-like icons.



**Missed your flu  
vaccine at school?  
Book an appointment  
today**

Call the Bromley Immunisation team today:  
**020 3903 3375**



A promotional graphic for the NHS flu vaccine. It features the NHS logo in the top right corner. The main text is in a dark blue box: "Missed your flu vaccine at school? Book an appointment today". Below this, it says "Call the Bromley Immunisation team today: 020 3903 3375". At the bottom, there is a photograph of three children (two boys and one girl) smiling and wearing backpacks. The background is white with faint, stylized virus-like icons.

# Social media – Instagram

Flu can be a serious illness in children, with thousands of children needing hospital care every year due to flu. Every child from Reception to Year 11 is offered the flu vaccine each year. The School Immunisation Team are visiting **OUR SCHOOL** on **THIS DATE**. To ensure your child receives their flu vaccine, please complete the consent form sent to your email.

On **THIS DATE** the School Immunisation Team visited **OUR SCHOOL** to vaccinate students with their annual flu vaccine. If your child was absent from school, or did not have their consent form completed, you can book a catch up appointment at a local community clinic. Call the Bromley Immunisation Team on 020 3903 3375 to book an appointment.



**Protect your child.  
Give them the flu  
vaccine**

Sign the consent form today, and ensure your child receives their flu vaccine at school.



A promotional graphic for the NHS flu vaccine. It features the NHS logo at the top right. The main text is in a teal box: "Protect your child. Give them the flu vaccine". Below this, it says "Sign the consent form today, and ensure your child receives their flu vaccine at school." At the bottom, there is a photograph of three children (two boys and one girl) smiling and resting their heads on their hands. The background is white with faint blue line-art illustrations of viruses and people.



**Missed your flu  
vaccine at school?  
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A promotional graphic for the NHS flu vaccine. It features the NHS logo at the top right. The main text is in a dark blue box: "Missed your flu vaccine at school? Book an appointment today". Below this, it says "Call the Bromley Immunisation team today: 020 3903 3375". At the bottom, there is a photograph of three children in school uniforms (two boys and one girl) smiling. The background is white with faint blue line-art illustrations of viruses and people.

# Social media – X/Twitter

Flu can be a serious illness in children. Every child from Reception to Year 11 is offered the flu vaccine each year. The School Immunisation Team are visiting our school on **THIS DATE**. To ensure your child receives their flu vaccine, please complete your consent form <https://sav.hrch.nhs.uk/flu/2024/bromley>

On **THIS DATE** the School Immunisation Team visited school to give students their annual flu vaccine. If your child missed their vaccine, you can book a catch-up appointment at a local clinic. Call the Bromley Immunisation Team on 020 3903 3375.



**NHS**

**Get your flu vaccine.  
Protect yourself and others**

Sign the consent form today, and ensure your child receives their flu vaccine at school.



This poster features a teal background with white line-art illustrations of viruses and bacteria. The NHS logo is in the top right corner. A teal box contains the text 'Get your flu vaccine. Protect yourself and others'. Below this, the text 'Sign the consent form today, and ensure your child receives their flu vaccine at school.' is written in teal. At the bottom right, three children (two boys and one girl) are smiling and resting their heads on their hands.



**NHS**

**Missed your flu vaccine at school?  
Book an appointment today**

Call the Bromley Immunisation team today:  
**020 3903 3375**



This poster features a white background with blue line-art illustrations of viruses and bacteria. The NHS logo is in the top right corner. A dark blue box contains the text 'Missed your flu vaccine at school? Book an appointment today'. Below this, the text 'Call the Bromley Immunisation team today: 020 3903 3375' is written in blue. At the bottom right, four children in school uniforms are smiling.

# Other useful resources

Additional information about flu and the children's flu vaccine can be found on the NHS website:

- [Flu NHS website](#)
- [Children's flu vaccine](#)

Information about the South London Children and Young Peoples' Community Immunisation Service, including contact details and catch-up clinic information can be found [on our website](#).

# Contacts and questions

If you have any questions about the flu vaccine, please contact the Bromley School Age Immunisation team:

- 020 3903 3375
- [HRCH.ImmunisationTeamBromleyMailbox@nhs.net](mailto:HRCH.ImmunisationTeamBromleyMailbox@nhs.net)

If you have any questions about the contents of the pack, or if you would like to order any printed resources, please email Lucy Evans, Immunisations Communications and Engagement Officer, on [hrch.southlondonimms@nhs.net](mailto:hrch.southlondonimms@nhs.net)