



Flu Campaign 2018/2019

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Local promotion by the CCGs' Communication team will begin in September 2018 and will predominantly use digital channels to extend the reach of the campaign but also targeted communication with the at-risk groups identified to encourage uptake.

The CCGs will also seek to tap into existing channels by working together with partnership organisations across the local health economy.

PPG are asked to encourage the national message of encouraging eligible people to have their vaccination

There are three types of flu vaccine:

- a live attenuated quadrivalent vaccine, given as a nasal spray. This is for children and young people aged 2 to 17 years in an eligible group
- a quadrivalent injected vaccine. This is for adults aged 18 and over but below the age of 65 who are at increased risk from flu because of a long term health condition and for children 6 months and above in an eligible group who cannot receive the live attenuated vaccine
- an adjuvanted injected vaccine. This is for people aged 65 and over

The use of adjuvanted trivalent flu vaccine (aTIV) for **those aged 65 years and over**

- This decision was made on the basis of strong clinical evidence that this is the most effective vaccine for this group of vulnerable patients.
- To manage aTIV vaccine supply across the UK, it is planned to have deliveries to UK customers in three phases between September and November this year; this is equally relevant to GPs and community pharmacies.
- Patients will be better protected from flu and there should be additional benefits for health and social care services with reductions in GP consultations and hospitalisations and fewer outbreaks in care settings.
- **The key message is ‘it is never too late to have your flu jab’.**

Free Resources

Eg. Flu fact vs fiction poster

<https://www.england.nhs.uk/nhsidentity/examples/nhs-led-flu-campaign-with-supporting-partners-poster/>

<https://campaignresources.phe.gov.uk/resources/search?utf8=%E2%9C%93&query=flu>

<http://www.nhsemployers.org/flufighter>

Sanofi Pasteur flu materials site. Provides a range of support materials to assist you in planning and advertising your surgery's flu vaccine campaign.

<https://sanofi.medisa.com/medisa/?wicket:interface=:3:::>

(patient leaflets, bunting, posters, stickers etc.)

Seqirus are also happy to provide promotional material for practices including digital messages for visual units in practices. If you would like copies of these resources please email: Colin.valler@seqirus.com