NHS Shropshire, Telford and Wrekin
NHS Staffordshire and Stoke-on-Trent

Promoting NHS School-Age Vaccination: Communications Toolkit for Secondary Schools

1. Email to secondary schools

Dear Headteachers and School Leads,

Please support the promotion of school-age vaccinations by sharing the messages below with parents/carers and pupils.

Schools play a vital role in promoting health and wellbeing in children and young people as they progress towards adulthood, including vaccinations to provide vital protection against preventable diseases. To achieve this, the NHS needs your support in encouraging parents/carers to complete and return vaccination consent forms, whether they wish to consent or decline, and in promoting the opportunity for eligible pupils to receive their vaccinations.

As we move into the autumn and winter months, we would particularly welcome your support in promoting the school flu vaccination programme. Flu can cause significant illness and spread within families and school communities and is a major cause of sickness absence from school during winter. Vaccination helps protect eligible pupils against flu, can help reduce outbreaks in schools and is an important part of supporting winter wellbeing.

Please consider sharing the relevant messages through your usual communication channels, including email, school apps, newsletters, parent portals, assemblies and tutor time.

Actions requested:

- Work with School Age Immunisation Service to ensure all eligible pupils are identified and their parent/carer(s) contacted for consent.
- Parents/carers: Please share the parent/carer communication below, asking families to actively complete the relevant vaccination consent form, whether they wish to consent or decline, in line with the instructions provided by your local immunisation team.
- Pupils: Please share the pupil-facing message to help young people understand the benefits of vaccination and encourage eligible pupils to take up the offer.

- Staff awareness: Please circulate information to relevant staff so they can signpost families and pupils to reliable vaccination information and the local immunisation team.

2. Vaccinations in Schools webinar

A recent webinar for education settings brought together experts from the NHS and UK Health Security Agency (UKHSA) to explore how schools can support vaccination programmes and improve uptake.

The session covered routine adolescent vaccination programmes, working with local immunisation teams, and the role of schools in supporting measles prevention.

A recording of the webinar will be shared with schools once it is available.

Communications materials, including social media graphics, digital display screens and videos, can be downloaded on the national Campaign Resource Centre: Flu vaccinations for school-ages children and winter vaccinations social media assets.

Flu vaccination guidance and resources for schools: GOV.UK

You can order free printed posters from the GOV.UK website:

- Flu: 5 reasons to vaccinate your child - 0 to 11 years
- Flu: 5 reasons to vaccinate your child - secondary schools

Thank you for your continued support in helping protect the health and wellbeing of children and young people.

3. Communication for parents/carers

Dear Parent/Carer,

Help protect your child this winter – flu vaccination at school

As we approach winter, flu is an important health consideration for children, families and school communities. Flu can cause unpleasant symptoms and, in some cases, serious complications. Vaccination helps protect children against flu and may reduce the risk of severe infection in children, friends and family they come into contact with.

If your child is eligible for the school flu vaccination, please read the information provided and complete the consent form by the stated deadline, following the instructions from your school or local immunisation team. If you have questions about eligibility, the vaccine or the consent process, please contact the team for advice.

What do you need to do?

- Please read the information provided about the vaccination programme.
- Complete the relevant consent form by the requested deadline, following the instructions provided by your school or local immunisation team.
- If you have questions or need support completing the form, please contact [school contact / local immunisation team details].

Please complete the consent form even if you do not wish your child to receive the vaccination, where the form allows you to record this decision. It is important to actively record your decision rather than leave the form unanswered.

Where more than one person has parental responsibility, please make sure you have discussed the vaccination and communicate any change in the consent position to the immunisation team. If there is a disagreement about consent, please contact the immunisation team for advice.

Thank you for taking the time to consider this important opportunity to protect your child's health.

For more information about the NHS flu vaccine, visit:
https://www.nhs.uk/vaccinations/flu-vaccine/

Kind regards,

[School name]

4. Draft communication for pupils

Stay well this winter – find out about your flu vaccine

Winter is a time when flu and other respiratory infections circulate. Flu can leave you feeling very unwell and may mean missing lessons, exams, sports and time with friends.

If you are eligible for the school flu vaccination, take the opportunity to find out more. Vaccination helps protect you against flu and is one way to help protect those around you. Speak to your parent/carer or school-age immunisation team if you have questions.

For more information about the NHS flu vaccine, visit:
https://www.nhs.uk/vaccinations/flu-vaccine/

Why is vaccination important?

Vaccines help your immune system recognise and fight infections. They are an important way to protect yourself and others from preventable diseases.

Making sure that you and your family are up to date with recommended vaccinations can help prevent infections from spreading.

Don’t miss the opportunity to protect your health. Find out which vaccinations you are eligible for and speak to your parent/carer or school-age immunisation team if you have questions.

[Insert school vaccination information / local immunisation team contact details]

5. Short message for school apps, newsletters or text alerts

Help protect your child this winter

Flu vaccination is an important part of protecting eligible children during the winter months. Please check the information sent by school and complete your child's flu vaccination consent form by the stated deadline, whether you wish to consent or decline vaccination. Please record your decision rather than leave the form unanswered. If you have questions about the vaccine or the consent process, please contact your local immunisation team.

Find out more: https://www.nhs.uk/vaccinations/flu-vaccine/

Thank you for supporting the health and wellbeing of our school community.

Kind regards,

[Name]
[Job title / Team]
[Organisation]