

2024 COVID-19 spring campaign

Communications toolkit for stakeholders



This toolkit is to support stakeholders to communicate NHS England's offer of a spring COVID-19 vaccination to those that are eligible. We would be grateful for your support in encouraging those who are eligible to take up the vaccine by promoting the offer through your networks. We have provided a variety of assets in this toolkit to help support this.

2024 Spring Campaign Timetable:

- **15 April** – National Booking System opens for spring vaccination bookings, offering appointments from 22 April
- **15 April** - Visits to older adult care homes and eligible housebound patients begin
- **22 April** – Start of vaccinations for all other eligible cohorts
- **29 June** – Final day to make next day NBS bookings
- **30 June** – The last date for the spring seasonal vaccination.

Eligible cohorts in spring 2024:

- adults aged 75 years and over by 30 June 2024
- residents in care homes for older adults by 30 June 2024
- individuals aged 6 months and over who have a weakened immune system (as defined in the Green Book, chapter 14a; tables 3 and 4). this includes:
 - Individuals with primary or acquired immunodeficiency states at the time of vaccination due to certain conditions
 - Individuals on immunosuppressive or immunomodulating therapy at the time of vaccination
 - Individuals with chronic immune-mediated inflammatory disease who were receiving or had received immunosuppressive therapy prior to vaccination
 - Individuals who had received high dose steroids for any reason in the month before vaccination

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1. Script

Top up your protection against COVID-19 by getting vaccinated this spring if you are eligible. Those at increased risk from severe illness can get the vaccine, including those aged 75 or over (on 30 June 2024), people with a weakened immune system or who live in an older adult care home. The NHS will visit care homes and housebound people from 15th April to offer the vaccine and other eligible people eligible will be able book from the same day, for appointments from 22nd April. If eligible, you do not need to wait for an invitation to book your vaccine. To book, please visit the NHS App, the NHS website (www.nhs.uk/get-vaccine) or call 119 for free. You may also be able to visit a walk-in site which does not require a booking (www.nhs.uk/covid-walk-in). Don't get caught out. If you or your child are eligible, make sure you get any extra protection you need this spring. Get vaccinated against COVID-19.

2. Key messages

- COVID-19 can still cause serious illness and be life-threatening, particularly in older people and those with a weakened immune system.
- COVID-19 vaccines provide protection against the virus and help reduce the risk of serious illness and hospitalisation.
- Protection against COVID-19, whether from previous infection or vaccination, fades over time and the virus can change which is why some people are invited to top up their protection.
- This spring the NHS is offering COVID-19 vaccination to those at higher risk of serious illness based on expert advice: those aged 75 and over, residents in a care home for older adults and anyone aged 6 months and over with a weakened immune system.
- Residents in care homes for older adults and eligible housebound patients will be able to get their vaccine in their care home from 15 April.
- Those aged 75 and over and those aged 6 months and over with a weakened immune system will be able to get their vaccines from 22 April, with the National Booking System opening for bookings on 15 April.
- The NHS is writing to those eligible to remind them to get vaccinated, but you do not need to wait for an invitation to come forwards if you are eligible.
- You can book your spring COVID-19 vaccination online via the NHS App or by visiting www.nhs.uk/get-vaccine.
- If your child has a weakened immune system and is 5 years old or over, you can book their vaccine online. If your child has a weakened immune system and is aged 6 months to 4 years, they will be invited by local NHS services, such as your GP surgery.
- Some areas are offering convenient walk-in options for you and/or your child's spring COVID-19 vaccination – to find out what is available visit www.nhs.uk/covid-walk-in.

- If you or your child receive care at home, contact your GP surgery for a home visit. If they can't arrange it, find your local COVID-19 vaccination contacts at www.england.nhs.uk/covid-vaccination-contacts.
- If you can't get online, phone 119. Translators are available.
- You can also use text phone 18001 119 or the NHS British Sign Language service at www.signvideo.co.uk/nhs119.
- For information in easy read and other languages and formats, visit www.england.nhs.uk/seasonal-invites.

Call to Action:

- **Before 15 April:** The NHS is writing to those eligible to remind them to get vaccinated, but you will not need to wait for an invitation to come forwards if you are eligible. Online bookings will open 15th April for appointments from 22nd April.
- **From 15 April:** If you're aged 75 or above, or have a weakened immune system, you can now book your spring COVID-19 vaccine

3. Resources




More resources will be added to this table throughout the campaign.

Posters – available to download from the [CRC](#)




A variety of posters have been created that target those aged 75 and over and those with a weakened immune system. Some posters include the end date of the campaign – these should be used towards the end of campaign. Poster examples are included on the right



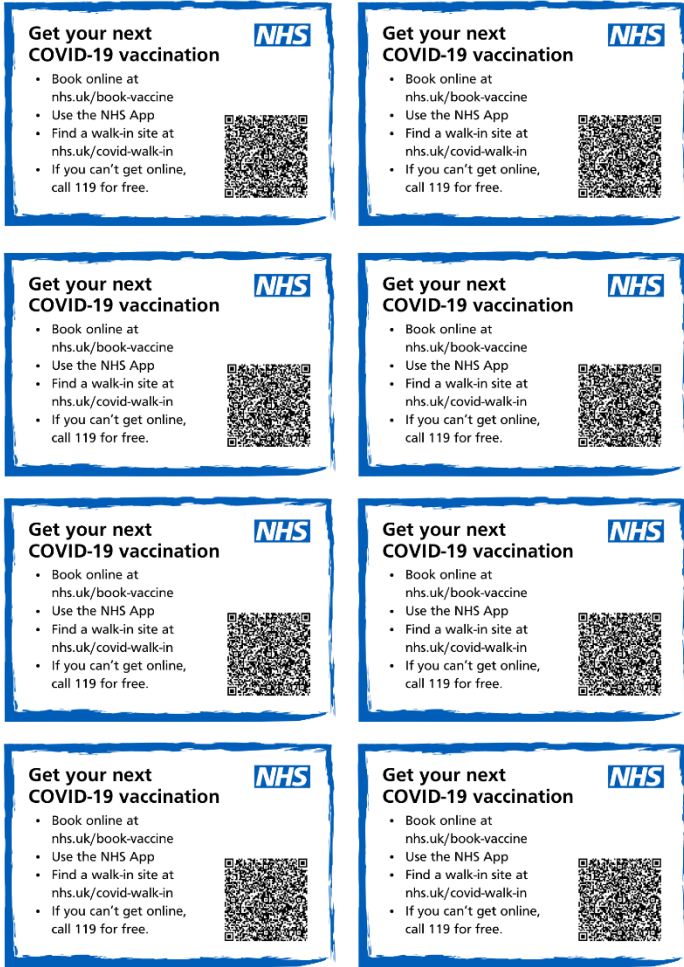

Translated posters – available to download on the [CRC](#)

<p>Poster outlining eligibility for the vaccine and how to book translated into 23 languages. Example in English is included on the right.</p>	
<p align="center">Digital screens - available to download the CRC</p>	
<p>Digital screens for pharmacies/GPs/hospital waiting rooms to encourage those eligible to book spring COVID-19 vaccination.</p>	
<p align="center">Translated digital screens - available to download on the CRC</p>	
<p>Digital screens slides available in 3 groups of translated languages: European, Eastern European and Asian. Example in English is included on the right</p>	
<p align="center">Social media assets - available to download on the CRC</p>	

<p>Caption: From today (15 April) you can book your spring COVID-19 vaccine online or on the NHS App if you are eligible. Appointments will start from 22 April. You don't need to wait to be invited. Find out more and book now at nhs.uk/book-vaccine</p> <p>Alt Text: An elderly couple sat at a table. One is using a mobile phone the other is also looking at whilst holding a tablet. Text in image reads; Eligible people can book their spring COVID-19 vaccine online or via the NHS App</p>	 <p>Eligible people can book their spring COVID-19 vaccine online or via the NHS App</p>
<p>Caption: If you are aged 75 or over or have a weakened immune system, you can now book your seasonal COVID-19 vaccine online or on the NHS App. Visit nhs.uk/book-vaccine</p> <p>Alt Text: An elderly couple stand closely together holding hands. Text in image reads; if you are aged 75 or over or have a weakened immune system, you can book your seasonal COVID-19 vaccine</p>	 <p>If you are aged 75 or over or have a weakened immune system, you can book your seasonal COVID-19 vaccine</p>
<p>Caption: Anyone aged 75 or over can now book their seasonal COVID-19 vaccine online or on the NHS App. You don't need to wait to be invited. Find out more at nhs.uk/book-vaccine</p> <p>Alt Text: A nurse sits facing a patient who has their back to camera. Text image reads; people aged 75 and over can now book their spring COVID-19 vaccine online or via the NHS App.</p>	 <p>People aged 75 and over can now book their spring COVID-19 vaccine online or via the NHS App</p>

<p>Caption: If you are aged 75 or over or have a weakened immune system, you can now book your seasonal COVID-19 vaccine online or on the NHS App. Visit nhs.uk/book-vaccine</p> <p>Alt Text: A woman wearing a head scarf smiles with her eyes closed. Text in image reads; if you are eligible, you can book your spring COVID-19 vaccination online or via the NHS App.</p>		
<p>Caption: Anyone aged 75 or over, or who has a weakened immune system, can now book their seasonal COVID-19 vaccine online or on the NHS App. You don't need to wait to be invited. Find out more at nhs.uk/book-vaccine</p> <p>Alt Text: A woman sits facing a nurse who has their back to the camera. Text in image reads; get your seasonal COVID-19 vaccination against COVID-19 to top up your protection.</p>		
<p>Caption: Anyone aged 75 or over, or who has a weakened immune system, can now book their seasonal COVID-19 vaccine online or on the NHS App. You don't need to wait to be invited. Find out more at nhs.uk/book-vaccine</p> <p>Alt Text: A view over someone's shoulder as they sit at a laptop. The laptop screen shows the book your COVID vaccination page on the NHS website. Text image reads; who is eligible for the seasonal COVID-19 vaccine this spring?</p>		
<p>Spokespeople scripts</p>		
<p>Script for offer opening</p>	<p>"This spring, the NHS is once again offering the COVID-19 vaccine to those that are at highest risk of getting</p>	

	seriously unwell if they catch the virus. If you are aged 75 or over or if you or your child have a weakened immune system, then you can now top up your protection and book your vaccine. Search 'NHS COVID-19 vaccine' for more details on how to book, or book through the NHS App to get protected this spring."
Script on how to book	<p>"If you are aged 75 and over or have a weakened immune system, there are lots of convenient ways to book your COVID-19 vaccine this spring. You can book your COVID-19 vaccine through the NHS App or on the NHS website, which also lists walk-in sites across the country that you can visit without an appointment.</p> <p>Alternatively, if you aren't able to book online, you can call 119 where translators will also be available to support you if you need. Get the extra protection you need this spring, search 'NHS COVID-19 vaccine'."</p>
Script for those with a weakened immune system	<p>"If you have a weakened immune system, your protection against COVID-19 may fade more quickly than other peoples. You can get the extra protection you need by getting the spring COVID-19 vaccine.</p> <p>You may be eligible for the vaccine if you have a disorder affecting your immune system, are undergoing immunosuppressive treatment, such as for cancer, or are taking medications that increase your risk of infection. You can check the summary of health conditions, treatments and medications that can cause a weakened immune system on the NHS website.</p> <p>Search 'NHS COVID-19 vaccine' for more details on how to book and get protected this spring."</p>
Other useful assets and resources	
Bulletin/newsletter copy for offer opening	<p>From 15th April, those aged 75 and over and those with a weakened immune system will be able to book their spring COVID-19 vaccination with appointments available from 22 April. The vaccine provides protection to those at the highest risk of serious illness from COVID-19. Getting a COVID-19 vaccine is more convenient than ever with thousands of appointments available across the country every day (usually pharmacies and GP practices). Bookings can be made online via the NHS App or by visiting www.nhs.uk/get-vaccine. Those that can't get online can call 119 for free where translators will also be available. There are also walk-in sites available across the country. If you or your</p>

	child are eligible, make sure you get any extra protection you need this spring. Get vaccinated against COVID-19.
Business cards for prescription bags – available to download on the CRC	
Stickers – available to download on the CRC	
UKHSA COVID-19 leaflet	https://www.gov.uk/government/publications/covid-19-vaccination-spring-booster-resources

	Free paper copies are available to order for free and translated versions can be downloaded. Please register/login using your work email address) at www.healthpublications.gov.uk or call 0300 123 1002 to place orders. You can find all COVID-19 resources by clicking 'View Campaigns' and then 'COVID-19' from the drop down menu at the top of the page.
System letter	https://www.gov.uk/government/publications/covid-19-vaccination-spring-booster-resources/a-guide-to-the-covid-19-spring-booster-2023
JCVI advice	https://www.gov.uk/government/news/jcvi-advises-on-eligible-groups-for-2024-spring-covid-19-vaccine

4. FAQ

Why should I get the COVID-19 vaccine this spring?

If you're at increased risk of illness from COVID-19, getting a COVID-19 vaccine gives you good protection and helps to:

- reduce your risk of getting seriously ill or dying from COVID-19
- reduce your risk of needing to go to hospital if you catch COVID-19
- reduce your risk of catching and spreading COVID-19
- protect against different strains (variants) of COVID-19

COVID-19 vaccines are offered to those who have had previous doses, because the virus changes, and protection fades, over time.

Who can get a COVID vaccination this spring?

Eligibility for a spring vaccination is similar to previous years but those with a weakened immune system are now eligible from 6 months instead of 5 years. This follows [updated advice](#) last April on COVID-19 vaccination of children aged 6 months to 4 years in a clinical risk group.

Following JCVI advice, the following groups of people can get a further vaccination this spring:

- adults aged 75 and over
- residents in a care home for older adults
- people aged 6 months and over who have a weakened immune system.

Will I need to wait until I am 75 to get the vaccine?

If you are turning 75 years of age between April and 30 June 2024, you do not have to wait until your birthday, you can book in to get your vaccine at any time during the spring campaign as long as you are 75 by 30 June 2024.

What conditions mean I have a weakened immune system and can get the COVID-19 vaccine?

You can check the summary of health conditions, treatments and medications that can cause a weakened immune system at www.nhs.uk/get-covid-vaccine.

This list is a summary and does not cover everything. For a full definition of immunosuppression, please see Chapter 14a (table 3) of the [Green Book](#)

People who have a weakened immune system can include:

- those who have or previously had a blood cancer, such as leukaemia, lymphoma or myeloma
- organ, bone marrow or stem cell transplant recipients
- people who have HIV infection at all stages
- people who have a genetic disorder affecting the immune system
- those undergoing a treatment such as steroid medicine, biological therapy, chemotherapy or radiotherapy (including those whose treatment ended up to 6 months ago)
- people who take certain medicines that increase your risk of infection, such as azathioprine, dexamethasone, prednisolone, ciclosporin or mycophenolate (depending on your dosage)
- recipients of long-term immunosuppressive treatment for conditions such as lupus, rheumatoid arthritis, inflammatory bowel disease, scleroderma and psoriasis

I haven't had a COVID-19 vaccination yet, can I get a spring COVID-19 vaccination?

If you are one of the people who is eligible for a vaccine this spring, yes. Even if you haven't received any previous doses, you should have a dose during this year's spring offer if you are eligible to help protect you against serious illness. Most people do not need extra doses to make up for those you have missed.

What will happen at my vaccination appointment/do I need to bring anything with me?

For those that are eligible for the vaccine due to having a weakened immune system, we'll need to confirm you (or your child) still have a weakened immune system before we can vaccinate you. For the health condition or treatment that weakens your immune system, it will help if you can show:

- the invitation letter to get a COVID-19 vaccine
- a repeat prescription or medicine box, OR
- an NHS letter confirming your diagnosis, OR
- your health record or medication history in the NHS App.

If your health status has changed and you no longer have a weakened immune system, you don't need to book another appointment.

If you have a history of allergies, or if you had a reaction immediately after a previous dose, you may be advised to stay for 15 minutes after the vaccine. Please make sure you tell the vaccinator.

Which vaccine will I be given?

The vaccines have all been tested in line with rigorous standards and have been found to give good protection against the virus. Most people can have any of the COVID-19 vaccines and you will be offered a vaccine that is suitable for you and provides good protection against COVID-19.

COVID-19 vaccines used in the programme are recommended by the JCVI. There are several different COVID-19 vaccines in use in the UK – these have been updated since the original vaccines and provide protection against more recent strains (Omicron) of COVID-19 circulating.

This spring, XBB.1.5 vaccines, as deployed in the later months of Autumn 2023 will be used. These are all mRNA vaccines. There is no alternative to mRNA COVID-19 vaccines available through the NHS this spring. If you have had a severe reaction to a previous dose of the vaccine you should discuss this with your doctor as you may be referred to an allergy specialist for clinical assessment. During this you can discuss your options for vaccination, this may include having the vaccine in an enhanced clinical setting such as a hospital.

The following vaccines are advised for use in all individuals aged 18 years and over:

- Comirnaty 30 Omicron XBB.1.5 vaccine. Dose: 30 micrograms
- Spikevax XBB.1.5 vaccine. Dose: 50 micrograms

The following vaccines are advised for young people aged 12 to 17 years:

- Comirnaty 30 Omicron XBB.1.5 vaccine. Dose: 30 micrograms

The following vaccines are advised for children aged 5 to 11 years:

- Comirnaty 10 Omicron XBB.1.5 vaccine. Dose: 10 micrograms

The following vaccines are advised for children aged 6 months to 4 years:

- Comirnaty 3 Omicron XBB.1.5 vaccine. Dose: 3 micrograms

Further information is available at www.nhs.uk/covidvaccination