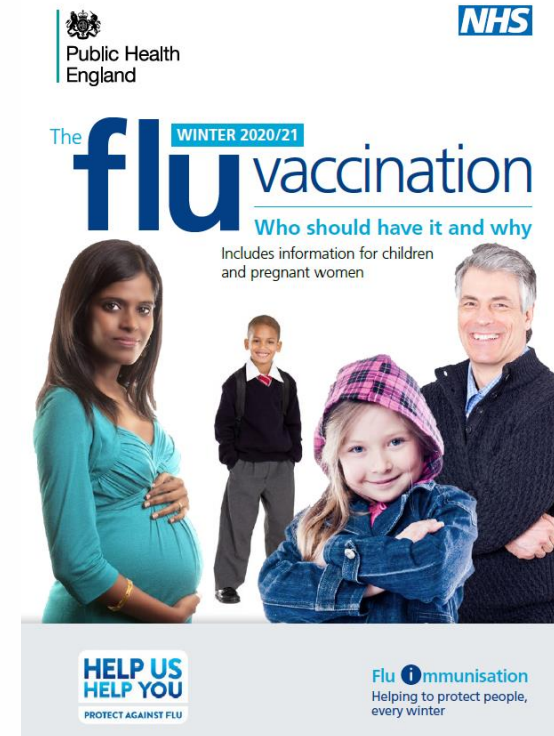


# **Flu vaccinations**

## **Winter 2020/21**

# Overview

- Vitally important to protect those at risk from flu with Covid-19 in circulation.
- People vulnerable to Covid-19 also at risk of complications from flu.
- Want to reduce the chances of those vulnerable to Covid-19 from getting flu.
- Vaccination best way to protect against flu.
- More people eligible for the vaccination this year, including households of shielded population and year 7 school children.



# To encourage uptake of the NHS funded flu vaccination within eligible groups

Children aged  
2 - 11

65 years and  
over

6 months to  
under 65 clinical  
risk groups

Household  
contacts of  
shielded

Close contacts of  
immunocompromised

Carers

Pregnant  
women

People in long  
stay residential  
care

\*50 – 64 years  
(Nov/Dec subject  
to vaccine supply)

Health and social care staff – residential, nursing,  
domiciliary care, personal assistants

County Durham  
Health & Wellbeing  
Board

# Campaigns

National campaign launches October

Regional campaign from September

- Developed by Integrated Care System
- **#Doyourbit** concept – asking people to take **personal responsibility** and **protecting** community and loved ones
- Regional promotions including advertising and media.
- Local promotions including local publications, direct contact, social media, local adverts.

**Staff campaigns** to target health and social care workers, all DCC staff.

## Regional campaign examples



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