



Adult Social Care Vaccines Communications Toolkit

Updated – 09 February 2022

- How this document should be used
- Key materials
- Shareable social media content and blogs
- Marketing materials
- FAQ
- Useful links

How this document should be used

This communications toolkit can be used to provide information and resources to social care workers in all care settings in England about the COVID-19 booster and flu vaccine. It also includes key resources for vaccines as a condition of deployment. Links to available resources are included below and these can be used on your own channels, or as a basis for creating your own communications materials.



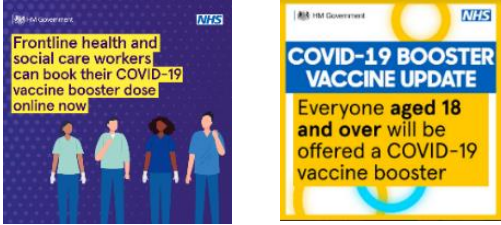

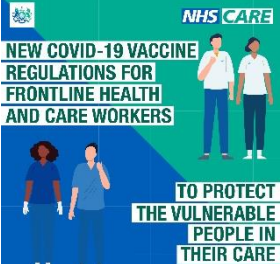
Key Materials

- **Booster narrative for Adult Social Care: [\[LINK\]](#)**
- Social care booster and flu toolkit (including Q&A leaflets, posters, etc) [\[Download here\]](#)
- Booster vaccination leaflet: [\[Download here\]](#)
- Employers' vaccine toolkit: [\[Download here\]](#)
- Covid-19 Vaccines Stakeholder Q&A: [\[LINK\]](#)
- Vaccines as a condition of deployment toolkit (including Q&A and social media graphics): [\[Access here\]](#)
- Letter for priority access to COVID-19 Booster vaccinations for social care workers: [\[Download here\]](#)


Sharable social media content





The following content can be shared across your own channels and networks to encourage care home workers and social care workers to take up the winter vaccines. This section will be updated regularly as new content becomes available, with new sections highlighted in yellow.

Social media graphics:

<p>Graphics and videos encouraging booster uptake, including materials around reducing serious illness, side effects, long COVID, pregnancy, can be found here: LINK</p> <p>Animated social media case studies on why to get boosted if you're pregnant: LINK</p>	 
<p>Booster graphics announcing social care workers are now able to book their COVID-19 booster job can be found here: LINK</p>	
<p>Graphics showing social care workers have priority access to the vaccine. LINK</p>	
<p>Vaccination as a condition of deployment graphics and care home posters: LINK</p>	


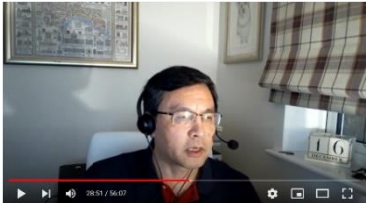
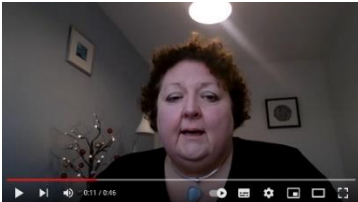
Social care worker case studies:

<p>Video: Hear from Kelvin, a care home worker at The Manor Care Home, on why he decided to receive his booster job and why all social care workers should get theirs too. LINK</p>	
--	--

<p>Video: Hear from social care workers across the country about why they decided to get the COVID 19 booster vaccine. [LINK]</p>	
<p>Video: Home care workers at Abbotts Care explain why they have got the jab. [LINK]</p>	
<p>Video: New mum and care worker Shantelle explains why she chose to have the vaccine. [LINK]</p>	
<p>Video: Dr Rajesh Pandey and other health and care professionals visit Evergreen care home in Hastings to vaccinate residents and explain the importance of getting both vaccines this winter. [LINK]</p>	




Expert videos

All of these videos and more can be found on our social care YouTube channel here: [DHSC Adult Social Care - YouTube](#)

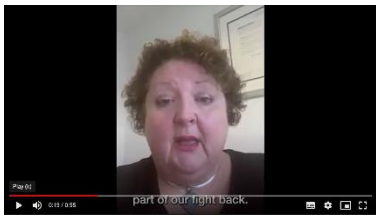

<p>Video: Hear from Sir David Pearson, chair of the government's COVID-19 taskforce for adult social care, on why social care workers need to work together to protect themselves from the Omicron variant: [LINK]</p>	
<p>The full COVID-19: Boosting the Social Care Workforce Webinar can be found here: [LINK]</p>	
<p>2 x Videos: The Chief Nurse for Adult Social Care, Deborah Sturdy, speaks on why care workers should get boosted: [LINK] and [LINK]</p>	

<p>2 x Videos: Dr Nikki Kanani MBE explains the importance of working together to get Boosted, especially if you work in the social care sector: [LINK]</p> <p>Dr Nikki Kanani MBE explains how to book your booster jab: [LINK]</p>	
<p>Video: Chief Medical Officer Professor Chris Whitty on the importance of receiving your COVID19 booster jab: [LINK]</p>	

Pregnancy and fertility:














<p>Chief Scientific Adviser, consultant obstetrician Professor Lucy Chappell, and mum-to-be Katie discuss the safety of receiving the Covid-19 Vaccine during pregnancy. [LINK]</p>	
<p>Video from Dr Fatima Hussain from the Royal college of Obstetricians & Gynaecologists on fertility and the Covid-19 Vaccine [LINK]</p>	
<p>Video from Dr Edward Morris from NHS England speaking on the Covid-19 vaccine and pregnancy. [LINK]</p>	

Video messages:

<ul style="list-style-type: none"> The Chief Nurse for Adult Social Care, Deborah Sturdy, speaks on the importance of receiving your booster jab: [LINK] 	
<ul style="list-style-type: none"> Chief Social Worker, Lyn Romeo, speaks on the importance of receiving your booster jab: [LINK] 	

Marketing Materials

The following marketing materials are available to download from Public Health England's Campaign Resource Centre, to encourage care home workers and social care workers to take up their winter vaccines. You can download the materials here: [\[LINK\]](#)

<p>Q&A Leaflets for staff</p>			<p>This autumn and winter it's essential you protect yourself and others against both flu and COVID-19. Health experts have warned we could have a bad flu season, alongside rising cases of COVID-19. So, it's more important than ever that you get a free flu vaccine and COVID-19 booster to get the best protection.</p> <p>The flu vaccine and the COVID-19 booster are the best way for you to protect yourself from both viruses, so you can continue to be there for your family and friends, and the people you care for.</p> <p>Here are some answers to questions you may have about getting the flu vaccine and COVID-19 booster.</p> <p>Why should social care workers receive the flu vaccine? On average more than 10,000 people die each year from flu. This winter, health experts have warned we could see high levels of flu circulating alongside COVID-19. We could also be less immune to flu viruses as there were fewer cases last winter due to COVID-19 restrictions.</p> <p>Being healthy doesn't reduce your risk of getting flu or passing it on. You can have flu without any symptoms and pass it on to family, friends, colleagues, and those you care for, many of whom may be at increased risk from flu.</p> <p>How effective is the flu vaccine? The flu vaccine will help prevent you from getting the flu and is your best protection against the virus. If you do get flu after vaccination, it's likely your symptoms will be milder and shorter-lived than they would otherwise have been.</p>
<p>Posters x 4 Empty belly posters x 4</p>			
<p>Social Media Square x 4</p>			
			
<p>Social Media Landscape x4</p>			

<p>Email Signature x 4</p>	
<p>Sticker</p>	

FAQ

A detailed FAQ on the COVID-19 vaccines can be found below, with information on how social care workers will access their vaccinations as well the vaccines themselves [[LINK](#)]

Useful Links

- Flu vaccination guidance for social care workers [\[LINK\]](#)
- Find a pharmacy that offers the flu vaccine [\[LINK\]](#)
- NHS Covid-19 Vaccination National Booking Service [\[LINK\]](#)