

## Public information campaign

November 2020

### 'Just' the flu?

### There's no 'just' about it.

Flu is a major cause of harm every winter, particularly among vulnerable people who may need hospital treatment from complications caused by flu. Flu immunisation, however, is one of the most effective interventions to reduce harm from flu and pressures on our health and social care services in winter.

This year we are seeing the impact of COVID-19 on these services, making it more important than ever to encourage those who are eligible for the seasonal flu vaccine to get it. Early research shows that for some people with both COVID-19 and flu virus there is an increased risk of complications, which could be fatal.

To support the seasonal flu vaccination programme, the Public Health Agency (PHA) has developed a public information campaign to promote and encourage uptake of the seasonal flu vaccination among all those who are eligible.

### Campaign aim

To encourage early uptake of the free seasonal flu vaccine by all those who are eligible.

### Campaign key messages

- It's not 'just' the flu
- This is not 'just' any year
- The flu vaccine is the best protection for you and those around you
- If you're eligible, get the free flu vaccine
- For more information visit [www.nidirect.gov.uk/flu](http://www.nidirect.gov.uk/flu)

### Campaign target audience

The target audience for the public information campaign is all those who are eligible for the free flu vaccine. You are eligible if you are:

- aged 65 or over
- under 65 with an underlying health condition
- pregnant
- a pre-school child (aged 2-4 years)
- a pupil at school (Years 1-8)
- a health and social care worker
- living with someone who was asked to shield.

# 'JUST' THE FLU?

**The flu virus can kill.  
The flu vaccine is the best protection  
for you and those around you.**



Dr Rachel Edwards, GP

## 'Just' the flu? public information campaign

The public information campaign focuses on the seriousness of flu, highlighting the potential complications that can develop among at risk groups as a result of not being vaccinated against flu.

The television advertising features graphic animation and GP, Dr Rachel Edwards, to emphasise the importance of getting the flu vaccine this year if you are eligible and that it is the best protection for both you and those around you.

In addition to television, the campaign includes radio, outdoor and digital advertising. A range of social media assets has been created, one of which features Lyndsay Mallon, Midwife with the Southern Health and Social Care Trust, to encourage pregnant women to get the vaccine to protect themselves and their baby.

**The campaign will run from 30th November until 13th December 2020**

### Mass media advertising details:

**Television:** UTV, Channel 4, ITV Breakfast, Sky Adsmart, ITV Hub and All 4

**Radio:** Cool FM, DTR, DTR Country, Q Radio, U105, Belfast 89FM

**Outdoor:** 48 Sheets, 6 sheets and Adshel Live across Northern Ireland.

**Digital:** Programmatic VOD (Video on demand), display, Google search, Social media channels: Facebook, Instagram and Twitter

Help promote the seasonal flu campaign messages and encourage vaccination uptake by using the social media assets and campaign materials, which will be available to download and share from the PHA's seasonal flu campaign resource page at [www.pha.site/flu-vaccination](http://www.pha.site/flu-vaccination)

Please also follow our social media accounts:

**Twitter:** @publichealthni

**Facebook** @publichealthagency

**Instagram:** @publichealthni



All advertising formats include the url [nidirect.gov.uk/flu](http://nidirect.gov.uk/flu) for more information. The advertising campaign will be further supported by PR and social media activity.



Find us on:



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