

# Every vaccination brings us closer, together

## COVID-19 vaccination public information campaign

May 2021

The Northern Ireland COVID-19 vaccination programme is moving at great pace. As we move into the younger 18 to 50 age group the PHA is implementing a public information campaign to encourage uptake of the vaccine.

### Campaign aim

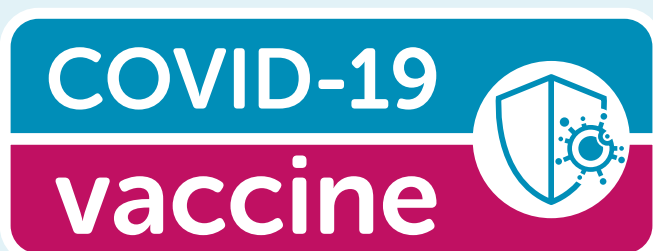
The campaign aims to encourage anyone aged 18 years and over not already vaccinated to take up their invitation when called for the COVID-19 vaccine.

### Campaign creative

A number of concepts were tested on the target audience and *Every vaccination brings us closer, together* was chosen to be developed for the campaign. Participants felt they could identify strongly with the concept and would be encouraged to get vaccinated. It features a range of memories of life before COVID-19 with the hope of picking these moments up again in the future. The advertising shows how getting the vaccination is a simple thing to do and will help bring us closer, not only to our friends and family, but closer to life feeling normal again.

### Key messages

- Even if you don't think you need the COVID-19 vaccination it will help protect you and those close to you.
- COVID-19 vaccines are safe.
- Two doses are needed for best protection.
- It is important to follow public health advice after you have been vaccinated.
- Go to [www.nidirect.gov.uk/covidvaccine](http://www.nidirect.gov.uk/covidvaccine) to learn more and to book your vaccination appointment.



## Campaign dates and media

The campaign advertising will run from 10 May – 13 June 2021.

The advertising includes TV, radio, outdoor and a variety of digital elements aimed at targeting those in the 18 to 50 age group. Details are as follows:

### Mass media advertising schedule

**Television:** UTV, Channel 4 and Sky Adsmart

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

**Outdoor:** 48 sheets and 6 sheets across Northern Ireland

**Digital:** Facebook, Instagram, Snapchat, Spotify, Captify, Programmatic Display, Programmatic Video on demand, Google search

## Campaign evaluation

In addition to monitoring uptake of the vaccine the PHA will commission quantitative research to track and monitor public knowledge and attitudes regarding the vaccine and measure campaign awareness and response to campaign.

## Supporting the campaign

The advertising will be further supported by PR and social media activity. Please support the vaccination campaign by sharing these posts on your social media channels. Please tag the Public Health Agency in your posts and follow our social media accounts:



Twitter: @publichealthni



Facebook: @publichealthagency



Instagram: @publichealthni

## COVID-19 vaccination further information

All advertising features the url: [www.nidirect.gov.uk/covidvaccine](http://www.nidirect.gov.uk/covidvaccine) which signposts to updated content for those seeking more information about the COVID-19 vaccination, and addresses concerns on safety, the vaccine and pregnancy, the importance of having two doses of the vaccine for best protection and the need to continue to follow public health advice.



### Public Health Agency

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