

# BOOST YOUR COVID-19 & FLU PROTECTION

Winter vaccines campaign  
Communications toolkit



Public Health  
Agency



DoH

[www.health-ni.gov.uk](http://www.health-ni.gov.uk)



## Purpose

This document provides an overview of the Public Health Agency's Boost your COVID-19 and flu protection campaign. The purpose of the campaign is to raise awareness of the Winter vaccination programme and encourage all those eligible for the flu vaccine and COVID-19 booster to come forward for vaccination.

## Current landscape

This winter it is expected COVID-19 and flu may circulate at high levels – both of which can cause serious illness. Flu activity levels have been extremely low globally for the past two years, mainly due to COVID-19 restrictions, and as a result a lower level of population immunity against flu is expected this year. Co-infection with flu and COVID-19 is associated with a greater risk of more severe illness and death.

All those who are eligible for the annual seasonal flu vaccine and COVID-19 booster are encouraged to get vaccinated early in the season before winter viruses start to circulate.

## Key campaign messages

Your COVID-19 vaccine protection can fade and the flu virus changes every year.

Winter viruses can be especially risky if you're 50 or over, pregnant or have an underlying health condition.

Boost your immunity by getting vaccinated, if eligible.

Campaign advertising signposts to **[www.nidirect.gov.uk/winter-vaccines](http://www.nidirect.gov.uk/winter-vaccines)** for further information on eligibility and where to get vaccinated.



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**[nidirect.gov.uk/winter-vaccines](http://nidirect.gov.uk/winter-vaccines)**

Produced by the Public Health Agency, 12-22 Linenhall Street, Belfast BT2 8BS [www.publichealth.hscni.net](http://www.publichealth.hscni.net)

11/22

## Channel plan

An integrated mass media campaign has been developed to encourage uptake by highlighting both vaccines are equally important, vaccine protection can fade and the flu virus changes each year so it is important to boost our immunity ahead of winter. The campaign commenced in October with radio advertising and will now include TV, radio (broadcast and digital), outdoor, video on demand, social and digital media advertising from 1 November until 11 December 2022.

The campaign will run across multiple channels:

- TV** UTV, ITV Breakfast, Channel 4, Sky Adsmart, ITV Hub and All 4.
- Radio** Cool FM, DTR, DTR Country, Q Radio, U105, Belfast 98 FM, Dax and Octave (online) and Instream stations.
- Outdoor** Multiple formats throughout Northern Ireland including 6 sheets and 48 sheets, digital portrait panels, bus interior and exterior
- Digital** Google search, display, video on demand, Spotify audio, social media (Facebook, Instagram, Twitter, Snapchat and Tik Tok) Bauer media partnerships (Cool FM and DTR online).

## Extending the message - campaign assets for you to share

We are creating a portfolio of campaign assets which you are encouraged to share on your own communication channels. This page will be updated so please come back and check. Currently assets include:

Social media posts (animated and static)


Web banner/email signature

A3 posters

A4 posters

TV Commercial (for viewing only).

All assets can be accessed here:  
**[pha.site/winter-vaccines-campaign](https://pha.site/winter-vaccines-campaign)**



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