



**Don't let the ones you love
become the ones you treat**

**Protect yourself and those around you -
get your flu jab**



Public Health
Agency

Public Health Agency, 12-22 Linenhall Street, Belfast BT2 8BS. Tel: 0300 555 0114 (local rate) www.publichealth.hscni.net www.pha.site/flu

08/25

Strengths 		Opportunities 
Capability	Message is simple and reinforces their capability to protect others i.e. they can take action to reduce risk.	- Assumes audience understands what “flu jab” is and where/how to get it - Does not clearly identify how and where to obtain the FREE flu vaccination (if you in an eligible group) - Does not address misconceptions about safety or eligibility. - Mild call to action (could be strengthened)
Opportunity	Implies social opportunity (protecting loved ones)	- No environmental cue (e.g., reminder of where or when clinics run and that the vaccine is free for those who are eligible). PHA website address is very small. Suggest making this obvious and adding QR codes for visibility. - Lacks explicit social norming (e.g., that “join thousands of staff protecting their families this winter by getting their flu jab”) / although, urge caution over using facts and figures which could cause mistrust, or could be misinterpreted.
Motivation	Strong emotional appeal	- Focuses mainly on protecting others, not self-benefit (persuasion, coercion) - Could overemphasise fear/guilt without reinforcing efficacy (“you can do something about it”).
Suggested enhancements based on the Behaviour Change Wheel (BCW) - The behaviour change wheel: a new method for characterising and designing behaviour change interventions - PubMed ➤ Add short, actionable info: “Available free at your GP or local pharmacy.” (enablement), add cue “flu jabs available now” (<i>enablement</i>) ➤ Provide visible link or QR code to find their local participating pharmacy (and/or to booking system), eligibility checker (<i>enablement</i>) ➤ Add a statistic on the prevalence of flu and % of complications/deaths etc. (<i>education</i>) ➤ Add self-efficacy phrase: “It’s quick, safe, and protects you too.” (<i>coercion/persuasion</i>) ➤ Reinforce positive emotion: “Feel confident you’re keeping loved ones safe.” (<i>coercion/persuasion</i>) ➤ Include a social norm: “Join thousands protecting families this winter.” (<i>modelling</i>) ➤ It is not clear from current imagery that this is a HSCW. Could be tailored to groups that have lower uptake (<i>modelling</i>)		



	Strengths ✓	Opportunities 💡
Capability	Simple message (“get your flu jab”).	- Message does not specify where, when or how to do it (e.g., where to book, who is eligible). Link at bottom of poster is too small. QR code may be better. - Visuals do not model the desired behaviour (no indication of vaccination in progress or, how flu spreads for example).
Opportunity	Highlights that the flu jab protects self, and others.	- No cue for when, where or how to get vaccinated - Image lacks clarity on which staff group is being targeted - could be more effective to tailor a series of posters for specific staff groups (e.g., care staff, nurses, admin) rather than covering all basis. - All-female group – lacks gender diversity, which limits social identification and inclusivity.
Motivation	Emotional appeal	- This message acts as coercion/negative persuasion, potentially creating defensiveness or confusion (“Are these people supposed to have flu?”). - The use of ‘present tense’ in this message could lead to confusion. HSCWs could think they may already have had the flu and a vaccine would not be of benefit - It suggests blame rather than empowerment, which may reduce engagement.
Suggested enhancements based on the BCW ➤ Consider reframing the message - Add a tagline like: “Flu spreads easily, even before symptoms – vaccination protects you and others.” (<i>education</i>) ➤ Shift from guilt-based (“you could be spreading”) to empowerment (“you can help stop the spread”) and shift from a message that may imply the opportunity for protection has been missed to one that encourages action now to prevent harm e.g. "Avoid spreading the flu this winter - get your flu jab now, it's not too late" (<i>persuasion</i>) ➤ Add practical information: “Free flu jabs now at your GP or local pharmacy.” (<i>enablement</i>) ➤ Develop series of images tailored by occupational group (e.g., healthcare assistants, porters, community staff (modelling) ➤ Use images showing diverse staff groups (<i>modelling</i>) ➤ Add social proof: “Your colleagues are getting protected – have you booked yours?” (<i>modelling, persuasion</i>) ➤ Imagery: consider using relatable examples of staff taking action -e.g. use of positive social imagery (e.g., staff member serving tea after being vaccinated - showing protection in action), or alternatively, negative social imagery (e.g. staff member serving tea unvaccinated - showing flu transmission in action) (<i>modelling</i>).		



Same wording, different images



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Opportunity	- Depicts staff in uniform, clearly identifying the audience and environment (positive update from the previous poster). - Visuals create peer identification (“people like me”).	- No cue for when, where or how to get vaccinated - All-female group – lacks gender diversity, which limits social identification and inclusivity. - Still lacks visible cues that make vaccination seem normative or routine.
Motivation	Highlights that the flu jab protects self, and others around you	“you could be spreading flu right now” - this message acts as coercion/negative persuasion - (“Are these people supposed to have flu?”). - The use of ‘present tense’ in this message could lead to confusion. HSCWs could think they may already have had the flu and a vaccine would not be of benefit - It suggests blame rather than empowerment, which may reduce engagement
Suggested enhancements on imagery based on the BCW (see comments on other poster for framing/additional information etc)		
➤ Include gender and role diversity in visuals (include male or non-clinical staff) <i>(modelling)</i> ➤ Strengthen by showing staff receiving vaccination or wearing “I got my flu jab” badges <i>(modelling)</i>		

Can the vaccine cause flu?

No. The viruses in the vaccine are inactivated (killed) and cannot cause flu. Some people may experience mild flu-like symptoms for up to 48 hours as their immune system responds to the vaccine, but this is not flu.

Is there anybody who should not be vaccinated?

Most people with a serious allergy to hens' eggs can be given a flu vaccine but you need to discuss this or any other serious allergies you may have with the occupational health nurse or doctor.

The flu vaccine should not be given to those who have had an anaphylactic reaction to a previous flu vaccine.

Is the vaccine safe for pregnant women?

Yes. Pregnant women should get the vaccine regardless of their stage of pregnancy. They will be offered it by their GP or midwife.

The flu vaccine is licensed for use in pregnancy by the European Medicines Agency. There is a lot of evidence that flu vaccines are safe in pregnancy and for your newborn baby. Since 2009, the UK and a large number of other countries have introduced routine flu vaccine programmes for pregnant women. Millions of pregnant women have received seasonal flu vaccine, where its safety has been carefully monitored. This has shown the vaccine to be safe for pregnant women and their babies.

Where do I get the vaccine?

If you work in a Trust, details on how to obtain the vaccine will be widely advertised. Talk to your line manager or occupational health department for more information. If you work in primary care or for a private healthcare organisation, you should contact your employer.

No matter where you are working, if you are already in an 'at-risk' group because of your own health status, your GP should get in contact to offer you the flu vaccine.

If you get your vaccination outside of a Trust clinic, please inform your vaccinator that you are a health and social care worker so that they can record your vaccination status.

For more information on flu vaccinations visit:

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Health and social care workers

Don't risk flu infection!



Protect yourself, and those around you - get your flu jab

09/25

Why should health and social care workers get the seasonal flu vaccine?

Each year the flu vaccine protects against the most commonly circulating strains of flu. Getting your flu vaccine will help reduce the spread of flu among your colleagues, patients or clients and family members.

Getting vaccinated early helps to:

- protect you from getting flu and from passing it on to your family
- protect patients and clients, who can be particularly at risk of the serious complications of flu
- protect your colleagues
- make sure health and social care services are effective and efficient.

Front-line health and social care workers are more likely to be exposed to the flu virus. It has been estimated that up to one in four health and social care workers may become infected with flu during a mild flu season.

Health and social care workers may transmit the illness to patients even if they are only mildly infected. There are reports of flu outbreaks within hospitals and other care settings where transmission from healthcare workers to patients is likely to have facilitated the spread of the disease.

Studies have shown that vaccinating staff can help prevent infection being passed to patients. This is particularly important as some patients may not respond well to the vaccine.

Symptoms include:

Fever, chills, headache, aching muscles, extreme fatigue, cough and sore throat – and because flu is a virus, antibiotics won't help.

Some people that are infected with flu don't develop any symptoms.

Flu is at best a nasty experience, even for people who are usually fit and healthy.

Flu can lead to more serious illnesses such as bronchitis and pneumonia, or can make existing conditions worse. In the worst cases, flu can result in a stay in hospital or even death.

During recent flu seasons, previously healthy people of working age have been affected by flu and have suffered the most serious complications.

Early studies suggest that for some people with both COVID-19 and flu virus, the risk of serious complications and death increases. It is more important than ever to get the vaccine.

Which health and social care workers should have the flu vaccine?

All health and social care workers should have the flu vaccine.

This includes medical staff, nursing staff, staff in allied health professions, mental health staff, ambulance staff, social care staff and any staff that support clinical staff.

How does the vaccine work?

About two weeks after you get the flu vaccine, your body makes antibodies to the vaccine virus. These antibodies help to protect you against any similar viruses you then come into contact with.

I had the flu vaccine last year, do I need to get it again this year?

Yes. Flu protection only lasts for one flu season, so it is important to get vaccinated every year.

When should I have the flu vaccine?

It is important that you get your flu vaccination in October or early November to be ready to fight off infection. The earlier you get the vaccine, the sooner you will develop protection.

How effective is the vaccine?

The flu vaccine gives 50% to 60% protection in adults aged 18-65 years against viruses that are a close match to the vaccine. There are many other viruses around every winter including COVID-19 that cause flu-like symptoms.

A small number of people may get flu even if they have been vaccinated, but it is likely to be a milder illness than if they had not been vaccinated.

Should I expect a reaction to the vaccination?

After vaccination, your arm may be sore for a day or two where you had the injection. Some people get a slight temperature and aching muscles for a couple of days. Other reactions are very rare.

	Strengths ✓	Opportunities 💡
Capability	• Knowledge building • Myth-busting • Clarity for special populations	• Text-heavy layout - key messages could be simplified and condensed • Condensing key points would reduce cognitive load and support better comprehension. • Use of icons/infographics would strengthen education and enablement by making information more accessible and easier to recall.
Opportunity	• Clear guidance on access • Organisational support	• Include stronger visual cues or calls to action (e.g., bold text or highlighted boxes such as “Book your flu jab today”) to prompt engagement. • Offer clear direction to walk-in clinics as a flexible option to accommodate practical constraints such as shift patterns and limited clinic hours.
Motivation	• Strong protective framing	• Use emotive and diverse imagery to strengthen automatic motivation – include a wider range of HSCW roles (e.g., porters, GP receptionists, social workers, ambulance staff) to enhance identification and personal relevance across the workforce. • Strengthen “lead by example” messaging – feature quotes or images of senior clinicians, managers, or respected colleagues receiving their vaccine to model desired behaviour and reinforce social norms. • Highlight positive outcomes (e.g., “Protecting patients starts with us”) to further enhance reflective motivation and pride in professional responsibility.
Suggested enhancements based on the BCW		
➤ Consider adding short quotes or testimonials from healthcare workers who felt reassured or protected after vaccination to enhance identification and confidence (<i>modelling</i>). ➤ Highlight the wider system impact of flu-related staff absences, emphasising how outbreaks increase pressure on workforce capacity and service delivery (<i>education/persuasion</i>). ➤ Acknowledge staff mental health and wellbeing challenges, particularly during winter pressures, and position vaccination as a proactive step to reduce stress and maintain stability within teams (<i>persuasion/enablement</i>). ➤ While transparency around vaccine effectiveness is important, presenting figures such as “50–60% protection” should be handled cautiously, as those undecided may interpret this as insufficient - framing should reinforce that even partial protection significantly reduces severity, transmission, and system strain (<i>education/persuasion</i>).		