

Communications Toolkit

Flu vaccine for 2 - 3 year olds

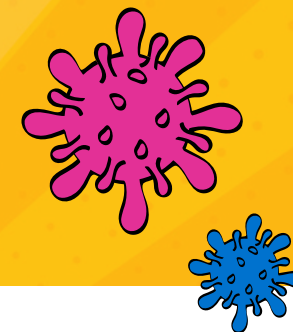


The background is a bright yellow with a sunburst pattern. Three children are dressed as superheroes. On the left, a girl with curly hair wears a red mask and cape. In the center, a boy wears a blue suit with a red star and a red mask. On the right, a boy wears a white tank top, red mask, and red cape. They are surrounded by colorful virus particles (red, green, pink, blue). Two speech bubbles contain text. A large red virus particle is at the bottom center.

We're Flu
Fighters!

**A QUICK
SPRAY KEEPS
FLU AWAY!**

About this toolkit

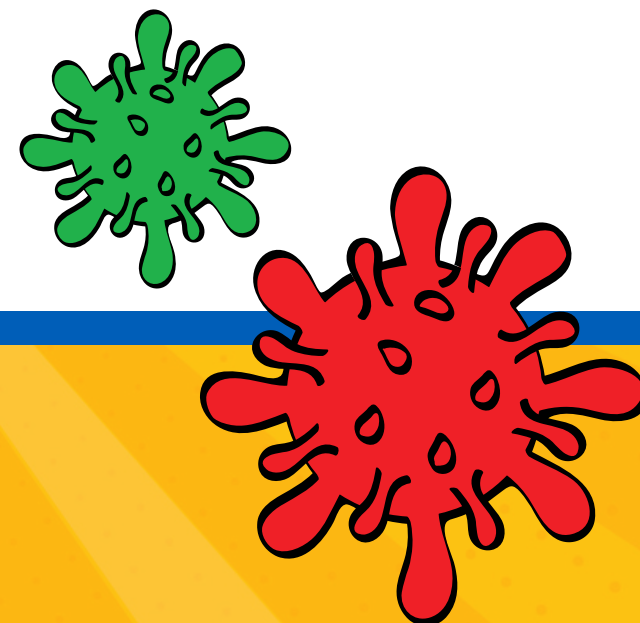


This communications toolkit aims to support GP practices and community pharmacies in delivering the seasonal flu nasal spray vaccine to 2-3 year olds in autumn 2025.

It contains written copy alongside customisable resources such as posters and social media graphics for use by individual practices to encourage as many parents as possible to bring their child(ren) forward for a flu vaccine. The toolkit contains links to download materials. Materials can also be found on our **dedicated webpage**.

Produced by the communications and engagement team at
Hertfordshire and West Essex ICB, August 2025

Email us: **Hweicbenh.communications@nhs.net**



About this toolkit



We know that not enough 2 - 3 year olds are having the flu vaccine and that parents of young children may face 'barriers' which are stopping their child from being vaccinated. These barriers could include:

- Having to make an appointment at a surgery which might be difficult for parents who are working or busy during the week - **could a drop in clinic or appointment options at the weekend encourage more to come forward?**
- Parents worry that the vaccine may hurt or distress their child - **with some planning, and the help of the resources in this toolkit, you can make a vaccine clinic fun and and fear-free.**
- Fear of needles - **throughout our messaging, we want to make clear that this is a quick and easy spray vaccine, not an injection - 'a quick spray keeps flu away!'**
- Parents might want to wait until they can have it at school - **you can help explain that getting the vaccine when young can reduce their chance of serious illness.**
- Misinformation around vaccine risks - **the flu nasal spray is safe and has been given to millions of children over a number of years. As trusted healthcare professionals, you can help to allay any fears people may have.**

Why all the superheroes?

As GP practices and pharmacies, you can help to break down barriers to vaccination through the way in which you communicate with parents about the flu vaccine and how you plan and run vaccine clinics.

Inspired by the work of **Stevenage North PCN** and their successful superhero-themed family flu clinics last year, the ICB communications team has produced this toolkit and resources to help practices and pharmacies encourage more parents of young children to bring their child in for a 'flu fighting' nasal spray vaccine this autumn.

[See pages 8 - 11 of this toolkit for ideas on how to run your own superhero-themed flu event.](#)



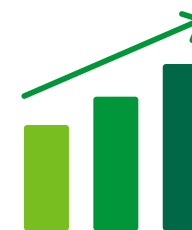
Facts about flu

Vaccinations start on **1 Sept 2025** for 2 and 3 year olds.

Most flu vaccinations for children take place in September and October - **the earlier the better!**



Last year (2024/25), only **45.9%** of 2-3 year olds in Hertfordshire and west Essex had their nasal flu vaccine. **That leaves 19,000 children unprotected.**
(NHS England data)



All health systems have been asked to **improve vaccination uptake** in 2-3 year olds.

Children under 5 have some of the highest hospitalisation rates due to flu – as many as **6,000** in England each year. **Vaccination cuts the hospitalisation risk by around two-thirds.** It helps protect against complications like pneumonia and painful ear infections.
(UKHSA)



Vaccinating children has a big impact on the spread of flu and can reduce hospitalisation in older people. If we vaccinate **1,000 children** against flu, we prevent **four older people** being admitted to hospital with respiratory complications of flu.
(UKHSA)

Key messages for parents

Please help all your staff, including reception and support staff, to read these messages so they can talk confidently about the flu vaccine to parents of young children.

No needles! The nasal spray is quick and easy. The vaccine is absorbed into the nose really quickly, so even if your child sneezes right after, it still works. For children who can't have the nasal spray for medical or religious reasons, an injection is available

Protect them: Flu can make children under 5 very ill. Vaccination cuts the risk of having to go to hospital because of flu by around two-thirds. It helps protect against complications like pneumonia and painful ear infections.

Protect family and friends! Pre-schoolers are excellent at spreading germs! Vaccinating your child helps protect others in your family who are at higher risk of flu making them very ill, like grandparents or those with long-term conditions.


They need a vaccine each year: The vaccine is updated each year to match flu strains, so we recommend having a vaccine every autumn.

Flu vaccine helps you avoid time off work: Juggling a sick child and work is tough. If your child gets flu, you may have to take time off or find childcare.

It's free! The flu spray is free on the NHS for children and flu vaccinations for adults are also free if you're in an eligible group.



Written copy for newsletters and websites

[Newsletter article \(396 words\)](#)  [DOWNLOAD](#)

[Copy for websites or Facebook](#)  [DOWNLOAD](#)

[Mythbusting Q&A](#)  [DOWNLOAD](#)



Top tips to run a superhero flu clinic

Here are some ideas to run a superhero-themed flu vaccine clinic in your GP practice or pharmacy.

Decorating your space

- Use any TV screens or digital displays to show our 'flu fighter' materials ([see page 14 for digital screens to download](#))
- Decorate the waiting room with bunting - one of the practice team might have some at home they wouldn't mind bringing in. Or print out some of the bunting templates from [page 23 of this kit](#).
- Stick 'Hero Headquarters' signs on the front door and consulting room doors ([see page 21](#)).



Top tips to run a superhero flu clinic

Dressing up!



- If you happen to have a costume or a mask at home – wear it, the kids will love it!
- If you don't, you can encourage staff to wear brightly coloured t shirts (red, yellow or blue work well) and use a disposable apron as a cape!
- Print out masks ([see page 26](#)).
- Make flu fighter name badges or stick a lightning bolt to your uniform ([see page 22](#)).



Photos kindly supplied by
Stanmore Medical Group, Stevenage

Top tips to run a superhero flu clinic

Child Engagement

- Order flu vaccine stickers from www.healthpublications.gov.uk (not superhero themed but still popular!)
- Give each child a flu fighter certificate after their vaccine ([see page 20](#)).
- Offer simple activities like colouring while waiting ([see pages 16 - 19 for colouring sheets](#)).
- Thank parents and remind them that the flu vaccine is annual – “See you next year, hero!”

Clinic logistics

- Think about having extra staff on hand who can explain the nasal spray and reassure anxious parents or children.
- Keep a quiet corner for children who need a calm moment.
- Use a one-way flow if possible to reduce waiting times and ease congestion.



Top tips to run a superhero flu clinic

Promoting your clinic

- Advertise as a fun, drop-in session - perfect for busy parents.
- Use the resources in this pack to advertise clinics in your waiting room (use printed posters and digital screens)
- Use social media channels if you have them. You might want to contact local nurseries with some information they can share with parents.
- Tell the ICB communications team when your event is – they can help promote it to parents in your area.

The following pages contain resources that are ready to use, or contain editable areas for you to add your own information.



Posters

[Click here for the assets on Canva](#)



Print and write
clinic details



Print and write
clinic details



GP practice
general



Editable: add your
own clinic details



Pharmacy
general

Social media

[Click here for the assets on Canva](#)



GP, general
call to action



Pharmacy,
general call to action



General - add flu clinic
details to written copy
that accompanies social
post



Editable:
add your event details

Digital screens

[Click here for the assets on Canva](#)



GP screen,
general call to action



Editable: GP screen,
add your own clinic details



Pharmacy screen:
general call to action



Pharmacy screen:
portrait orientation
- book appointment today

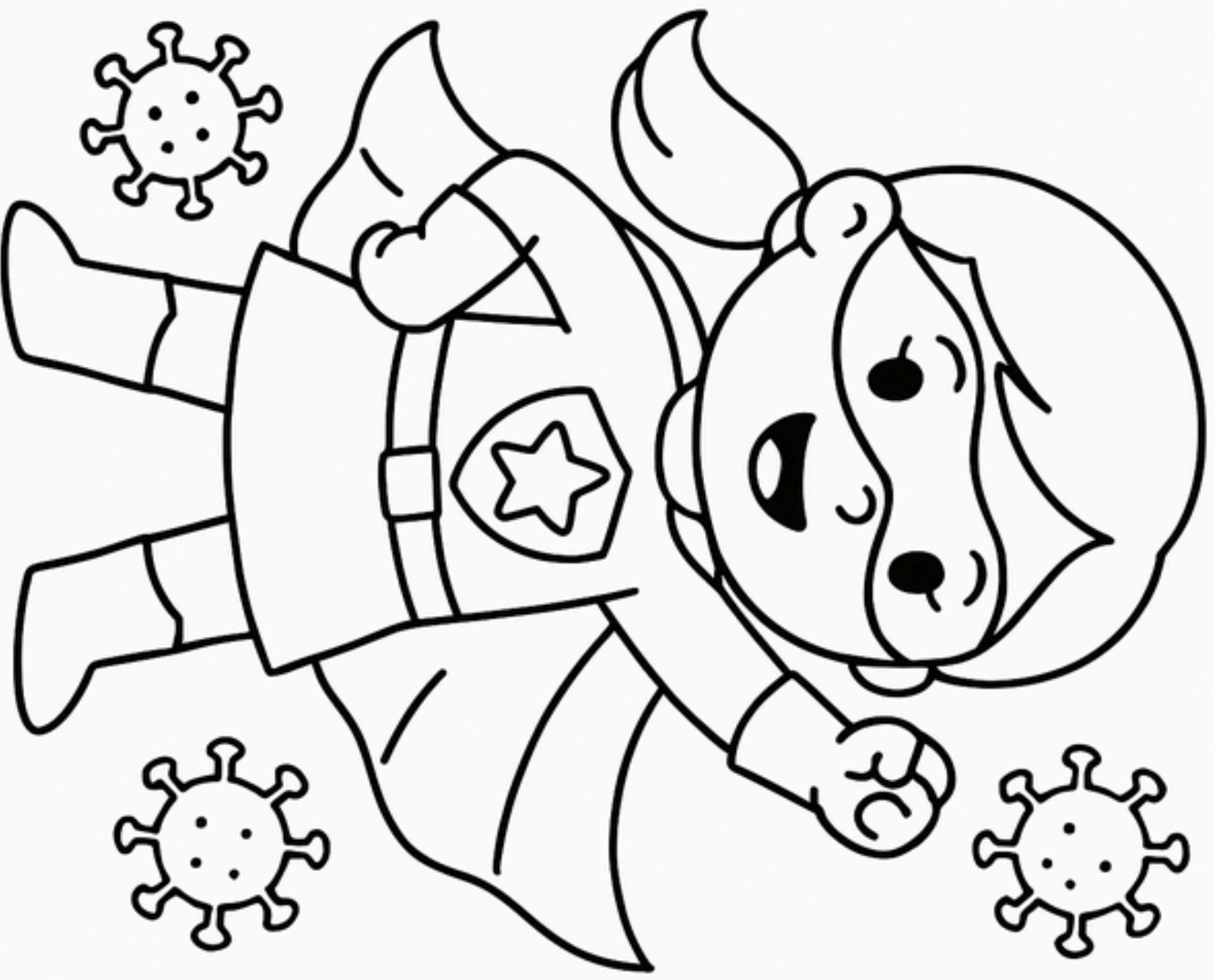
Printable resources

The following pages contain some printable resources that might help to bring the flu fighter theme to life at your vaccination clinic. We have provided:

- 'I'm a flu fighter' certificate
- Colouring pages
- 'Hero headquarters' sign for doors
- Flu fighter name badges for staff
- Bunting triangles
- Mask templates
- Lightning bolt

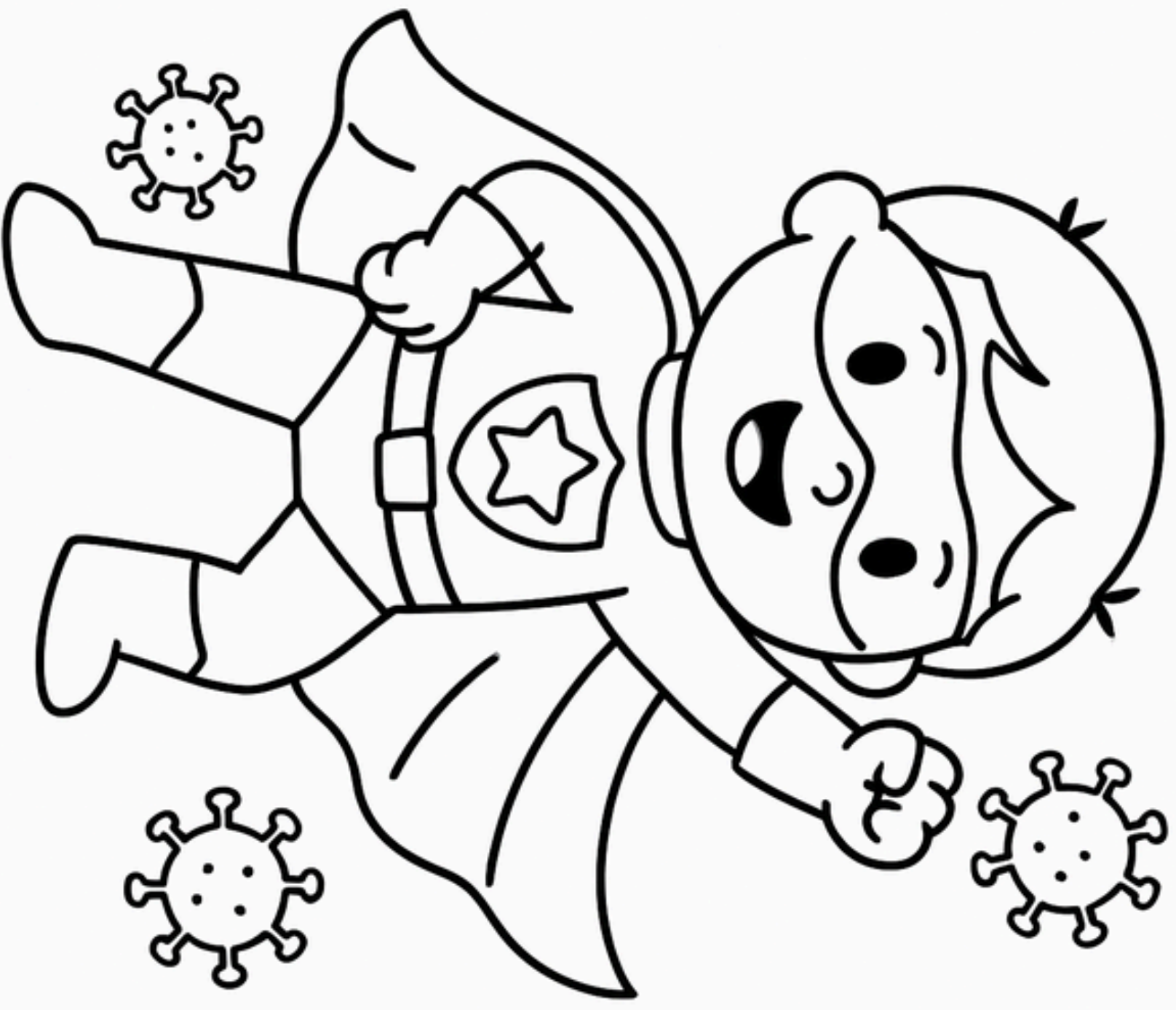
I'M A

FLU FIGHTER

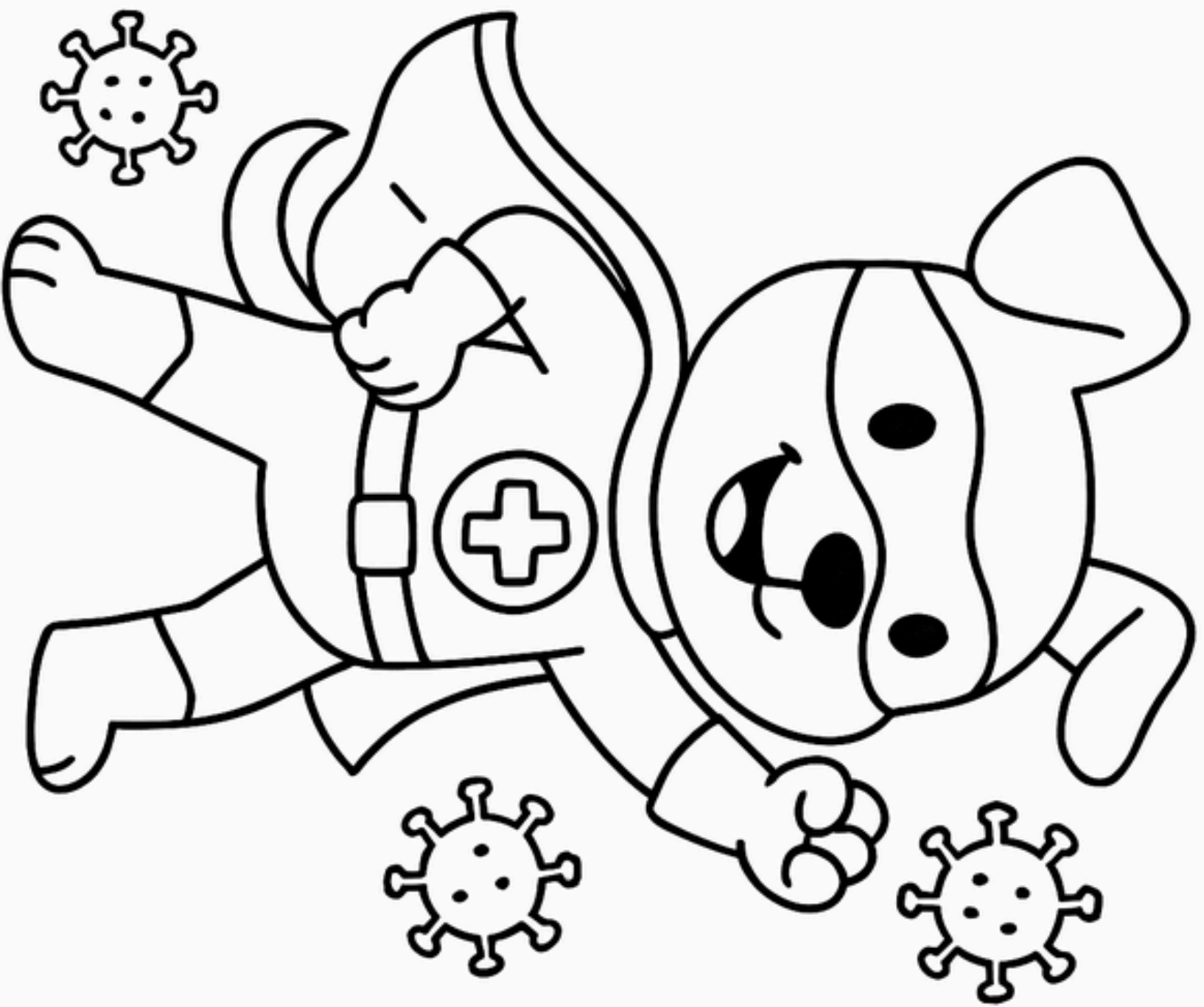


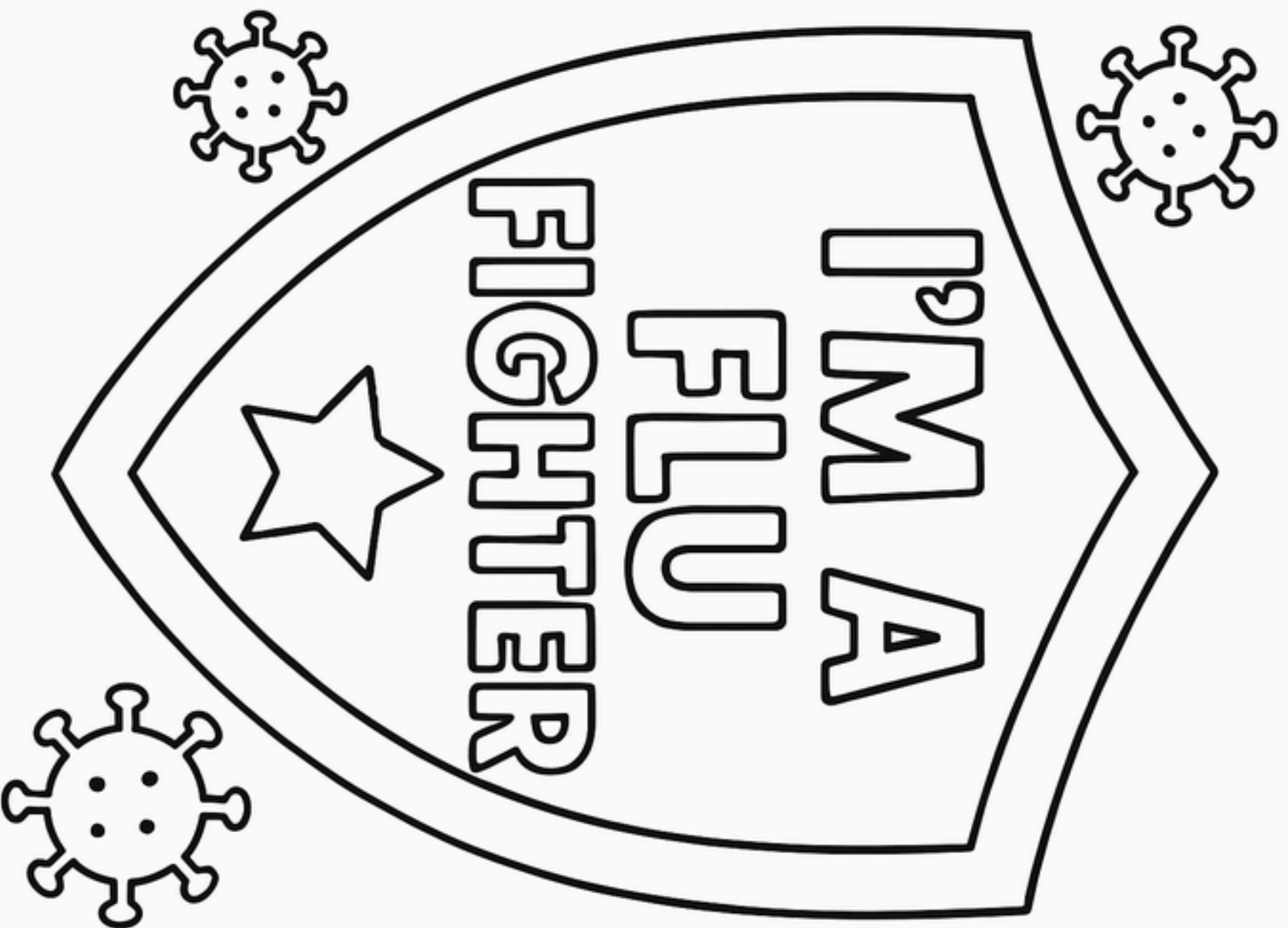
I'M A

FLU FIGHTER!



I'M A
FLU FIGHTER







I'M A ★ FLU FIGHTER

this certificate is presented to

for having their **flu vaccine spray** to keep them
healthy and helping look after others

★ _____ ★
Date



I'M A ★ FLU FIGHTER

this certificate is presented to

for having their **flu vaccine spray** to keep them
healthy and helping look after others

★ _____ ★
Date

**WELCOME
FLU FIGHTERS TO**

**HERO
HEADQUARTERS**



Hello, my name is



.....

sometimes known as....

Dr Strong



Hello, my name is



.....

sometimes known as....

Captain Vax



Hello, my name is

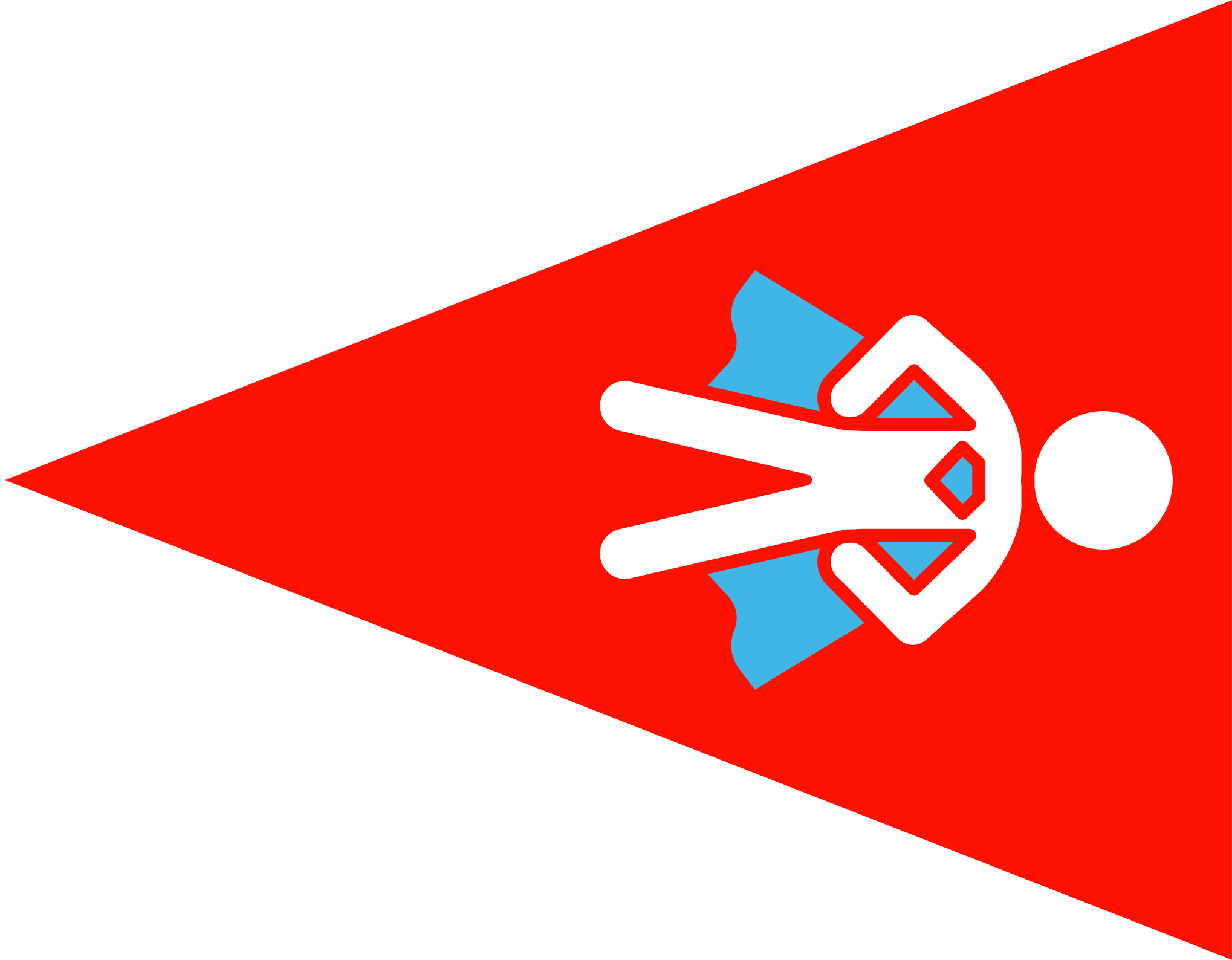


.....

sometimes known as....

Germ Blaster







**A QUICK
SPRAY KEEPS
FLU AWAY!**

