

# Conversations about winter vaccinations

A Motivational Approach

smg learning



Public Health  
England

# Course objectives

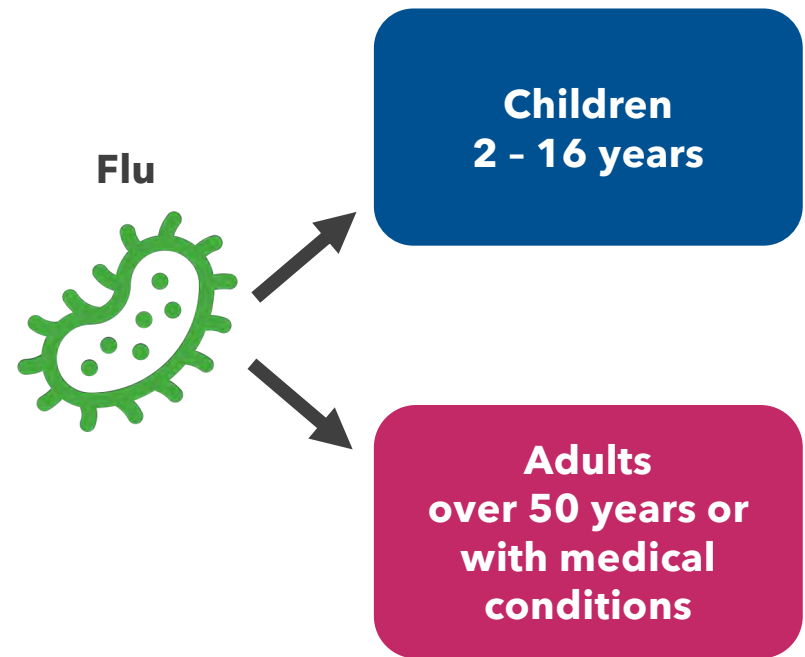
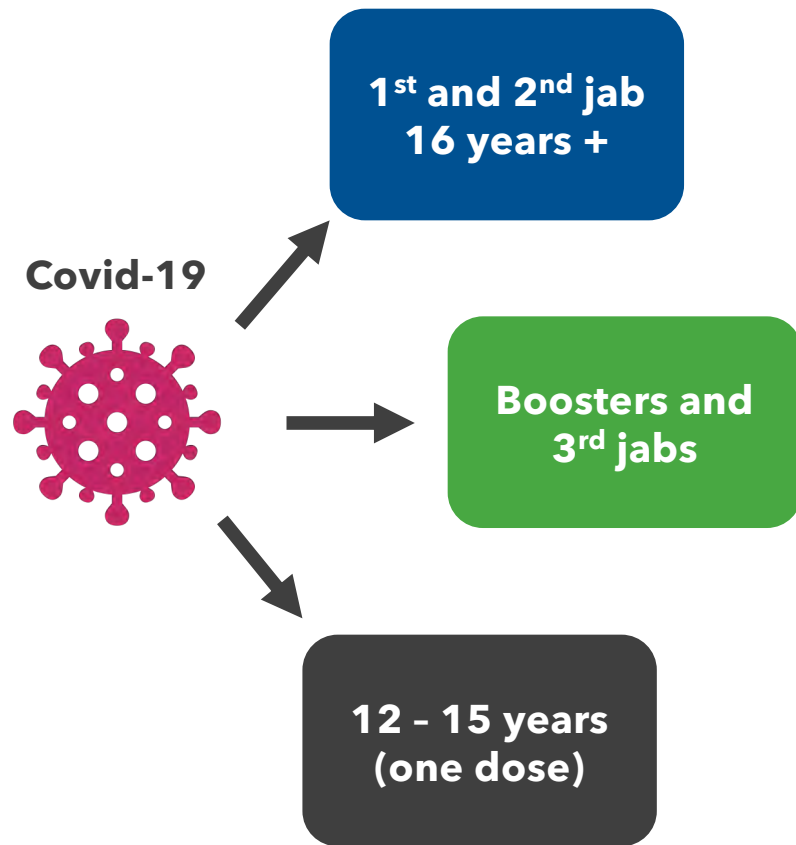
By the end of the training you should:

- be ready to engage residents in conversations about Covid-19 and flu vaccinations
- know a range of conversational skills to help you have effective conversations
- have access to resources that can support conversations about Covid-19 and flu vaccinations



Drawing on the practice of Motivational Interviewing

# Where are we now?



**BOOST YOUR IMMUNITY THIS WINTER** 



**FLU JAB + COVID-19 BOOSTER**

Flu and Covid-19 can both be life-threatening and spread more easily in winter.

Most adults and children are eligible for a Flu vaccine, a Covid-19 booster, or both.

**Book your appointment now**



**BOOST YOUR IMMUNITY THIS WINTER** 

**WITH YOUR FLU VACCINE + COVID-19 BOOSTER**

Don't delay, get your free vaccines now.



**BOOST**

**YOUR IMMUNITY THIS WINTER**

**BOOST YOUR IMMUNITY THIS WINTER** 



**WITH YOUR FLU VACCINE + COVID-19 BOOSTER**

Flu and COVID-19 can be life-threatening, so protect yourself, your family and the people you care for.

Don't delay, get your free vaccines now.

**BOOST YOUR IMMUNITY THIS WINTER** 



**WITH YOUR FLU VACCINE + COVID-19 BOOSTER**

Flu and COVID-19 can be life-threatening, so protect yourself, your family and patients.

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**BOOST YOUR IMMUNITY THIS WINTER** 



**WITH YOUR FLU VACCINE + COVID-19 BOOSTER**

Flu and COVID-19 can be life-threatening, so protect yourself, your family and patients.

Don't delay, get your free vaccines now.

Healthcare professional focused [materials for the flu vaccination for children:](#)



## Protect yourself against flu

Flu immunisation in England  
Information for those in school years 7 to 11



# 5 reasons to have the flu vaccine

- 1. Protect yourself**  
The vaccine will help protect you against flu and serious complications such as bronchitis and pneumonia.
- 2. Protect your family and friends**  
Having the vaccine will help protect more vulnerable friends and family.
- 3. No injection needed**  
The nasal spray is painless and easy to have.
- 4. It's better than having flu**  
The nasal spray helps protect against flu, has been given to millions worldwide and has an excellent safety record.
- 5. Avoid lost opportunities**  
If you get flu, you may be unwell for several days and not be able to do the things you enjoy.

**Flu Immunisation**  
Helping to protect you against flu

2



## Protecting your child against flu

Flu immunisation in England  
Information for parents and carers of preschool and primary school-aged children



# 5 reasons to get your child vaccinated

- 1. Protect your child**  
The vaccine will help protect your child against flu and serious complications such as bronchitis and pneumonia.
- 2. Protect you, your family and friends**  
Vaccinating your child will help protect more vulnerable friends and family.
- 3. No injection needed**  
The nasal spray is painless and easy to have.
- 4. It's better than having flu**  
The nasal spray helps protect against flu, has been given to millions of children worldwide and has an excellent safety record.
- 5. Avoid costs**  
If your child gets flu, you may have to take time off work or arrange alternative childcare.

**Flu Immunisation**  
Helping to protect children, every winter

2



## flu: 5 reasons to have the vaccine



- 1. Protect yourself**  
The vaccine will help protect you against flu and serious complications such as bronchitis and pneumonia.
- 2. Protect your family and friends**  
Having the vaccine will help protect more vulnerable friends and family.
- 3. No injection needed**  
The nasal spray is painless and easy to have.
- 4. It's better than having flu**  
The nasal spray helps protect against flu.



## flu: 5 reasons to vaccinate your child


- 1. Protect your child**  
The vaccine will help protect your child against flu and serious complications such as bronchitis and pneumonia.
- 2. Protect you, your family and friends**  
Vaccinating your child will help protect more vulnerable friends and family.
- 3. No injection needed**  
The nasal spray is painless and easy to have.
- 4. It's better than having flu**  
The nasal spray helps protect against flu, has been given to millions of children worldwide and has an excellent safety record.
- 5. Avoid costs**  
If your child gets flu, you may have to take time off work or arrange alternative childcare.

For more information visit [www.nhs.uk/child-flu](http://www.nhs.uk/child-flu)


**Flu Immunisation**  
Helping to protect children, every winter

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Adult/other materials:



**The flu vaccination**  
 Winter 2021 to 2022  
**Who should have it and why**  
 Includes information for children and pregnant women



**Flu Immunisation**  
 Helping to protect people, every winter

**Summary of those who are recommended to have the flu vaccine**

**What is flu? Isn't it just a heavy cold?**  
 Flu occurs every year, usually in the winter, which is why it's sometimes called seasonal flu. It's a highly infectious disease with symptoms that come on very quickly.

Colds are much less serious and usually start gradually with a stuffy or runny nose and a sore throat. A bad bout of flu can be much worse than a heavy cold.

The most common symptoms of flu are fever, chills, headache, aches and pains in the joints and muscles, and extreme tiredness. Healthy individuals usually recover within 2 to 7 days, but for some the disease can lead to hospitalisation, permanent disability or even death.

**Who should have the flu vaccine?**

- 65 years and over
- 65 years of age who has a medical condition listed in the leaflet
- Children and babies over 6 months of age at any stage of pregnancy
- Children (provided they were aged 2 or 3 years in the current flu season)
- Primary school
- Secondary school-aged children
- Residential or nursing home
- Or an older or disabled person
- Direct social care workers
- 65 years old will also be eligible on this year.
- Information about the vaccine is available from your GP, pharmacist or school

Get your flu vaccine in the winter before any other flu season. You should only have one if you have not had one last year.

Where to get your flu vaccine

- GP surgery
- Pharmacy

For more information, visit [www.nhs.uk](http://www.nhs.uk)



code: FLU21259EN, 1p 800k JUL 2021 (APS)  
 number: 2021259. If you want to order more copies of this leaflet, contact your local print centre or visit [www.healthpublications.gov.uk](http://www.healthpublications.gov.uk)



**Get your free flu jab**

Some people with a learning disability can get very ill if they get flu.

The best way to avoid flu is to get a free flu jab.

**NHS GP surgery**  
 You can have the flu jab at your GP surgery.

**Pharmacy +**  
 Or you can have the flu jab at a pharmacy.

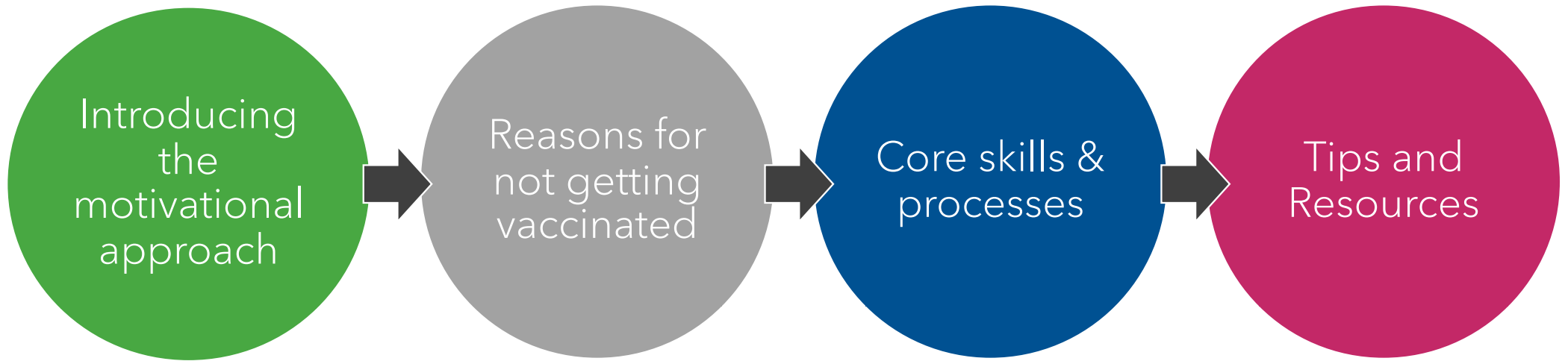
If you are scared of needles, tell the nurse. You may be able to have the vaccine as a nose spray instead.

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**HELP US HELP YOU**  
 PROTECT AGAINST FLU

**Flu Immunisation**  
 Helping to protect everyone, at every age

# What we'll cover



Building on your experience and improving confidence to have 'motivational' conversations about vaccination

## What is Motivational Interviewing?

A client-centred, guiding method for enhancing intrinsic motivation to change by exploring and resolving ambivalence.

It is about arranging conversations so that people talk themselves into change based on their own values and interests.

(Miller and Rollnick 2009 and 2013)





Pip Mason

THIRD EDITION

# HEALTH BEHAVIOR CHANGE

A GUIDE TO PRACTICE

skills for life  
**listen** moving more  
 motivation  
 congruence  
 self-efficacy  
 partnership confidence  
 importance  
 eating well  
 understanding  
 balance

ELSEVIER

## ENGAGING MOTIVATION 2

## ENGAGING MOTIVATION

Pip Mason Consultancy Ltd

## READY, WILLING & ABLE

Helping patients to consider behaviour change

DVD & Resource CD

# Building blocks of the approach

## Collaboration

Working together to create goals and solutions, non-hierarchical/expert

## Evocation

Inspire, draw forth, elicit information from the person

## Respect

The person's autonomy, responsibility to choose, resources and ability, and their decision

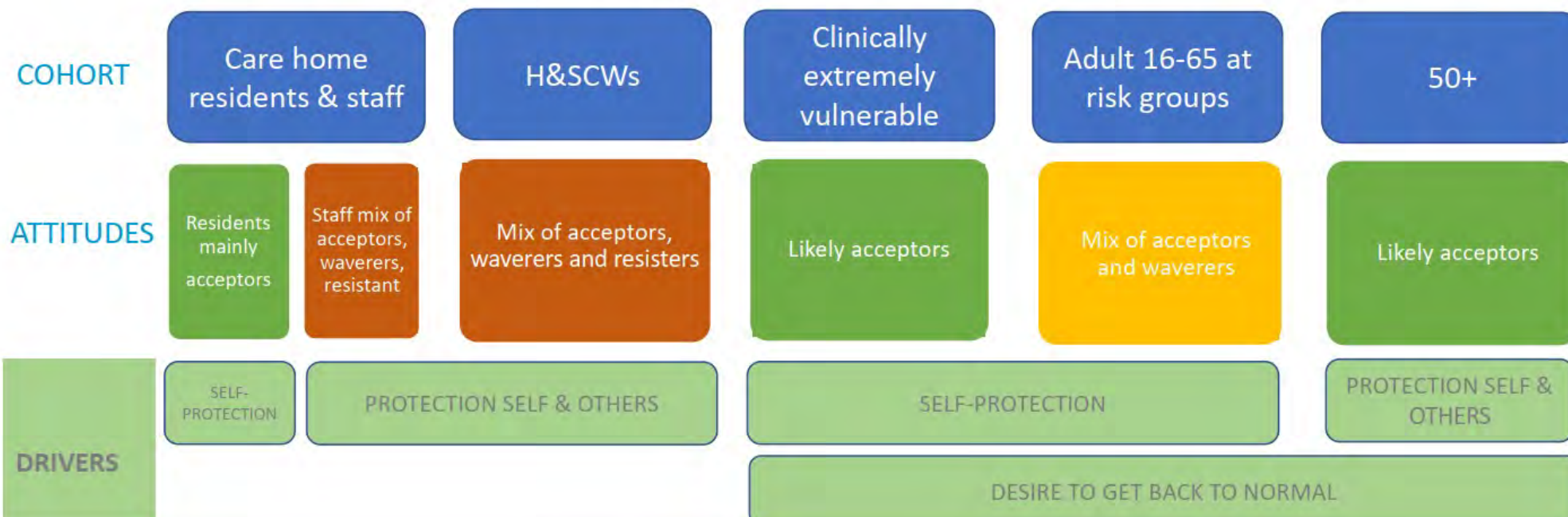
Qualities which – in themselves – are predictors of change  
Less about 'what' we do, more about '*how we are*' with



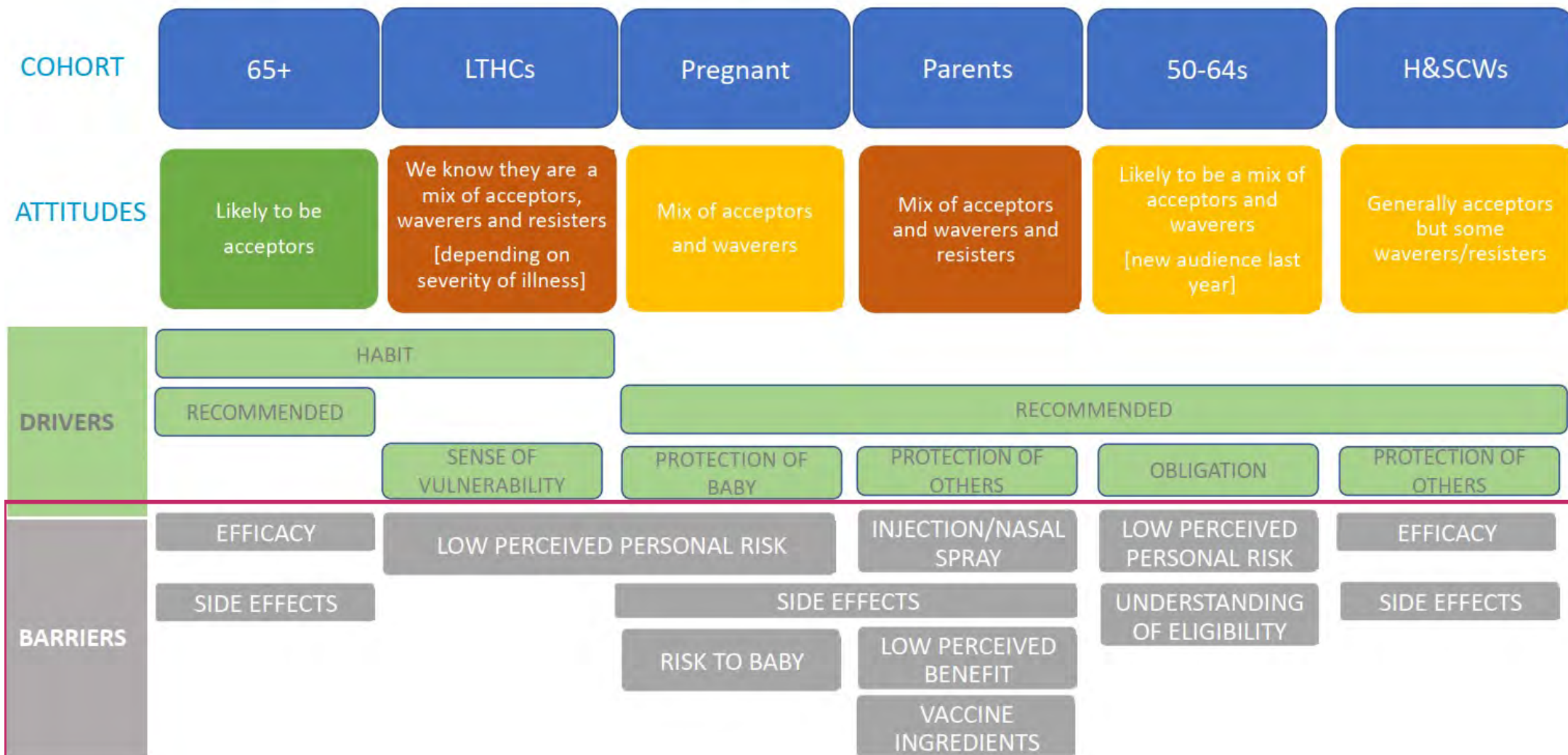
## **Reasons to refuse vaccination**

Lacking confidence and hesitancy

# COVID-19 vaccine uptake audience insights

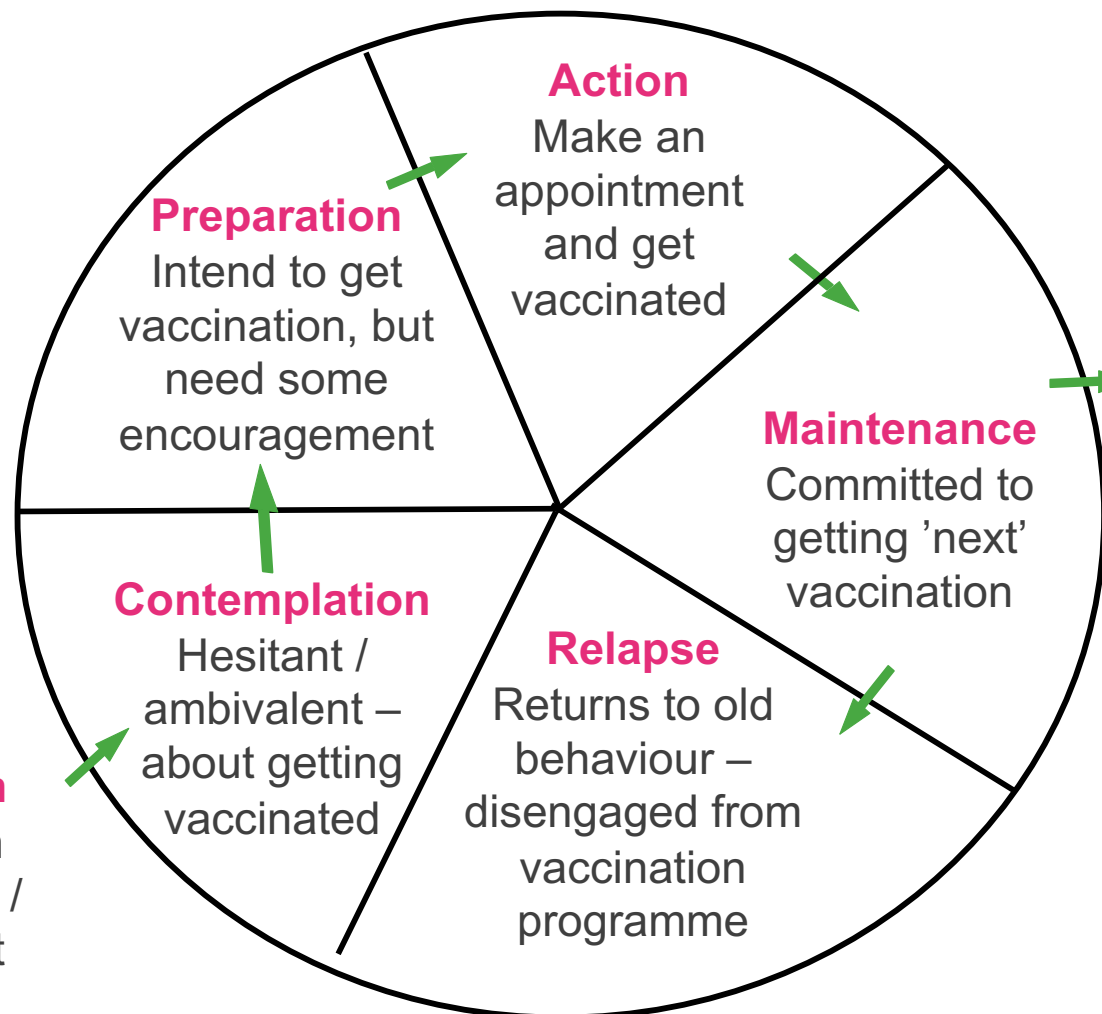


# Flu vaccine uptake audience insights



# Vaccination as a journey

Useful to quickly get a handle on 'where' the person is at in their journey



**Pre-contemplation**  
Sees no problem in refusing the vaccine / not thinking about it

**Contemplation**  
Hesitant / ambivalent – about getting vaccinated

**Preparation**  
Intend to get vaccination, but need some encouragement

**Action**  
Make an appointment and get vaccinated

**Maintenance**  
Committed to getting 'next' vaccination

**Relapse**  
Returns to old behaviour – disengaged from vaccination programme

**Established change**  
Will get vaccinations in future

People are likely to need different advice and encouragement at different stages

## Simulation (audio)

A person does not like the idea of being vaccinated as it doesn't feel natural.



**What are thoughts about getting a the vaccines for flu and Covid on offer at the moment?**

I don't like vaccines, so I won't be getting one.

**Oh? Do you mind me asking what is it that makes you feel that way?**

Well, the idea of putting chemicals in my body just doesn't feel natural. I prefer to let life run its course and if I get ill, I just want to let my body take care of it.

**It's important to you to work with nature.**

Yes, and it's better than working with big pharma.

**OK. Do you mind if I ask how do you feel about possibly getting one of these viruses?**

Well, I guess it's not pleasant, but I've had some pretty nasty bugs in the past and my bodies own antibodies see them off.

**Right, so you feel you're in good shape and ready to deal with whatever's thrown at you? You must feel like we're all making a bit of fuss then?**

Oh I know it's important for others, I mean I know people who have lost someone to Covid and that's very sad. And of course, I understand that others feel vulnerable.

**Well, actually you've raised a couple of important things there.... we've got this vaccine programme to stop people getting ill and possibly dying, and some people will worry about us passing on Covid or flu to them.**

I know, I do feel for people like that.

**It sounds like you're more concerned about others than yourself and that's really admirable.**

Thanks, it is tricky though. I still don't like the idea of it for myself.

**Of course, it's absolutely important to feel comfortable with it. I've been having a look over a very helpful website about how vaccines work. It wasn't quite how I imagined. Do you want me to share that with you?**

Yes, that might be helpful actually. I do know this is important.

**OK well it's on the Vaccine Knowledge Project set up by Oxford University. I'll send you a [link to a video](#) I found interesting.**





## Simulation (audio)

A person feels there are not any benefits to getting vaccinated against Covid-19 for people of their age.



You're eligible for a vaccine now aren't you.  
What's your thoughts?

**Yeah I got a text about it, but I don't see the point.**

I see, you don't see any benefits to you.

**No, I mean I can see why older people would want it . . they get hit hard by Covid. But people our age don't get it too bad. Lots don't even know they've got it.**

Well that's a fair point, in terms of deaths and ending up in hospital at least. Though I have heard of people of all ages getting Long Covid. Have you heard much about that?

**I've heard of it, but don't really know much about it.**

We could try and get some information on it if you like? I've got my smart phone here.

**Alright.**

OK, lets have a look on the [NHS website](#). . . Ah, there are a long list of symptoms . . it says extreme fatigue, brain fog, insomnia, feeling sick, diarrhoea, stomach aches, changes to sense of smell or taste and quite a lot of other things. It also says:

'The chances of having long-term symptoms does not seem to be linked to how ill you are when you first get Covid-19. People who had mild symptoms at first can still have long-term problems.'

**Right . . . that doesn't sound great.**

Some food for though then?

**Yes, can you send me that link? I'll have a look at that again later.**





## Core skills

Strengthening motivation

# OARS

## Open questions

Evoke information from the person about what they understand and feel about getting vaccinated

## Affirmations

Affirm their qualities, knowledge, efforts, intentions, personal control

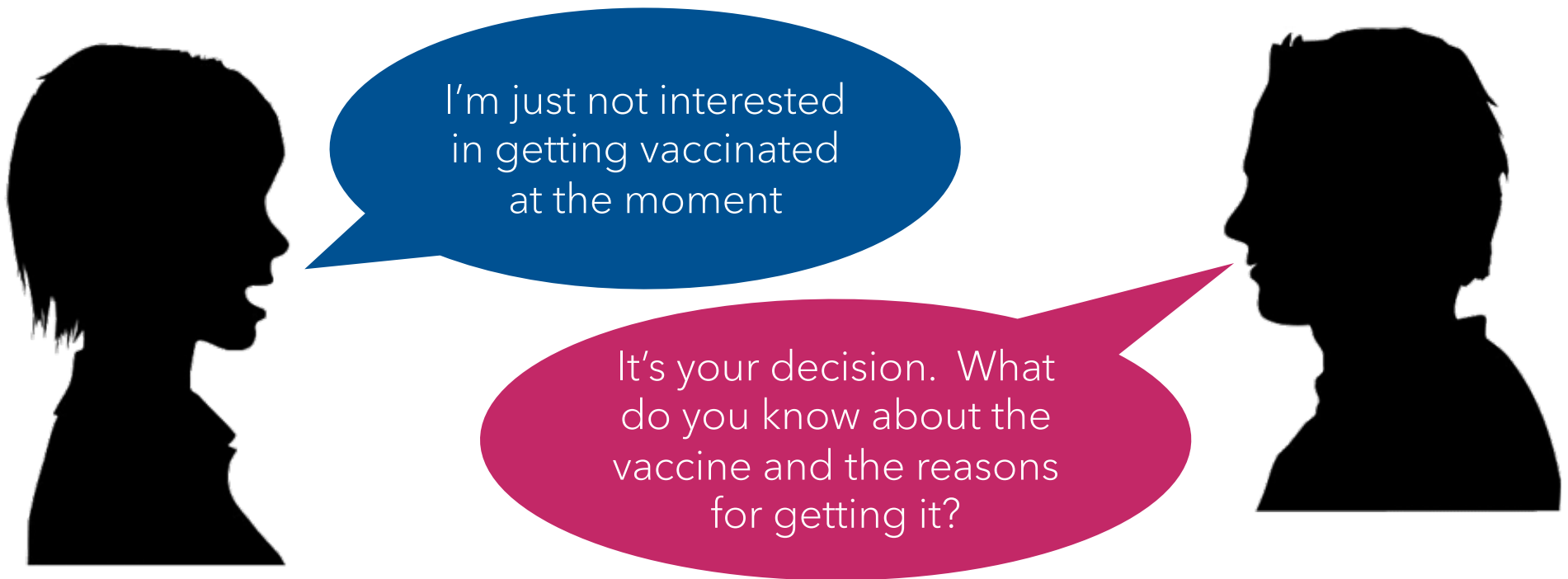
## Reflections

Saying back what the person has said about what they know & how they feel. Show you are listening.

## Summarising

Drawing together what's been said and asking 'so, *where are you now?*'

# Open questions



Very useful at the start - gets the conversation going - and helpful throughout.  
Use at the end of a conversation when asking 'where the person is at'

# Affirmations



Demonstrate you have heard the person, respect and build empathy  
Validate their views and support self-efficacy  
Spotlight positive feelings towards vaccination

# Reflections



I know people keep saying that I need to get this vaccination, but I'm just not convinced it's necessary



Even though you've been encouraged to get vaccinated, you're still unsure that it's the right thing to do

Use reflections twice as much questions.  
Shows you are listening and encourages the person to elaborate  
An effective way of 'rolling with resistance'

# Summarising



What YOU say depends on 'where the person is at':

- **Person** is ready to get vaccinated
- **Still unsure**: Time to think, offer info, arrange to speak again
- **Person refuses**: Reinforce autonomy and offer information.





How might you  
respond to ...



I don't trust them...the government has lied about it and I don't believe what they say



I can see you've formed a view about it. Can you tell me where you got that information from?



I've had enough of vaccines, they made me feel terrible.



That sounds unpleasant.  
Can I ask what happened?



There's no point in getting it. I don't see why I should bother with it.

You don't see *any* benefit to you at all in getting vaccinated.





My child's not having it yet. I just want to wait and see how things go



What would it take for you to feel differently about getting your child vaccinated now?



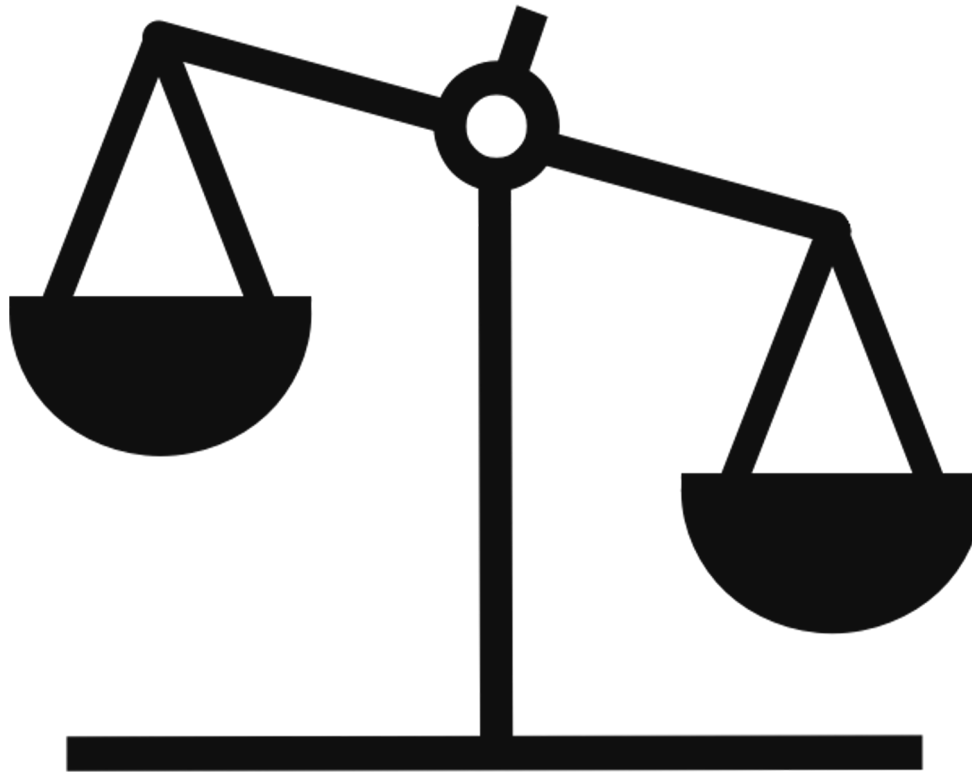
## Processes

... that draw on the core skills

# Decisional Balance

Things that put the person off the idea of vaccination

- Draw out, recognise and respect. Work with them to **reassure + reduce perceived cons of vaccination**



Things that would attract the person to get vaccinated

- Affirm what they already know, build on their knowledge about vaccination + **increase the perceived benefits of vaccination**



Getting vaccinated is not really that important to me.



Can I ask, on scale of 1-10, how important is it to you to get vaccinated?

Why not a lower score?





**Evoke - Provide - Evoke**

# Video



Vaccine conversations:  
a guide to motivational interviewing

# Evoke - Provide - Evoke

## Evoke

Ask person what they already know or would like to know more about. Ask permission to offer information



## Provide

Give information in a neutral, non-judgmental way

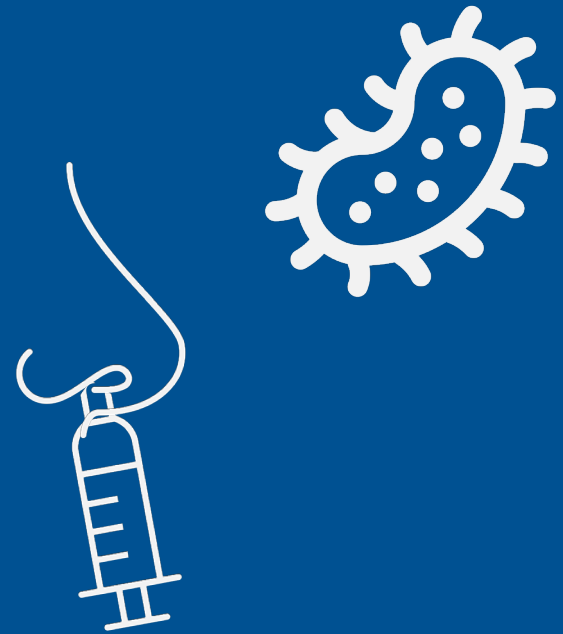


## Evoke

Gather understanding of the feedback provided  
Ask what else the person would like to know  
Ask what they make of the information

## Simulation (audio)

A parent is wary about their children being vaccinated for flu. It feels like a big decision.



I'm not sure what to think about my kids getting this flu jab. It seems really early for them.

**Right, you've been thinking it over and it feels different to deciding for yourself.**

Yes, I'm happy taking a risk for myself, but it's quite a responsibility deciding for your children. They're so young and vulnerable.

**I understand. It's good you're taking this seriously, it must be important to you.**

Thanks, it is. Obviously after the last two years we've had, you don't want to just ignore it.

**What was your experience with the childhood immunisations?**

Well, I did get their jabs done. I suppose I accepted the GPs advice then.

**We could look at the latest advice on the children's flu vaccination if you like? The [NHS website](#) has some information about it.**

Yeah, I suppose that's an idea.

**OK, let's have a look. So it says it's actually a nasal spray rather than a jab. It also says: "Flu is caused by the influenza virus. It can be a very unpleasant illness for children. It can also lead to serious problems, such as bronchitis and pneumonia."**

**And also, "Children can catch and spread flu easily. Vaccinating them also protects others who are vulnerable to flu, such as babies and older people."**

Hmm, I knew about the 1<sup>st</sup> point though hadn't thought about the 2<sup>nd</sup>. I wouldn't mind just looking up the side effects though.

**Of course, let me share the link with you.**



## Simulation (audio)

Amina has decided not to get the vaccine because of fears about side effects impacting fertility.



I've heard a lot of different things about the vaccines - it's hard to know what to believe or who to trust. As far as I'm concerned, I decided not to take the risk.

**That's interesting, do you feel that on balance there is more risk in getting the vaccine as opposed to taking the chance of catching the virus?**

Well, what's worrying me is the effect it could have on me having children. Does the vaccine affect fertility? Is it safe to try for a baby straight after having the COVID-19 vaccine or should you wait...and for how long? There's just too much risk

**That's the kinds of questions that people have been asking - quite rightly. For that reason, bodies like the Royal College of Obstetricians and Gynaecologists have produced up-to-date guidance and advice which I could share with you if you like?**

Ok, but I'm not sure it will make any difference to my decision.

**Great. .... I'm on the Health and Care Partnership's website..... The President at the Royal College of Obstetricians and Gynaecologists has said: "We want to reassure women that there is no evidence to suggest that Covid-19 vaccines will affect fertility. Claims of any effect of Covid-19 vaccination on fertility are speculative and not supported by any data." And there is a short video by a Dr Aruna Ramineni - a Consultant Gynaecologist. Do you want the link?**

**(<https://www.youtube.com/watch?v=TT58yHsjPKQ>)**

Yes thanks, I'll have a look at it in my own time.



# 3As for very brief conversations

Helps you  
'shape' and  
'navigate' the  
conversation

## Ask

Appropriate question/s to evoke what they understands/feel about vaccination. 'Where they are now'



## Assist

Offer/provide information that adds to their understanding and/or addresses a concern



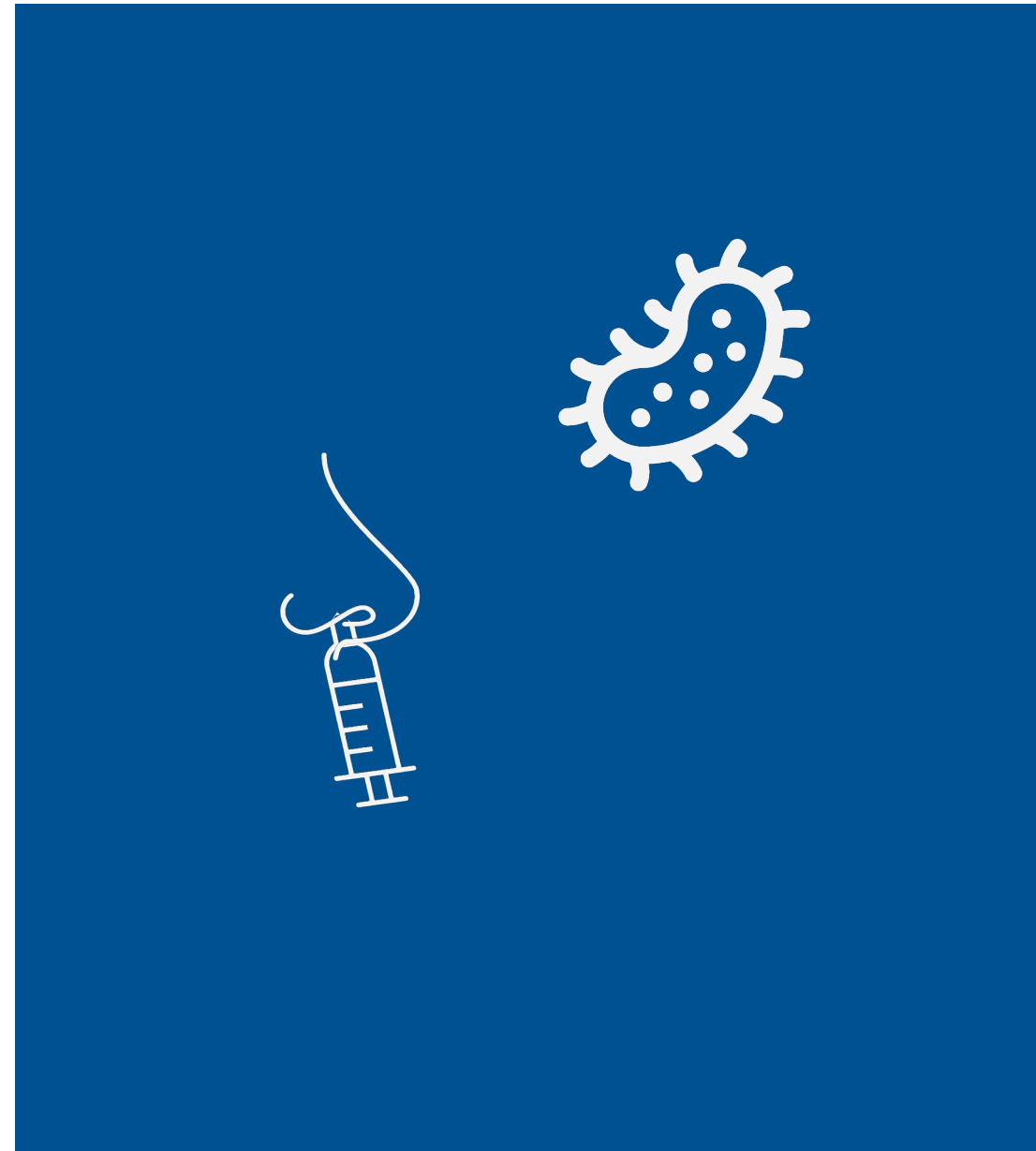
## Act

Try to move things forward in a positive direction



## Simulation (audio)

A parent is in a dilemma about their child's flu vaccination as it contains pork gelatine.



**I gather lots more children are going to be offered a flu vaccine this year.**

Yes I've turned it down for my children.

**Oh...do you mind if I ask what the reason is?**

Well, it's because it has pork gelatine in it. That's no good for Muslims.

**Of course, it's a matter of faith for you.**

Yes, it's pretty clear in Islam, we don't consume anything to do with Pork.

**It must cause quite a lot of discussion in your community. What are your options?**

I'm not really sure.

**If it wasn't for the gelatine, would you like your children to have it?**

Oh yes, I mean I know flu is nasty for them and also for anyone they pass it onto . . . and there's of older people mixing with children, so that's an issue, though they've got their own flu-jab so I suppose that'll cover them.

**You'd hope so, though I gather no vaccine is perfect, so if children get vaccinated as well that helps. Shall we see what we can find out about this? We could start with the NHS website if you like?**

Well, I'm not sure that'll help but if you want to . .

**Sure, it's no bother. Ah the NHS has a page specifically on the [flu vaccine for children](#). Let's see . . . Yes here's something about what's in the nasal spray vaccine. You were right, it says**

**"The nasal spray vaccine contains small traces of pork gelatine. If this is not suitable, speak to your child's nurse or doctor about your options. Your child may be able to have an injected vaccine instead."**

Oh, so the jab version doesn't have gelatine in it then? That's worth knowing.

**Yes. Is it worth discussing it with some other parents who are in the same position? Might be good to get their take on things.**

Yes, I think I'll do that. Thanks for looking that up for me.





# Conversational traps



### Persuasion Trap

You become the champion for the vaccine, trying to convince the hesitant/resistant people of the benefits

- Often ends in an argumentative type of "yes, but" cycle



### Lecture (Data Dump) Trap

Tendency to provide the full story about some aspect of the vaccine

- Can put people off - implies they don't know the full story
- Counter-productive if you end up raising concerns that the person had not previously considered



### "Yes/No" Question & Answer Trap

Asking a series of closed questions that require a yes or no answer and does not invite any insight





# Talking tips



- ✓ Work together - a two way conversation
- ✓ Recognise people may feel two ways
- ✓ Be alert to resistance – but don't meet force with force
- ✓ Be curious rather than intrusive
- ✓ Be impartial as to the outcome



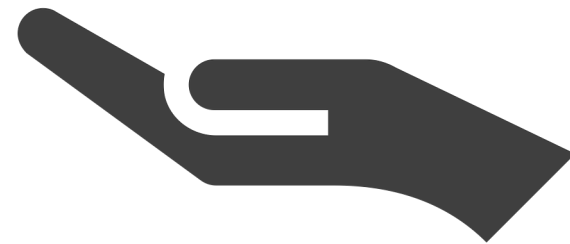
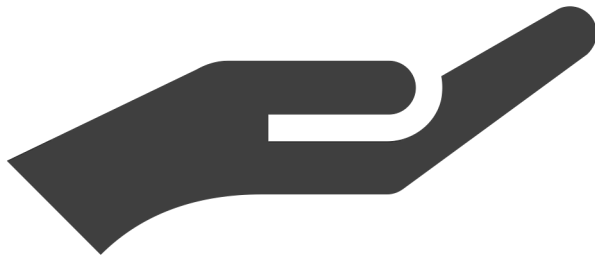
- ✓ Seek permission to ask questions & provide information
- ✓ Use open questions to encourage elaboration
- ✓ Demonstrate understanding with reflection and summary
- ✓ Support autonomy and the person's decision



**Resources**

Skills and practice

Knowledge





# Links to the resources

- Vaccine Knowledge Project  
[vk.ovg.ox.ac.uk](http://vk.ovg.ox.ac.uk)
- North East & North Cumbria MECC Resources  
[www.meccgateway.co.uk](http://www.meccgateway.co.uk)
- MECC Link  
[www.mecclink.co.uk](http://www.mecclink.co.uk)
- NHS Flu vaccine  
[nhs.uk/wintervaccinations](http://nhs.uk/wintervaccinations)
- Covid FAQs - East London Health and Care Partnership  
<https://www.eastlondonhcp.nhs.uk/ourplans/covid-19-vaccine-faqs.htm>

# Vaccine Knowledge Project

[vk.ovg.ox.ac.uk/vk/](http://vk.ovg.ox.ac.uk/vk/)



The screenshot shows the homepage of the Vaccine Knowledge Project website. At the top, there is a dark blue header with the Oxford Vaccine Group logo on the left, the text "Vaccine Knowledge Project" and "Authoritative Information For All" in the center, and the University of Oxford logo on the right. Below the header is a light blue navigation bar with the following menu items: Home, Information on vaccines, Information on infectious diseases, Vaccine safety and science, Stories, Blog, Links, and Feedback Form. The main content area features a large image of two young women, one smiling and the other holding a syringe. The text "Vaccine safety and science" is overlaid on the bottom of the image. At the bottom of the image, there are three small circles, with the rightmost one being filled, indicating the current slide in a carousel.

# Vaccines Work

"The two public health interventions that have had the greatest impact on the world's health are clean water and vaccines."

World Health Organization

Pre-vaccine  
Cases per year



Post-vaccine  
Cases per year

**50,804**  
notified cases in 1941



**Diphtheria  
vaccine**  
1942

**1**  
case in 2014

**92,407**  
notified cases in 1956



**Pertussis  
vaccine**  
1957

**3506**  
confirmed cases in 2014

**460,407**  
notified cases in 1967



**Measles  
vaccine**  
1968

**130**  
confirmed cases in 2014

**862**  
notified cases in 1991



**Hib  
vaccine**  
1992

**12**  
confirmed cases in 2014

**883**  
notified cases in 1998/99



**MenC  
vaccine**  
1999

**28**  
confirmed cases in 2014/15

# MECC Resources - North East & North Cumbria

[www.meccgateway.co.uk/nenc/services/COVID-19](http://www.meccgateway.co.uk/nenc/services/COVID-19)

The screenshot shows the MECC COVID-19 resources page. At the top, there is a navigation bar with 'Services', 'About MECC', and 'Contact' links. A blue speech bubble in the top right corner contains the text 'MAKING EVERY CONTACT COUNT'. The main header is a green banner with the text 'COVID-19'. Below this, a green speech bubble labeled 'Conversation starters' contains the text: 'Now more than ever it's never been more important to basic questions to see how your friends, family and colleagues are doing during these unprecedented times'. Below the speech bubble, it says 'This information will enable you to make a brief intervention - ASK, ASSIST and ACT:'. At the bottom, there are two green buttons with dropdown arrows: 'How does Making Every Contact Count help?' and 'How are you?'.

[www.meccgateway.co.uk/nenc/services/Vaccines](http://www.meccgateway.co.uk/nenc/services/Vaccines)

The screenshot shows the MECC Vaccines resources page. At the top, there is a navigation bar with 'Services', 'About MECC', and 'Contact' links. A blue speech bubble in the top right corner contains the text 'MAKING EVERY CONTACT COUNT'. The main header is a purple banner with the text 'Vaccines'. Below this, a purple speech bubble labeled 'Conversation starters' contains the text: 'Vaccination is one of the most important things we can do to protect ourselves and our children against ill health'. Below the speech bubble, it says 'This information will enable you to make a brief intervention - ASK, ASSIST and ACT:'. At the bottom, there are two purple buttons with dropdown arrows: 'Have you received all the immunisations (vaccines) that you are entitled to?' and 'Have you had your flu jab this winter?'.

# MECC Resources – Yorkshire & Humber

[www.mecclink.co.uk/yorkshire-humber/covid-19-vaccinations/](http://www.mecclink.co.uk/yorkshire-humber/covid-19-vaccinations/)

### Very Brief Intervention

Ask Assist Act

#### Ask

Have you had a chance to think about booking your COVID-19 vaccination?

Has anyone been in touch about your Covid vaccine yet?

I'm just following up on the letter you should have received inviting you to book a Covid-19 vaccination. Did you want to book a time for your jab?

If yes, book appointment (See ACT section)

If unsure, a quick conversation will be particularly useful: ask about their concerns e.g. Some people do have questions or concerns about the vaccines. I'm interested to hear what you think. Would it be okay if we discussed those?

If a definite no, reaffirm it's their decision and if they change their mind to get in touch.

Do you have any concerns or worries about taking a Covid-19 jab?

Don't pressure the person.

Listen, then say back what you've heard.

Don't take sides, just sum-up the pros and cons as they see it.

#### Local Support and Contact Details

[www.mecclink.co.uk/yorkshire-humber/stay-well-this-winter-flu/](http://www.mecclink.co.uk/yorkshire-humber/stay-well-this-winter-flu/)

### Very Brief Intervention

Ask Assist Act

#### Ask

Do you know that a free flu jab is available on the NHS to people who are at risk?

This flu jab is to help protect people against catching flu and developing serious complications

Have you been offered a free NHS flu jab before? Do you normally take up this offering?

You might be fighting fit now but a flu jab can protect you and your loved ones from catching the flu?

Do you have any concerns or worries about taking up a free flu jab?

There are many myths about the flu, some people believe the flu vaccine causes you to have flu.

It is impossible to get flu from the flu vaccine because the adult vaccine doesn't contain live viruses.

While it is true that a small number of people can experience side effects such as headache or muscle pain, in this small number of cases this is the body's immunity recognising the vaccine and creating a reaction.

Although these symptoms can be uncomfortable, they will usually disappear within a few days after the injection, and most people do not feel much more than an achy arm

Did you know that Flu is not simply a bad cold and it can increase your risk of more serious illness?

A seasonal flu jab will help protect you at the time of the year when you are most vulnerable. People aged 65 and over are at a greater risk of having serious complications from the flu compared with younger, healthy adults.

# NHS Flu vaccine

[nhs.uk/wintervaccinations](https://nhs.uk/wintervaccinations)

The screenshot shows the NHS website page for 'Flu vaccine'. The header includes the NHS logo, a search bar, and navigation links for Health A-Z, Live Well, Mental health, Care and support, Pregnancy, and NHS services. A yellow banner at the top contains the text 'Coronavirus (COVID-19) Get the latest advice about COVID-19'. Below this, the breadcrumb trail reads 'Home > Health A to Z > Vaccinations'. The main heading is 'Flu vaccine'. The text states: 'The flu vaccine is a safe and effective vaccine. It's offered every year on the NHS to help protect people at risk of getting seriously ill from flu.' It then says: 'This page is about the flu vaccine for adults.' and 'Find out about the children's flu vaccine'. The best time to have the vaccine is in the autumn or early winter. A section titled 'Flu vaccine and coronavirus (COVID-19)' states that flu vaccination is important because: 'Vaccinations' 'Your child's appointment' 'Booking your child's vaccination appointment' 'Vaccination tips for parents' 'About vaccinations' 'NHS vaccinations and when to have them' 'Why vaccination is safe and important' '6-in-1 vaccine' '6-in-1 vaccine overview' '6-in-1 vaccine: side effects'

[www.nhs.uk/conditions/vaccinations/child-flu-vaccine/](https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/)

The screenshot shows the NHS website page for 'Children's flu vaccine'. The header includes the NHS logo, a search bar, and navigation links for Health A-Z, Live Well, Mental health, Care and support, Pregnancy, and NHS services. A yellow banner at the top contains the text 'Coronavirus (COVID-19) Get the latest advice about COVID-19'. Below this, the breadcrumb trail reads 'Home > Health A to Z > Vaccinations'. The main heading is 'Children's flu vaccine'. The text states: 'The children's nasal spray flu vaccine is safe and effective. It's offered every year to children to help protect them against flu.' It then says: 'Flu is caused by the influenza virus. It can be a very unpleasant illness for children. It can also lead to serious problems, such as bronchitis and pneumonia.' Children can catch and spread flu easily. Vaccinating them also protects others who are vulnerable to flu, such as babies and older people. A section titled 'If you have any questions about vaccinations, you can:' lists 'ask your GP surgery or other healthcare professionals for'. A section titled 'Vaccinations' 'Your child's appointment' 'Booking your child's vaccination appointment' 'Vaccination tips for parents' 'About vaccinations' 'NHS vaccinations and when to have them' 'Why vaccination is safe and important' '6-in-1 vaccine' '6-in-1 vaccine overview' '6-in-1 vaccine: side effects'

# Covid-19 FAQs - East London

[www.eastlondonhcp.nhs.uk/ourplans/covid-19-vaccine-faqs.htm](http://www.eastlondonhcp.nhs.uk/ourplans/covid-19-vaccine-faqs.htm)

The screenshot shows a webpage titled "Covid 19 vaccine FAQs". On the left is a navigation menu with categories like "People and services", "Foundations: the enablers", "Children and young people", and "COVID-19". Under "COVID-19", "Covid 19 vaccine FAQs" is highlighted. The main content area includes an introduction, a "Downloads" section with two PDFs, and a list of FAQ topics such as "Latest FAQs", "Covid-19 vaccinations in north east London and who is eligible", and "About the vaccines".

[chats.landbot.io/v2/H-795742-BHI8WO9LQUI1E4TM/index.html](http://chats.landbot.io/v2/H-795742-BHI8WO9LQUI1E4TM/index.html)

The screenshot shows a chatbot interface for "NHS in north east London". It features a header with the NHS logo and the text "Answering your questions on the COVID-19 vaccine". The chat area contains three messages: a greeting, an explanation of the chatbot's purpose, and a question about how to help. Below the messages is a "CHOOSE AN OPTION" section with eight blue buttons, each containing a topic related to the COVID-19 vaccine, such as "About the development and safety of the vaccine" and "About how we are making sure everyone gets the vaccine".

## General flu and covid-19 comms material summary

### Healthcare professional focused [materials for the flu vaccination for children](#):

- [Protect yourself against flu – information for those in school years 7 to 11 \(print version\)](#)
  - [Protect yourself against flu – information for parents and carers of preschool and primary school-aged children](#)
  - [Protect yourself against flu - information for parents and carers of preschool and primary school-aged children \(print version\)](#)
  - [5 reasons to vaccinate your child against flu \(secondary school poster\)](#)
  - [5 reasons to vaccinate your child against flu \(primary school poster\)](#)
- Translated materials also available on this page - including braille, BSL video, large print and 27 translated versions of the standard leaflet available in Albanian, Arabic, Bengali, Bulgarian, Chinese, Estonian, Greek, Gujarati, Hindi, Panjabi, Latvian, Lithuanian, Polish, Portuguese Brazilian, Romany, Romanian, Russian, Somali, Spanish, Turkish, Twi, Ukrainian and Urdu.
- PHE Protecting your child against flu info for parents - BSL subtitles video: [https://www.youtube.com/watch?v=2wr1v61\\_JQw](https://www.youtube.com/watch?v=2wr1v61_JQw)

### Adult/other materials:

- NHS produced document on key info for parents – flu and covid-19 vaccine in schools – attached.
- [The flu vaccination: who should have it and why \(print version\)](#)
- Flu easy read materials: <https://www.gov.uk/government/publications/flu-leaflet-for-people-with-learning-disability>
- Updated version of ‘why I’m being asked to wait’ leaflet: **TBC on [gov.uk](#)**

**N.B:** All these assets to order via <https://www.healthpublications.gov.uk/Home.html>

**Recommended for all ops and clinical colleagues:** If you have not already signed up for the ‘Vaccines update’ newsletter by PHE, I’d recommend you do so today. We are expecting a ‘flu special’ with lots of useful info from them in the next week or so. Here’s the link to register: <https://public.govdelivery.com/accounts/UKHPA/subscribers/new?preferences=true>



## Current Covid-19 materials:

- [COVID-19 vaccination: booster dose resources](#)  
16 September 2021
- [COVID-19 vaccination: resources for schools and parents](#)  
17 September 2021
- [COVID-19 vaccination: for people with a weakened immune system](#)  
3 September 2021
- [COVID-19 vaccination: resources for secure settings](#)  
24 August 2021
- [COVID-19 vaccination: resources for children and young people](#)  
15 September 2021
- [COVID-19 vaccination: easy-read resources for children and young people](#)  
13 September 2021
- [COVID-19 vaccination: women of childbearing age, currently pregnant or breastfeeding](#)  
29 July 2021
- [COVID-19 vaccination: guide for adults](#)  
23 August 2021
- [COVID-19 vaccination: easy-read leaflets](#)  
6 September 2021
- [COVID-19 vaccination: what to expect after vaccination](#)  
16 September 2021
- [COVID-19 vaccination: healthcare and community settings posters](#)  
23 April 2021
- [COVID-19 vaccination: British Sign Language resources](#)
- [COVID-19 vaccination: vaccine product information](#)
  
- A [MMR, MenACWY and COVID-19 vaccines communications toolkit for universities](#) is available to download.
- Social media resources promoting COVID-19 vaccination in migrant communities in [London](#) and [nationally](#).

# Summing up

- These skills can be used in conversations about other behaviours
- It is a style that allows people to feel heard and respected
- When they don't feel pressured, people are more likely to explore openly their thoughts about getting vaccinated
- It may lead people to see the situation in a new way and to form different conclusions
- A lot can be achieved in a few minutes
- The skills need to be practiced
- You've got resources to draw on that should help

# Next steps

- Take away an idea to try
- Share experiences
  - What seems to work?
- Encourage colleagues to get in touch if they are interested in the training



[meccsupport@smgateway.co.uk](mailto:meccsupport@smgateway.co.uk)



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# Feedback

Evaluation form:

<https://www.smartsurvey.co.uk/s/PHEWinterVaccinations/>



[meccsupport@smgateway.co.uk](mailto:meccsupport@smgateway.co.uk)



0141 387 7294

