# **Update on COVID-19 vaccine**

27 November 2020

## **Communications collateral and materials**

NHS England and NHS Improvement have **asked local teams not to create and develop their own campaigns to promote the COVID vaccine**. There will be a suite of national resources available as part of the widespread campaign promoting the vaccination. Your CCG communication leads will provide all materials as soon as they receive them from the national team. It is very important that the content and timing of information put into the public domain is carefully planned, coordinated and managed. This will ensure that the public has the right information at the right time.

## **What communication materials will be provided**

Similarly to the flu campaign, the national team is producing numerous assets including posters, social media, leaflets, FAQs and more. These will also be available in accessible formats such as easy read and in a range of different languages. The national team is also developing specific assets for internal staff communication. Digital COVID vaccination promotional materials will be made available before the printed assets and could begin to arrive next week.

## **Media enquiries**

Please continue to work closely with your CCG communication leads on all promotional activities relating to preparations for vaccine delivery. **If journalists contact your surgery about comments regarding the COVID vaccination programme, in the first instance, please speak to your local CCG communications team**. All media and messages need to be signed off by the CCG communications lead with NHS England’s approval. If you think you have a good story you can tell, please share it with the CCG communications team so that it can be developed and planned as part of the overarching campaign.

## **What you can do now**

* Use vaccination confidence materials to start spreading the public message about the vaccine’s confidence in general. Digital assets are available from your CCG communications lead or can be downloaded directly from PHE Resource Centre (registration required) [Resources - Coronavirus Resource centre (phe.gov.uk)](https://coronavirusresources.phe.gov.uk/covid-19-vaccine/resources/)
* If your practice uses social media, please retweet and repost content from your local CCG and NHS England and NHS Improvement.

## **Your CCG communications contact details are**

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