



Social care workers flu vaccination toolkit 2026/27

This toolkit supports the promotion of the flu vaccination among social care workers.

It can be used alongside:

- [Flu vaccination in the social care sector - GOV.UK](#)
- The Health and Social Care Worker [campaign visual asset pack](#)

Contents

Introduction	2
Communications checklist.....	3
Key messages.....	4
Key facts	5
Example bulletin copy	7
Example web copy	8
Conversation prompts for staff questions.....	10
Conversation prompts for questions from those you care for	11
Social media guidance	13



Introduction

Thank you for your support in promoting the flu vaccine ahead of this winter. You are playing a vital role in helping to protect all those receiving and providing care in health and care settings.

Flu can be serious for people who access care, and outbreaks of respiratory illness occur every year in care settings.

Last winter in England there were thousands of deaths from flu. The flu vaccination programme is estimated to have prevented around [100,000 people from being hospitalised, as well as preventing around 7,000 deaths.](#)

It is important to get vaccinated every year, even if you have had a vaccine or been ill with flu before, as protection from the vaccine fades over time and flu viruses change each year.

Getting the flu vaccine every year is the best way to help protect health and care staff, their families, and the people they care for. It also helps to reduce the spread of flu to vulnerable people during winter.

Many of you get your flu vaccination every year, and we want to thank you for the steps you've taken to protect those around you. But if you and your colleagues didn't get vaccinated last year, this toolkit contains helpful information to support getting the vaccine this year.

Care workers with reservations about receiving vaccines are more likely to get vaccinated if they can access reliable information about it from a trusted member of staff. This toolkit should be used alongside practical and local interventions to support staff to access the vaccine – for example, highlighting local pharmacies that offer the free flu vaccinations.



Communications checklist

Before launch

- Order copies of the adult social care guides and posters (see page 6 for details of how to order)
- Assess how your care organisation can support flu vaccinations, for example, through signposting to GP services or pharmacies or planning shift cover so staff can take time to get vaccinated
- Schedule information to be shared in relevant staff newsletter and noticeboards

During the campaign

- Display the '5 reasons to have your flu vaccine' poster in communal staff areas
- Give out paper copies of the guides for adult social care providers and workers
- Communicate regularly from managers, supporting colleagues to share trusted information and discuss why they may have chosen to get vaccinated



Key messages

- Flu infections spread more easily in winter when we spend more time together indoors and can cause serious illness.
- As a frontline care professional, you may be more likely to be exposed to these viruses.
- Vaccination is the best protection against flu, which kills thousands each year.
- Protect yourself, your families and all those receiving and providing care around you from a serious illness this winter. Get your flu vaccination as soon as possible.
- Getting vaccinated will reduce the risk of you bringing the flu home from work.
- The flu vaccine will help protect others who are at higher risk of getting seriously ill from flu, such as people living with long-term health conditions, babies and children, anyone who is pregnant and older people.
- If you are vaccinated and catch flu this winter, you are likely to have milder symptoms and recover faster, cutting your risk of being hospitalised. This helps ease pressure on health and care services during winter.
- It is important to get protected, even if you have had a vaccine or been ill with flu before, as protection from the vaccine fades over time and flu viruses change each year.



Key facts

Safety and Efficacy

- Last winter, the flu vaccination programme prevented around [100,000 people from being hospitalised, as well as preventing around 7,000 deaths](#).
- Even if you catch flu after vaccination, symptoms are usually milder and your illness shorter.
- It normally takes about 2 weeks following a flu vaccine to offer maximum protection.

Who is eligible for vaccination

- Staff in a social care setting, including those working in residential care, domiciliary care, voluntary managed hospice providers and those who are employed by those who receive direct payments, such as Personal Assistants.

Annual Protection

- Protection from the vaccines fades over time and flu viruses change every year.
- Previous flu illness or vaccination does not protect against new strains of flu viruses.

Side Effects

- Adults are given injected flu vaccines. The injected flu vaccines used in the UK do not contain live flu viruses. They cannot give you flu.
- Side effects are much milder than actual flu.
- Possible mild temperature and sore arm for 1–2 days.
- More information about flu vaccine safety and side effects is available on the NHS website. [Flu vaccine - NHS](#)



Adult social care guides and posters for the flu programme

You can view, download, or order printed paper copies of adult social care guides and posters **for free** from [Find Public Health Resources](#) using the product codes:

- flu vaccine guidance for social care workers and carers: [218467REN001](#)
- flu vaccine guidance for social care and hospice providers: [218467SEN001](#)
- flu vaccine guidance for personal care assistants: [218467QEN001](#)
- 5 reasons to have your flu vaccine (social care) poster: [218467PEN001](#)

There are also other posters, leaflets, stickers and record cards for shingles, RSV and pneumococcal vaccination available to **order free of charge**.

Adult social care locations and settings that provide CQC-regulated care should receive printed copies of the flu vaccine guidance for providers and staff, and a poster, at the beginning of the flu season. If you have not received your resources by 10 October 2026, please contact the find Public Health Resource team by email or phone line to arrange an order. Please do take the opportunity to share these materials with your staff, display the poster and discuss having the flu vaccination with your teams.

If you work for a local authority, NHS organisation, voluntary, community, and social enterprise organisation, or as a personal care assistant, and wish to help improve vaccine uptake, you can order extra copies for free from <https://find-public-health-resources.service.gov.uk/>, or if you want larger quantities, you can call 0300 123 1002 or email publichealthresources@ukhsa.gov.uk.

The national flu programme has information for all eligible adults in a range of formats including:

Accessible formats including [Braille](#) are available to download and order.

Translations of this leaflet are available to download order as paper copies: [Albanian](#), [Arabic](#), [Bengali](#), [Bulgarian](#), [Chinese \(simplified\)](#), [Chinese \(traditional, Cantonese\)](#), [Estonian](#), [Farsi](#), [French](#), [Greek](#), [Gujarati](#), [Hindi](#), [Italian](#), [Latvian](#), [Lithuanian](#), [Panjabi](#), [Pashto](#), [Polish](#), [Portuguese](#), [Romanian](#), [Romany](#), [Russian](#), [Somali](#), [Spanish](#), [Tagalog](#), [Tigrinya](#), [Turkish](#), [Twi](#), [Ukrainian](#), [Urdu](#), [Yiddish](#) and [Yoruba](#).



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Example bulletin copy

Subject: STAY STRONG. GET VACCINATED. Help protect yourself and people you care for

Our staff are our greatest asset and play a vital role in protecting vulnerable individuals against infection.

Modelling indicated that last winter's vaccination programme in England prevented around [100,000 people from being hospitalised, as well as preventing around 7,000 deaths](#).

Why get vaccinated? Getting the free flu vaccine helps protect care staff, families, and the people we support. If you are vaccinated and catch flu this winter, you are likely to have milder symptoms and recover faster. You can read more about why it's important to get vaccinated [here](#).

We encourage you to get your flu vaccine as soon as possible to help protect yourself and keep you able to help the people you care for during winter.

The flu vaccination is now available.

Get vaccinated: [Insert local arrangements]

Help us stay strong and book today.

[Leader name and signature]

Word count:



Example web copy

Flu Vaccination: Protect Yourself and People you Care For

Why flu vaccination matters

- Last winter, flu vaccination prevented an estimated [100,000 hospital admissions and 7,000 deaths](#).
- [Up to 50% of confirmed flu infections do not have symptoms](#), meaning unvaccinated staff can unknowingly pass the virus to people accessing care and support and to colleagues.
- You can read more about why it's important to get vaccinated [here](#).

How effective is the vaccine?

The flu vaccine:

- Makes symptoms milder and illness shorter if you do catch flu.
- Helps protect throughout the flu season.

What about side effects?

Most people have no side effects. Some may have:

- Mild temperature for 1–2 days.
- Sore arm where injected.
- These are much milder than actual flu.

Getting vaccinated

The adult flu vaccination programme starts from 1 October.

We encourage those eligible to get vaccinated before winter, to help protect themselves, their families and the people they care for.

If eligible staff cannot access the flu vaccine through their employer, they can get it through their GP, a participating community pharmacy or the general booking portal.

All other eligible people can access the flu vaccine from their GP, a community pharmacy, maternity services (if they are pregnant) or a care home (if they live in a care home).



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You can [Find a pharmacy that offers free flu vaccination online](#) now.

You can [Book, change or cancel a flu vaccination appointment online](#) or in the [NHS app now](#).



Conversation prompts for staff questions

“I’m healthy, so I don’t need the vaccine”

Being healthy doesn’t stop you from catching or spreading flu. You may not have symptoms but you can still pass it on to vulnerable people.

“I had flu vaccines in the past, so I’m protected”

The viruses that cause flu are different every year. The flu vaccine is needed every year to help protect you.

“I had flu recently, so I’m protected”

Flu strains can change each year. Past infection doesn’t guarantee protection against current flu viruses.

“The vaccine made me ill last time”

The flu vaccine cannot give you flu. Side effects like mild fever or sore arm are common and short-lived. Getting the vaccine reduces the chance of you becoming seriously ill and helps you recover faster if you get ill.

“The vaccine doesn’t work”

Last year, the flu vaccination programme [prevented around 100,000 hospital admissions and 7,000 deaths](#). It reduces the chance of you becoming seriously ill and helps you recover faster if you get ill.



Conversation prompts for questions from those you care for

Why should I get the vaccine?

The free flu vaccine is the best way to help protect yourself and your family from flu this winter. It will help keep you healthy and reduce your chances of becoming seriously ill or needing hospital care. Flu viruses change each year, so you need to get vaccinated every year if you can.

Can I get the flu vaccine?

The free NHS flu vaccine is available to people most at risk from flu and their carers. You can get the free NHS vaccine if you:

- are aged 65 or over (including those who will be 65 by 31 March 2027)
- are aged 6 months to 64 years old with certain long-term health conditions
- are aged 2 to 3 years old
- are a school-aged children (reception to year 11)
- are pregnant
- live in a care home
- are the main carer for an older or disabled person, or receive a carer's allowance
- live with someone who has a weakened immune system
- are aged 16 or over and experience homelessness or are staying in a homeless hostel or night shelter

How can eligible members of the public book their flu vaccination?

Use the NHS App, [visit the NHS booking service website](#), call 119, or contact your GP practice or [pharmacy](#). School-age children from reception to year 11 are offered the vaccine through school vaccination services.

How to avoid spreading the flu

Flu is very infectious and easily spreads to other people. You're more likely to give it to others in the first 5 days after getting infected.

Flu is spread by germs from coughs and sneezes, which can live on hands and surfaces for 24 hours.



To reduce the risk of spreading flu:

- wash your hands often with warm water and soap
- cover your mouth and nose with a tissue when you cough or sneeze (if you do not have a tissue, cough or sneeze into the bend of your elbow, not into your hand)
- bin used tissues as quickly as possible

Try to stay at home and avoid contact with other people if you have a high temperature, feel hot, cold or shivery, or do not feel well enough to do your normal activities.

Specific guidance on managing acute respiratory infections in care settings is available online: [Infection prevention and control \(IPC\) in adult social care: acute respiratory infection \(ARI\)](#)

What other vaccines should I get this winter?

If you are an adult aged 75 years and over, resident in care homes for older adults, or if you are immunosuppressed aged 6 months and over you can get a COVID-19 vaccine. Vaccination continues to help protect against severe illness, hospital admissions and death from COVID-19.

If you're aged 65 or over, or have certain health conditions, you're eligible for a pneumococcal vaccine that protects against a major cause of pneumonia. This can be given at the same time as flu and COVID-19 vaccinations. Ask your GP practice for more information.

If you're aged 70 to 79, severely immunosuppressed (and aged over 18), or turned 65 on or after 1 September 2023, you can get a shingles vaccine to reduce your risk of getting the disease. Contact your GP practice to arrange this. You can find out more about all NHS vaccinations at nhs.uk/vaccinations.

The RSV vaccine is available to eligible older adults, residents of care homes for older adults and pregnant women. If you are eligible and have not already received the vaccine, your GP practice will normally contact you. Check current NHS guidance for full eligibility information.

If you are pregnant, you should also have the pertussis vaccine to help protect your baby from whooping cough.



Social media guidance

Recommended Hashtags (accessible format)

- #FluVaccination
- #StayStrongGetVaccinated

Social post copy options

- Help protect yourself, your families, and the people you work with this winter. Get your flu vaccination as soon as possible.
- Vaccination is the best protection against flu. Get your flu vaccination as soon as possible.
- Being healthy doesn't stop you from catching or spreading flu. Get your flu vaccination as soon as possible.

ALT Text Examples

- "Carer receiving flu vaccination. Colleague administering injection is smiling. Text reads: Protect yourself, your families, and the people you work with this winter."
- "Infographic showing flu stats: last year in England around [100,000 hospital admissions and 7,000 deaths](#) prevented."
- "Diverse team of carers with flu vaccination stickers. Text reads: Join your colleagues – get winter strong with flu vaccination."

