

# Key messaging encouraging staff vaccine take-up

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NHS Estates and Facilities Team



# Introduction



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- This pack contains key information and links that have been produced to encourage take up of Covid-19 vaccination amongst front line NHS staff
- **It includes –**
  - **Narrative**
  - **Communications Campaign Guide**
  - **Existing useful Social Media content and helpful video content**
  - **Access to translated material regarding Covid-19 in 60+ languages**
- Estates Teams and Facilities Management Providers responsible for frontline staff identified as priority groups for access to Covid-19 vaccination are encouraged to share the material contained via their own communication channels
- All content has been previously agreed or endorsed by NHS England and Improvement

# Campaign Guide



A resource for communications teams to use when landing Vaccination messages with staff is attached below. This includes –

- **Narrative and key messages**
- **FAQs**
- **Campaign materials and tips on running an effective campaign**
- **Template letter inviting staff for vaccination**
- **Useful links and resources**

The Campaign Guide is embedded here: 

**NB – the toolkit will be updated regularly with the latest version kept updated via the NHS Estates and Facilities Collaboration Hub/Kahootz space**

**Supporting the Covid-19 vaccine uptake campaign**

As with the flu vaccine, the national ambition for a COVID-19 vaccine is that 100% of staff in patient-facing roles should have the opportunity to get their vaccine. We want staff to share their stories, thoughts and experiences of the vaccine with their peers to encourage vaccine uptake.

Below are some guidelines that may be a useful guide to putting together videos, written and photographic content on your thoughts/experiences of the COVID-19 vaccine. It includes possible talking points, tips and some key messages on the vaccine, which you can use if you wish. Please send content to: [nhs.covid19.workforce-comms@nhs.uk](mailto:nhs.covid19.workforce-comms@nhs.uk)

**Video content**

Possible Talking Points  
1 min per staff

If you have not had the vaccine yet:

1. Introduction
  - Name, role, place of work.
  - How did you feel when you heard the vaccines had been approved for use in the UK?
  - Why are you excited about the vaccine?
  - What questions did you have about the vaccine that you now have answers to?
  - Did anything about the vaccine worry you, and what reassured you?
  - Why do you think it's important to get the vaccine if you can?

If you have had (or are about to have) the vaccine:

2. My Covid-19 vaccine story
  - Name, role, place of work
  - What was the experience of getting vaccinated like?
  - Any side effects (after dose 1/dose 2)?
  - What would you tell others still considering about getting the vaccine?

Could also include footage of being onsite and following their journey to get vaccinated.

**Guidance for Filming**

- If speaking directly to camera:
  - Make sure that you are facing any light sources, and they are not behind you
  - Film the video in landscape
  - Make sure there is nothing distracting in the background
  - Try to raise the camera up to eye height if you can, so you are not looking down or up
  - Practice first so you can be filmed without the use of any notes
- If filming movement (e.g. onsite about to get vaccine)
  - Film the video in landscape
  - Ensure footage is as steady as possible
  - Do not include others' faces in the video

# Existing Social Media Content

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- There is some excellent material available via the main NHS England and NHS Improvement Twitter feed. This includes clinicians and other front line staff video content addressing Vaccine misinformation
- Examples are provided below and can be shared on social media or through other communication channels –

**‘There may be many concerns that you have read online or via a text message. We urge you please, to address these with your doctor.’ [Ranvir Singh joins others to share an important message about the #COVIDVaccine.](#)**



**‘Please take the offer of having the vaccination when it gets to your turn.’ [GP Dr @BolaOwolabi8 shares why she is reassured that the #CovidVaccine is safe and effective, and encourages everyone to take the vaccine when it is their turn.](#)**



- Additionally, prominent BAME celebrities and their positive messaging are also often retweeted. [Comedian Adil Ray shares a message recorded](#), also previously shared via NHS England and NHS Improvement Twitter – **‘We all have to do something to help one another during these difficult times. Here's a message we have recorded for members of our Ethnic Minority communities.’**

# Useful Links

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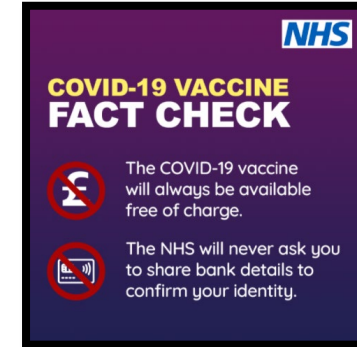
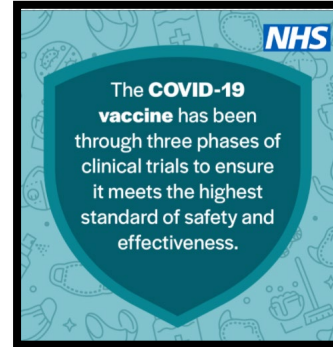


PHE published resources relating to the vaccination programme are available here

<https://coronavirusresources.phe.gov.uk/covid-19-vaccine/resources/>

These include –

- Posters
- Leaflets
- Social media graphics
- Email signature
- Digital screens



Government published resources are available here

<https://www.gov.uk/government/collections/covid-19-vaccination-programme#leaflets-and-posters>

- Leaflets, posters and immunisation resources on the COVID-19 vaccine are also available to download and use. This includes:
- Adult leaflet
- Healthcare workers leaflet
- Social care workers leaflet
- What to expect after your COVID-19 vaccination leaflet
- Why do I have to wait for my COVID-19 vaccine flyer





# Translated Content

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# Translated Content



In addition to the PHE and Government published material which is available in a range of languages, Doctors of the World is also publishing useful Covid-19 content in 60+ languages

- <https://www.doctorsoftheworld.org.uk/coronavirus-information/>

**NB this is external to NHS England and Improvement**

## Coronavirus advice

Latest government guidance  
Translated into 60 languages

Afrikaans\*, Albanian\*, Amharic\*, Arabic\*, Armenian\*, Bengali, Bulgarian\*, Burmese, Czech, Dari, Dutch, English\*, Estonian, Farsi, Filipino, Finnish, French, German, Greek, Gujarati, Hausa, Hindi, Hungarian, Igbo, Indonesian, Italian, Kiswahili, Korean, Krio, Kurdish Sorani, Latvian, Lithuanian, Malayalam, Nepali, Oromo, Pahari, Pashto, Pidgin, Polish, Portuguese, Punjabi, Romanian, Romany, Russian, Simplified Chinese, Sindhi, Slovak, Somali, Spanish, Tamil, Tetum, Tigrinya, Traditional Chinese, Turkish, Twi, Urdu, Vietnamese, Wolof, Yiddish, Yoruba.

# Further Information

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Email the NHS Estates and Facilities Team at [Nhsi.estatesandfacilities@nhs.net](mailto:Nhsi.estatesandfacilities@nhs.net)

Access the team's Covid-19 related content at <https://www.england.nhs.uk/coronavirus/secondary-care/estates-facilities/>

Join the NHS Estates Profession on our NHS Estates Team Kahootz space [nhsi.efmportalsubmissions@nhs.net](mailto:nhsi.efmportalsubmissions@nhs.net)

Engage with NHS Estates via Twitter [@EstatesNHS](https://twitter.com/EstatesNHS)