



LANCASHIRE & SOUTH CUMBRIA WINTER 2025 VACCINATIONS CAMPAIGN

INFORMATION FOR PARTNERS & COLLEAGUES

Lancashire and South Cumbria's Winter Vaccination Campaign is rolling out at scale this October, with a focus on accessibility, innovation, and partnership. This year, we're bringing vaccines closer to people than ever before, whether that's at GPs, CPs, on the high street, in care homes, or directly to NHS staff at their place of work. Our collective aim is to protect our communities, reduce pressure on the NHS, and help keep everyone well this winter.



PARTNERS IN PREVENTION

The campaign, as always, is a **true team effort** and is this year delivered in partnership with a record number of GP practices, community pharmacies, hospital trusts, service and care providers, and local government partners across our region. Every partner has played a vital role, and it's thanks to dedication and collaboration that we're able to reach so many people, in so many places. All are working together to offer a wide range of vaccination options, including:

- **Booked appointments** via the [National Booking Service](#) or by calling **119**.
- Flexible and **walk-in clinics** at vaccination sites.
- Drop-in sessions on the **vaccination bus** and at **community venues**.

ROVING VACCINATION BUS: OVER 100 STOPS THIS OCTOBER ALONE!

Our vaccination bus is back and busier than ever, making **over 100 stops across Lancashire and South Cumbria throughout October**. The bus will visit neighbourhoods, workplaces, supermarkets, and community events, offering both flu and COVID-19 vaccines with **no appointment needed**. This roving offer is designed to make vaccination as convenient as possible, especially for those who might otherwise struggle to access traditional clinics.

Key messages:

- Vaccines are safe, effective, and the best way to protect yourself and others from serious illness this winter.
- The bus is open to all eligible groups - just turn up at a stop near you.
- For the latest schedule and locations, visit: [LSC ICB Vaccination Programme](#).



ENHANCING VACCINE DELIVERY IN CARE HOMES: A STAFF-LED APPROACH

This year, we're scaling up our pioneering **care home vaccination model**. Registered nursing staff in care homes are being trained and empowered to deliver vaccines directly to residents and colleagues. This approach has already shown **improved vaccine uptake** among residents and staff, **fewer GP visits and outbreaks**, enhanced **continuity of care and staff confidence** and a more **personalised, reassuring experience** for residents and families.

BOOSTING STAFF PROTECTION: ENHANCED FLU VACCINATION OFFER

Getting the flu jab as a staff member has never been simpler. We're committed to making protection more accessible and tailored to the realities of working life for staff across our region.

- **On-site clinics**: enhanced offer of walk-in clinics at Trust sites.
- **Roving vaccination bus**: directly to staff at hospitals and HQs.
- **Any Staff, Anywhere model**: Staff can receive their flu vaccination in any setting.



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LSC-WIDE COMMUNICATIONS CAMPAIGN

The Lancashire & South Cumbria communications campaign is built on partnership, clarity, and accessibility. The goal is to ensure that every eligible resident and staff member knows how, where, and why to get vaccinated this winter, and that providers and partners have the tools available to help spread the message across our region.



CAMPAIGN APPROACH

Visual Identity: The campaign uses a blue umbrella as a central visual analogy, symbolising the protection that winter vaccinations offer. This umbrella motif is consistently applied across all assets, paired with the NHS logo and purple virus icons to reinforce the message of shielding against flu, COVID-19, and RSV.

Tone and Flexibility: The design is more corporate and professional than previous campaigns, ensuring it can be easily adapted by NHS Trusts, providers and partners, with a colour pallet that complements NHS branding. All resources are customisable, allowing local teams to tailor materials for their specific audiences and needs.

Consistency: Guidance is provided for logo placement, font usage and layout, ensuring a unified look and feel across all communications.

KEY MESSAGING

Core Message: “Protect Yourself This Winter.”

Winter vaccinations offer protection from flu, COVID-19, and RSV. Protect yourself, your family, and the NHS.

Call to Action: “Get Vaccinated”

Direct people to book an appointment or attend a drop-in clinic, with the campaign URL:

<https://lancashireandsouthcumbria.icb.nhs.uk/getmyjab>.

Audience Focus: Messaging is inclusive, targeting the general public, health and social care staff, older adults, pregnant people, carers, and those with long-term health conditions.

SHAREABLE & EDITABLE ASSETS

A full suite of editable campaign assets is available for all partners and provider colleagues, designed for easy local adaptation while maintaining campaign consistency. These assets are tailored to target eligible population groups and health and social care workers and include:

- **Posters** (A3, A4, and editable versions for local event details)
- **A5 Flyers** (single and double-sided, with drop-in clinic info)
- **Social Media Tiles** (for Facebook, Instagram, Twitter/X)
- **Email Signature Banner**
- **Microsoft Teams Background**
- **Logos, Images, and Brand Asset Files**
- **Branding Guidance Document**

All assets are hosted on the [LSC Vaccination Campaign SharePoint Drive](#) (NHSmail access required). Partners are encouraged to request access, download, adapt, and share these materials locally, following the campaign guidance for consistency. Support is available via the [SVOC team](#) for partners without NHSmail accounts.