

# Primary Care – Communications pack

*Communications and engagement campaign for increasing childhood immunisations uptake in London Jewish communities: **A community and health system partners partnership***



*An NHS London partnership together with LJHP, CWHA, UKHSA, NHSE, NHS NCL ICB & NEL ICB, City and Hackney, Haringey, Barnet and SpringHill Park PCN*

# Content

|    |  |
|----|--|
| 1. | Communications and engagement campaign - Background                                |
| 2. | Adverts going into press   |
| 3. | Posters (option to receive them printed)   |
| 4. | Social media assets  |
| 5. | Booklets – <i>Frequent questions asked about vaccines</i>                          |
| 6. | Stickers   |
| 7. | Text messages  |
| 8. | Endorsement letter that will be disseminated via schools and community newsletters |
| 9. | Freebies   |

# 1. Communications and engagement campaign - Background



## The Campaign

To keep children safe and protected from serious diseases, Jewish community organisations are coming together with London health partners to create a campaign to increase childhood immunisation rates in the London Jewish community to ensure that they are not left vulnerable to vaccine preventable diseases, and to encourage adults, especially those aged 18–25-year-olds, who missed out on childhood vaccinations to catch up.

## The aims

- To increase childhood immunisations uptake by parents in the Charedi community and wider London Jewish communities
- To encourage adults, especially those aged 18–25-year-olds, to catch up on any primary and booster childhood vaccinations they may have missed
- To build trust between Jewish communities and the London health system


## The timeline

Over the end of November-January period, we will launch in partnership with health and community partners a focused **holistic childhood immunisation campaign** for London for the Jewish community looking at three work streams:


- Primary Care – informing primary care colleagues and sharing tailored and culturally sensitive resources and information
- Schools – engaging with schools to enable vaccine access in the school setting and to disseminate key information
- Community – engaging with community members to develop adequate communication resources

# Adverts going into press and posters

## Targeting Charedi community



As you prepare for Chanukah



Check your family's vaccinations are up to date

Immunise children 0 – 18 who are unvaccinated or have missed any vaccinations, including MMR or their Year 9 vaccinations for Polio, Diphtheria, Tetanus and Meningitis ACWY

Catch up via your GP or clinics below - please bring your red book.


**WALK IN'S AND APPOINTMENTS ARE AVAILABLE AT SUNDAY CLINICS**  
10.30AM - 4.45PM

at Spring Hill Practice, 57 Stamford Hill, N16 6XP  
at Stamford Hill Group Practice, 2 Egerton road, N16 6UA

Book now on 020 8525 4250 or contact the lead immunisation nurse on 07469 351784

“Protect your children from getting polio, measles, whooping cough and other infectious diseases, before the winter holidays. Don't spoil your family's Chanukah celebrations with an unwell child in the house. Immunise now!”

Dr Joseph Spitzer, GP at Cranwich Road Surgery



Vaccines protect you, your family and our community



Before they go back to school, check your children's vaccinations are up to date



Immunise children 0 – 18 who are unvaccinated or have missed any vaccinations, including MMR or their Year 9 vaccinations for Polio, Diphtheria, Tetanus and Meningitis ACWY

Catch up via your GP or clinics below and please bring your red book.

**WALK IN'S AND APPOINTMENTS ARE AVAILABLE AT SUNDAY CLINICS**  
10.30AM - 4.45PM

at Spring Hill Practice, 57 Stamford Hill, N16 6XP  
at Stamford Hill Group Practice, 2 Egerton road, N16 6UA

Book now on 020 8525 4250 or contact the lead immunisation nurse on 07469 351784

“Keep your children safe as they go back to school. Continue to protect them against serious illnesses such as measles & polio. Vaccinations save lives and it's never too late to get your first dose.”

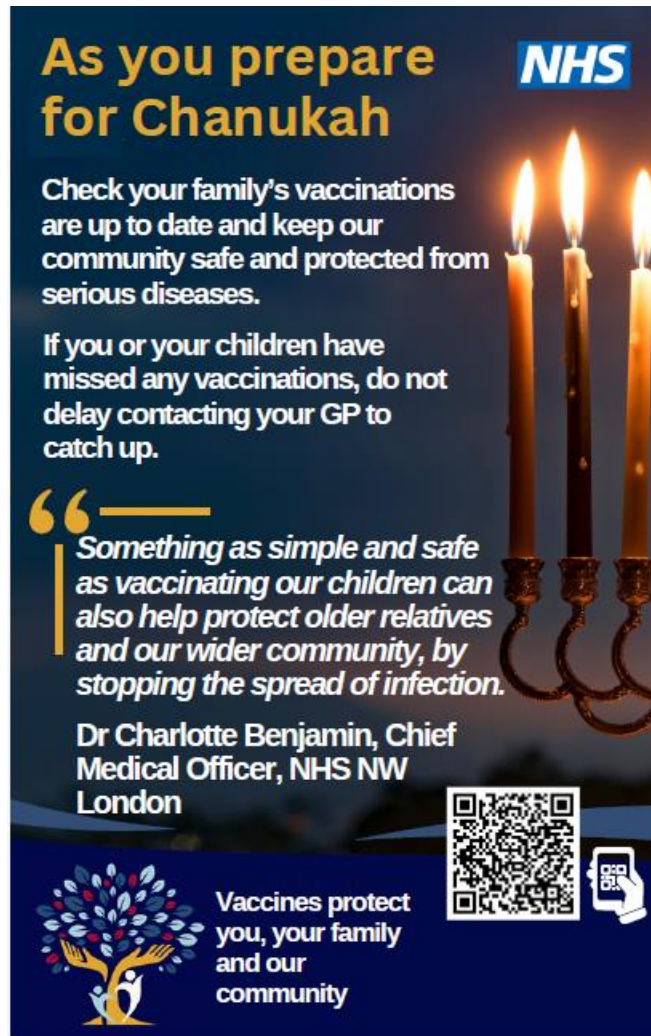
Dr Tehseen Khan, GP at Spring Hill Practice



Vaccines protect you, your family and our community

# Adverts going into press

## Targeting “wider” Jewish community






**As you prepare for Chanukah** 

Check your family's vaccinations are up to date and keep our community safe and protected from serious diseases.

If you or your children have missed any vaccinations, do not delay contacting your GP to catch up.

“*Something as simple and safe as vaccinating our children can also help protect older relatives and our wider community, by stopping the spread of infection.*”

Dr Charlotte Benjamin, Chief Medical Officer, NHS NW London



Vaccines protect you, your family and our community



**As you prepare for Chanukah** 

Check your family's vaccinations are up to date and keep our community safe and protected from serious diseases.

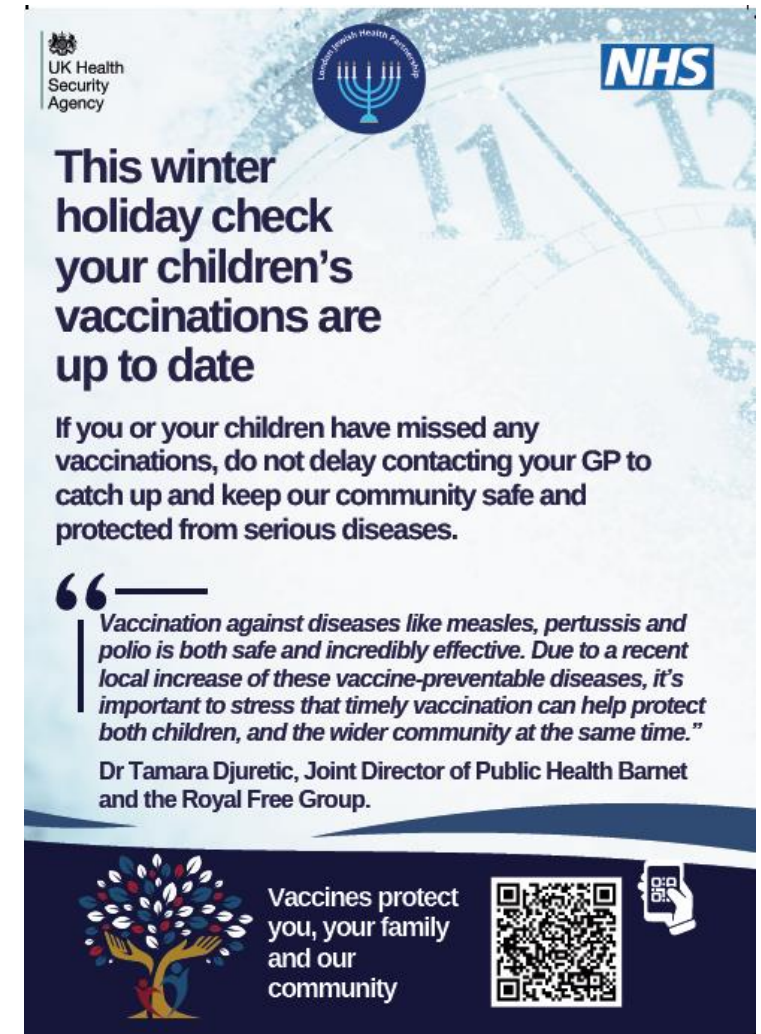
If you or your children have missed any vaccinations, do not delay contacting your GP to catch up.




“*Something as simple and safe as vaccinating our children can also help protect older relatives and our wider community, by stopping the spread of infection.*”

Dr Charlotte Benjamin, Chief Medical Officer, NHS NW London



Vaccines protect you, your family and our community








**This winter holiday check your children's vaccinations are up to date**

If you or your children have missed any vaccinations, do not delay contacting your GP to catch up and keep our community safe and protected from serious diseases.

“*Vaccination against diseases like measles, pertussis and polio is both safe and incredibly effective. Due to a recent local increase of these vaccine-preventable diseases, it's important to stress that timely vaccination can help protect both children, and the wider community at the same time.*”

Dr Tamara Djuretic, Joint Director of Public Health Barnet and the Royal Free Group.



Vaccines protect you, your family and our community

# Screen savers



**This winter holiday check your children's vaccinations are up to date**

Immunise children 0 – 18 who are unvaccinated or have missed any vaccinations, including MMR or their Year 9 vaccinations for Polio, Diphtheria, Tetanus and Meningitis ACWY

Catch up via your GP or a walk-in clinic and please bring your red book.

Book now on 020 8525 4250 or contact the lead immunisation nurse on 07469 351784

**WALK IN'S AND APPOINTMENTS ARE AVAILABLE AT SUNDAY CLINICS**

**10.30AM - 4.45PM**

at Spring Hill Practice, 57 Stamford Hill, N16 6XP

at Stamford Hill Group Practice, 2 Egerton road, N16 6UA



**This winter holiday check your children's vaccinations are up to date**

Immunise children 0 – 18 who are unvaccinated or have missed any vaccinations, including MMR or their Year 9 vaccinations for Polio, Diphtheria, Tetanus and Meningitis ACWY

Catch up via your GP or a walk-in clinic and please bring your red book.

Book now on 020 8525 4250 or contact the lead immunisation nurse on 07469 351784

**WALK IN'S AND APPOINTMENTS ARE AVAILABLE AT SUNDAY CLINICS**

**10.30AM - 4.45PM**

at Spring Hill Practice, 57 Stamford Hill, N16 6XP

at Stamford Hill Group Practice, 2 Egerton road, N16 6UA



# Social media assets



**UK Health Security Agency** **As you prepare for Chanukah** **NHS**

**Check your family's vaccinations are up to date and keep our community safe and protected from serious diseases.**

**“** *Something as simple and safe as vaccinating our children can also help protect older relatives and our wider community, by stopping the spread of infection.*

Dr Charlotte Benjamin, Chief Medical Officer, NHS NW London

If you think you or your children have missed any vaccinations, contact your GP or scan the QR code to catch up.

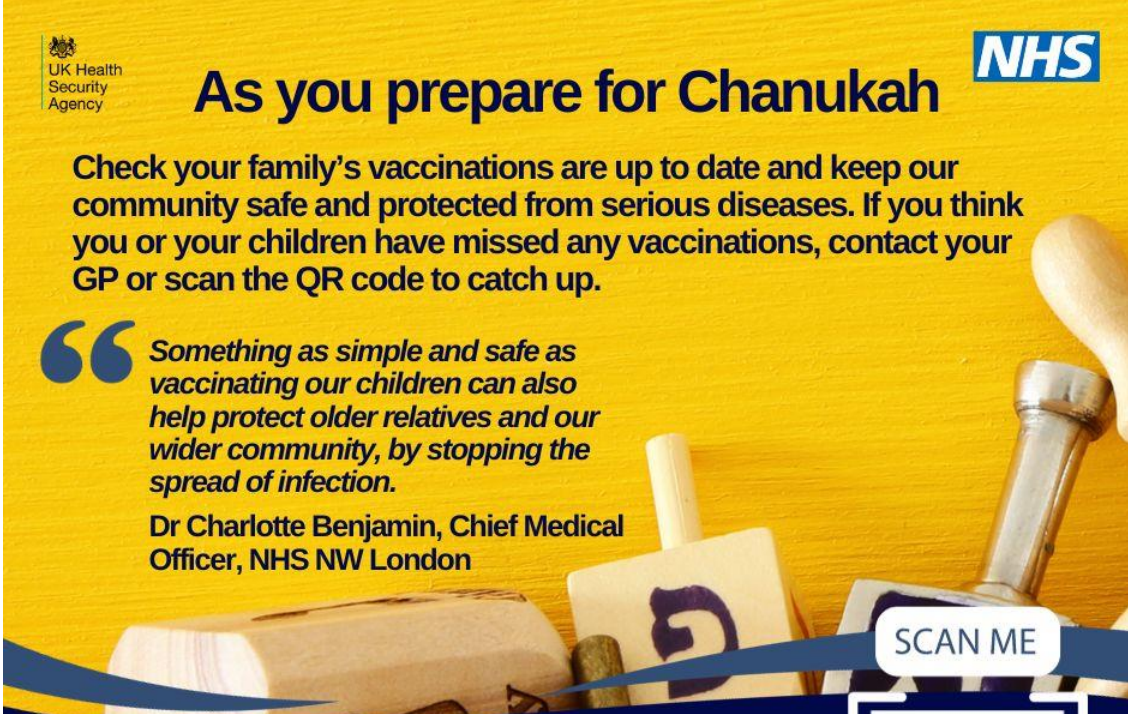
**SCAN ME**



**Like** **Share**



Vaccines protect you, your family and our community



**UK Health Security Agency** **As you prepare for Chanukah** **NHS**

**Check your family's vaccinations are up to date and keep our community safe and protected from serious diseases. If you think you or your children have missed any vaccinations, contact your GP or scan the QR code to catch up.**


**“** *Something as simple and safe as vaccinating our children can also help protect older relatives and our wider community, by stopping the spread of infection.*

Dr Charlotte Benjamin, Chief Medical Officer, NHS NW London

**SCAN ME**



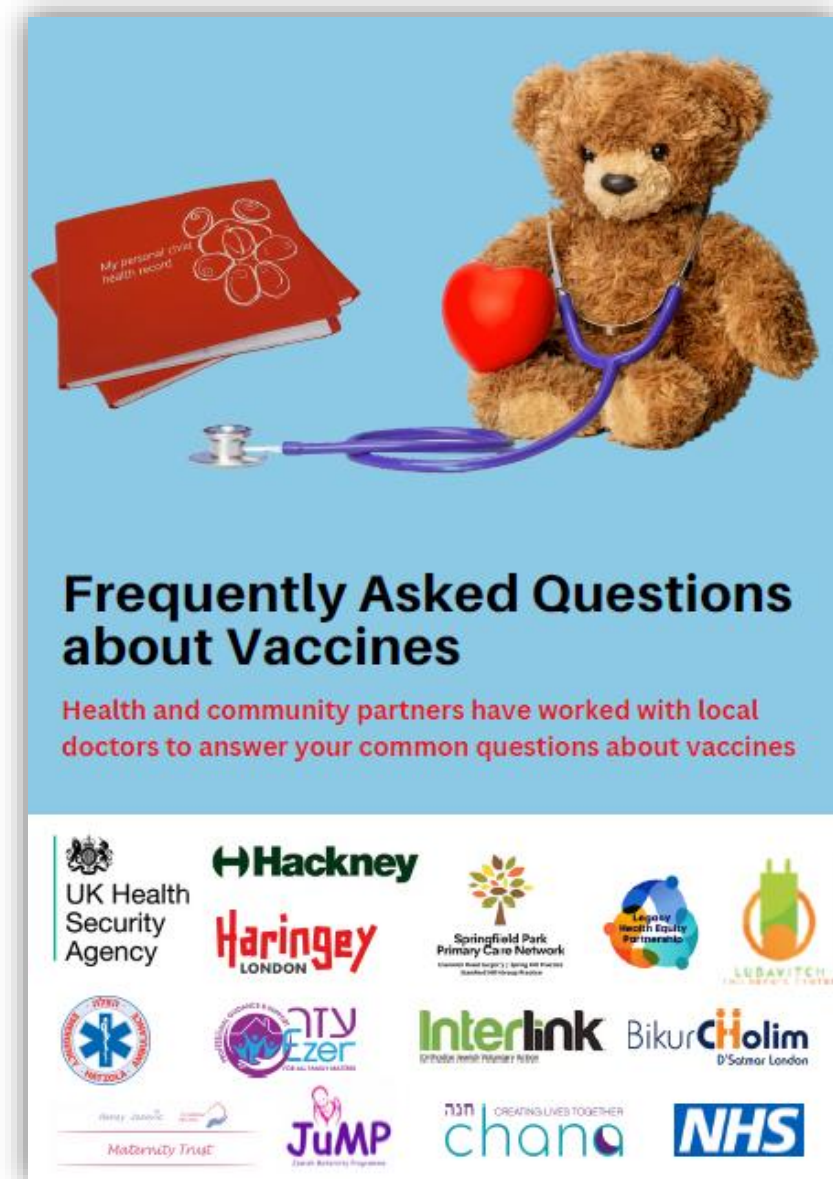
**Like** **Share**



Vaccines protect you, your family and our community

# Booklets – *Frequent questions asked about vaccines* (printed version)

This booklet was co-produced with the Charedi Women's Health Alliance and aims to address some of the known anxieties in the community, getting trusted and known health professionals to provide answers to these questions.





# Stickers

