

Vaccination Stakeholder Briefing



Thursday 10 October 2025

Welcome to the latest edition of our Vaccination Stakeholder Briefing.

This month, our updates include the start of the free NHS flu and COVID-19 vaccination for all eligible people, rollout of 2-3 year old pharmacy flu vaccinations, the launch of the national campaign 'Stay Strong. Get Vaccinated', to protect newborn babies.

Also, a number of local and national assets to support communications and cascading information.

If you would like any further information or support with any of the items below, please don't hesitate to email us at: ssotics.comms@staffsstoke.icb.nhs.uk

Latest updates



Flu vaccinations underway across Staffordshire and Stoke-on-Trent as NHS launches winter protection drive

All eligible people can now get their free flu and COVID-19 vaccinations. In the first week of the campaign 32,282 COVID vaccinations were given and, up to 7 October, 100,050 flu doses have been administered across SSOT. You can read more about the campaign in [the media release](#).

NHS kicks off flu and COVID-19 jabs to 'winter-proof' the vulnerable

From 1 October, booked appointments and walk-in sessions are now available across local pharmacies, GP practices and community clinic drop-in centres across the country. You can book an appointment via the NHS App, your local GP practice, online at www.nhs.uk/bookflu or www.nhs.uk/bookcovid, or by calling 119. You can read more in [NHS England's media release](#).

NHS makes it easier than ever to protect toddlers against flu

Children aged 2 to 3 years can now get vaccinated at some pharmacies offering free flu vaccination for the first time ever. You can read more in [NHS England's media release](#).

National vaccination campaign to protect newborns this winter

The Department of Health and Social Care (DHSC) has launched a new national vaccination campaign, 'Stay Strong. Get Vaccinated', to protect newborn babies. [You can read more in the media release](#).

Updated RSV eligibility guidelines

The RSV vaccine eligibility has been updated, it's offered on the NHS if you are 28 weeks pregnant or more, aged 75 to 79, or turned 80 after 1 September 2024. For more information, visit the [RSV vaccine page](#) on the NHS website.

Upcoming events



NHS England Bitesize Sessions for staff

NHSE Feedback session on NHS Staff Flu Vaccination Campaign: 13 November 2025, 1pm - 2pm: [Register here](#)

Resources



Winter vaccine resources

- New national assets for the flu and COVID-19 vaccine have been released for the [Public Winter Vaccinations Campaign](#), including **social media assets, posters, and digital screens**. These include social media assets for 2-3 year olds and people with long term health conditions. Additional campaign resources are expected later this month.
- [Maternal vaccination assets for the 'Stay Strong, Get Vaccinated' campaign](#) are on the Campaign Resource Centre.
- [NHS North East & North Cumbria Integrated Care Board have launched a 'Be Wise Immunise' flu campaign](#) - they have approved for these to be used by NHS organisations in Staffordshire and Stoke-on-Trent. Resources include videos, animations, stickers, and social media graphics for 2-3 year olds, school-aged children, and general flu messaging.

COVID-19 vaccine eligibility resources

- There are new national assets to support [COVID-19 vaccine eligibility on the Campaign Resource Centre](#) including a fact sheet and also a digital display for GPs and pharmacies to use to help communicate to patients coming in for vaccinations.
- [Community Pharmacy England have assets on their website to support communications with the public about COVID-19 vaccine eligibility.](#)

Local winter vaccination FAQs

- Frequently asked questions (FAQs) are attached to support colleagues in answering questions or concerns from individuals or communities about vaccines.

If you have ideas or requests for support for your audience or community, please email us at ssotics.comms@staffsstoke.icb.nhs.uk

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