

## Vaccination Stakeholder Briefing



24 October 2025

### Welcome to the latest edition of our Vaccination Stakeholder Briefing.

This month, our updates include news about a huge increase in flu vaccinations nationally, information about the pneumococcal vaccine, new assets to support vaccination communications and we share the refreshed Staffordshire and Stoke-on-Trent ISC website vaccination webpages.

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](mailto:ssotics.comms@staffsstoke.icb.nhs.uk)

### Latest updates



### Residents urged to get their flu vaccines ahead of winter

People in Staffordshire are being encouraged to prevent hospital stays by getting their flu jab ahead of the colder months. More information can be found in [this Staffordshire County Council video](#) and [media release](#).

### Pneumococcal vaccine

The NHS recommends that adults aged 65 and over, or those clinically at risk receive the pneumococcal vaccine to help protect against serious illnesses, including pneumonia and meningitis. Young children and babies are also eligible for the vaccine. Visit the [NHS website](#) for more information. You can also find top tips for preventing pneumonia in the attached infographic.

## Huge increase in flu vaccination as cases rise

The NHS has vaccinated nearly a million more people against flu so far this autumn compared to the same period last year. Read all about it in this [NHS England media release](#).

## New vaccinations webpages now live

The Staffordshire and Stoke-on-Trent ICS website's new and improved vaccination and immunisation webpages are now live: [Vaccinations and Immunisations - Staffordshire and Stoke-on-Trent, ICS](#).

The Vaccination [Campaign Resource Centre](#) includes downloadable social media assets, posters, and other materials to support staff and public engagement across all age groups.

### Upcoming events



## UKHSA webinar: changes to the childhood immunisation schedule

On Wednesday, 3 December 2025, 2 – 3.15 PM, the UK Health Security Agency (UKHSA) Immunisation Team are hosting a webinar on Microsoft Teams to present the second phase of the planned changes to the routine childhood vaccination schedule which will be implemented from January 2026. [To join register here](#).

### Resources



## Winter vaccine resources

- New national assets available on the Campaign Resource Centre, including [Stay Strong Get Vaccinated Long-Term Health Conditions Flu Campaign](#), [RSV Vaccinations](#) and [Flu vaccinations for school-aged children](#).

- Staffordshire and Stoke-on-Trent ICS have created a [new poster to encourage vaccination for people who are immunosuppressed or clinically vulnerable](#), a [poster to promote flu vaccination for 2-3 year olds](#) and a [information leaflet about vaccinations for babies and pre-school children](#).
- Materials to help non-clinical staff hold vaccine confident conversations - Explore the NHS England [Vaccine Confidence Hub](#) for guidance and tools. There are also resources for healthcare workers on [Futures NHS](#).
- Weekly flu vaccination figures for region, cohort and trust are released on Thursdays at 9.30am on the [NHS England statistics page](#).

### Existing winter resources

- NHS England [Public Winter Vaccinations Campaign assets](#) are available to download, including social media assets, posters, and digital screens.
- There's an NHS Regional [toolkit](#) that includes assets for flu, pregnant women, and 2-3 year olds and other useful messaging.

### COVID-19 vaccine eligibility resources

- To support the COVID-19 autumn vaccination programme there are assets including a leaflet, stickers and translated materials, [visit the GOV.UK website](#).
- The NHS England COVID-19 vaccination reactive Q&As attached can support queries about changes to COVID-19 vaccination eligibility for frontline health and social care workers (FHCW) and staff working in care homes for older adults.

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