



## Vaccination Stakeholder Briefing

10 December 2025

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

This month's updates include pre-Christmas vaccination reminders, details on how to get catch-up vaccines for school-aged children, and a thank you message to everyone involved in delivering over 3 million flu vaccinations across the Midlands.

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

#### Latest updates



### 320,000 people in Staffordshire and Stoke-on-Trent still to take up flu vaccine offer

The NHS in Staffordshire and Stoke-on-Trent is urging eligible people to get their winter flu and COVID-19 vaccinations now, with over 320,094 flu jabs still outstanding and respiratory illness risks rising as winter approaches. Read more on the [Staffordshire and Stoke-on-Trent ICS website](#).

#### Radio interviews this week – Flu vaccination

- Clinical Director for Urgent and Emergency Care for NHS Staffordshire and Stoke-on-Trent ICB, Dr Steve Fawcett was interviewed on BBC Radio West Midlands on Monday 8 December, [click here](#)

[here to listen – programme time 1:21:00 - 1:29:20](#) and on BBC Radio Stoke, Tuesday 9 December, [click here to listen - programme time: 2:22:00 - 2:29:30](#).

- BBC Radio Stoke news bulletin on Tuesday, 9 December featured: Royal Stoke University Hospital and County Hospital, Stafford, declared a critical incident due to sustained pressure. Staff are wearing masks to help prevent the spread of flu and people are being encouraged to get the flu vaccine to support the NHS.

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### **Sharp rise in flu cases at start of the festive period, with peak still to come**

Weekly UKHSA report for the 2025/26 season, monitoring respiratory viruses as people are encouraged to take simple steps to protect themselves. Read more on the [GOV.UK website](#).

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### **NHS thanks public and staff for hitting 3 million flu vaccines**

With more than 3 million flu vaccinations given to people in the Midlands so far, the NHS is thanking those involved in making the flu programme a success. Read more on the [NHS England Midlands website](#).

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### **NHS ready for double whammy of winter flu-demic and strikes**

The NHS is facing an unprecedented flu wave this winter with “no peak in sight yet” according to England’s top emergency care doctor. Read more on the [NHS England website](#).

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### **UKHSA urges eligible groups to get vaccinated with just 4 weeks to go until Christmas**

The UK Health Security Agency (UKHSA) is urging all eligible groups to make sure that they are up to date with their vaccinations in the run-up to Christmas, as levels of respiratory viruses including flu and RSV, continue to increase. Read more on the [UKHSA website](#).

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## **Get protected this winter – vaccination clinics available in the Midlands**

As colder months and the Christmas season approach, NHS England Midlands shares information about local NHS teams that are offering vaccination clinics to make it easy for people to get protected against flu and COVID-19. Read more on the [NHS England Midlands website](#).

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## **New mpox strain identified in England**

UKHSA reminds eligible groups to come forward for mpox vaccination. Read more on the [GOV.UK website](#).

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## **Community collaboration: Local people with learning disabilities star in new NHS vaccine films**

Local people with learning disabilities and autism have teamed up with the NHS to create a powerful series of three short films designed to boost confidence and encourage more people to get vaccinated. Read more on the [Staffordshire and Stoke-on-Trent ICS website](#).

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## **Has your child missed their annual flu vaccine at school?**

If your child has missed their flu vaccine at school, parents can call the School Age Immunisation Service to book a vaccination at a local clinic instead until 12 December 2025. Read more on the [Staffordshire and Stoke-on-Trent ICS website](#).

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## **Chickenpox added to the routine schedule**

Starting 1 January 2026, varicella (chickenpox) will be added to the standard childhood vaccination schedule. Instead of the familiar MMR vaccine (measles, mumps, rubella), children will now be offered

a four-in-one vaccine: measles, mumps, rubella and varicella (chickenpox). Read more on the [GOV.UK website](#).

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## **JCVI influenza update for 2026–27**

The 2024–25 season saw high flu activity and reduced adult uptake. The latest JCVI update outlines recommended vaccines for each cohort for 2026–27 and highlights the need to improve uptake in risk groups. Read more on the [GOV.UK website](#).

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## **Nasal spray vaccine provides strong protection**

The UK Health Security Agency (UKHSA) has [issued a statement](#) advising that early analysis shows the vaccine is providing strong protection for all, with data suggesting the nasal spray vaccine is particularly effective in protecting children from more severe disease.

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## **57% of eligible population are missing out on the free flu jab**

Latest figures show that more than 95,000 people aged over 65 in Staffordshire and Stoke-on-Trent are yet to get their free vaccine, despite early increases in flu cases and hospital admissions across the area. Read more on the [Staffordshire and Stoke-on-Trent website](#).

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## **Important reminder for families of at-risk children**

With significant numbers of flu cases in children nationally, it's really important that parents and carers of children with at-risk conditions know that they have the option of getting vaccinated at their GP practice or at a school vaccination session. For more information about winter vaccinations and who is eligible, visit [the NHS website](#).

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## Call for vaccination case studies

We're seeking real patient stories for a short video or media piece on the importance of vaccination - especially from those who have become unwell and wish they'd been vaccinated, or who felt protected because they were. If you're happy to share your experience, please email us on: [ssotics.comms@staffsstroke.icb.nhs.uk](mailto:ssotics.comms@staffsstroke.icb.nhs.uk).

### Upcoming events



### Free training for early years providers – Let's Talk Childhood Immunisations

The Child Health Information Service and South, Central and West Commissioning Support Unit are offering online 1-hour training sessions to support early years providers in raising awareness of the importance of routine immunisations. The next two sessions will take place on Thursday 22 January, 10-11am, and Tuesday 27 January, 6.30-7.30pm. [Register here](#).

### Promotional resources



### Winter vaccine resources

- NHS England have launched a new [flu vaccination drive: countdown to Christmas campaign](#) including social media assets, screen savers and posters.
- An updated winter vaccination toolkit from NHS England is available, including translations of [maternity](#), [long-term health conditions](#) and [flu and COVID-19 symptom](#) materials in 10 languages. There are also [new school-aged children vaccination assets](#).
- University Hospitals Birmingham NHS Foundation Trust have developed two films which show recreations of what happens to someone with asthma and an older person when they catch flu and are not vaccinated. Download [video 1 here](#) and [video 2 here](#).

- NHS England South East have repeated their Jabvent calendar this year for flu. Each day will reveal an important message encouraging anyone who hasn't yet had their flu or COVID-19 vaccinations to come forward. You can download the social media assets [here](#).

## Local resources

- [The Staffordshire and Stoke-on-Trent Integrated Care System website local campaign resource centre](#) has downloadable materials including social media assets, posters, leaflets, videos and podcasts.

## COVID-19 resources

- There is an easy read [COVID-19 leaflet](#), with information about the vaccine, eligibility and how to get the vaccine.

## Guidance

- Materials to help non-clinical staff hold vaccine confident conversations are available, explore the NHS England [Vaccine Confidence Hub](#) for guidance.
- A practical guide for staff on managing cases of infectious diseases in children and young people settings, including education. Read more on [GOV.UK website](#).

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