



Vaccination Stakeholder Briefing

19 December 2025

Welcome to the latest edition of our Vaccination Stakeholder Briefing.

We'd like to take this opportunity to thank everyone involved in the vaccination programme.

Thanks to your hard work and dedication, we've delivered 378,066 flu vaccinations and 94,945 COVID-19 jabs so far this season. Your commitment is making a real difference to the health and wellbeing of our communities.

Wishing all colleagues working throughout the festive period a peaceful Christmas and New Year - your service is truly appreciated.

From the Staffordshire and Stoke-on-Trent ICS Vaccination Team

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



Lichfield Library walk-in clinic busiest this December



A walk-in flu and COVID-19 vaccination clinic at Lichfield Library last week was the busiest so far this December, boosted by the Christmas market on the square and strong local turnout. A big thank you to the Targeted Vaccination Team for delivering a successful session and supporting winter protection. [Find a walk-in vaccination clinic near you.](#)

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, marking a significant milestone in protecting communities this winter. Read the full article on the [NHS England website](#).

Last chance to get vaccinated before Christmas as flu cases rise

The UK Health Security Agency (UKHSA) is urging all eligible people to ensure they are vaccinated in the lead up to Christmas as rates of flu continue to rise week-on-week. A drifted flu H3N2 strain is circulating this winter, meaning less natural immunity in the community and an unusually early start to the season. Read the full article on the [NHS England website](#).

Protect yourself and our NHS with vital flu vaccine

Following the critical incidents declared at the county's hospitals, people in Staffordshire are being reminded to get their flu jab ahead of the Christmas break, along with the steps they can take to stay well and alternatives to visiting A&E. [Read the full article.](#)

MMRV programme updates

The UK Health Security Agency and NHS England have issued updates to the Measles, Mumps, Rubella, and Varicella (chickenpox) vaccination programme, including guidance, training materials, and public resources. Available resources are linked below and for more information visit the [GOV.UK website](#).

New mpox strain identified in England

The UK Health Security Agency (UKHSA) has identified a new recombinant mpox virus in England in an individual who had recently travelled to Asia. UKHSA continues to assess the significance of the strain. Read the full article on the [UKHSA website](#).

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 and information



Winter vaccine resources

- NHS England have launched a new [flu vaccination drive: countdown to Christmas campaign](#) including social media assets, screen savers and posters.
- There are also [assets available](#) from NHS England, giving advice on what to do if members of the public have flu.
- 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](#).

Changes to the childhood immunisation programme – national resources

[Documents relating to the measles, mumps, rubella and varicella \(MMRV\) vaccination programme](#) currently include:

- the [bipartite letter](#) from UKHSA and NHSE from 31 October
- an [MMRV training slideset](#) for healthcare practitioners

- [guidance for health practitioners](#) on implementing the MMRV vaccination programme
- updates to the Green Book ([measles](#), [mumps](#), [rubella](#), and [varicella](#))
- public-facing materials (including a [guide for parents and carers](#) of children offered the MMRV vaccination and [leaflet on vaccines and porcine gelatine](#))
- public-facing immunisation resources including posters and leaflets will be uploaded to the [GOV.UK website](#).

To sign up to the UK Health Security Agency Vaccine Update bulletin: [Click here](#).

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