

Vaccination Stakeholder Briefing



11th March 2026

Welcome to the latest edition of our monthly vaccination newsletter.

This month, we highlighted the importance of the MMR/MMRV vaccine in preventing measles, mumps, rubella, and chickenpox, as well as sharing the latest RSV vaccination uptake statistics across Staffordshire and Stoke-on-Trent. We also shared newly published resources and guidance.

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



Families in Staffordshire and Stoke-on-Trent urged to check children's MMR vaccinations as measles cases rise

Families across Staffordshire and Stoke-on-Trent are being urged to check their children's measles, mumps, rubella and chickenpox (varicella) vaccinations are up to date, as new figures show rising measles cases nationally and across the West Midlands.

Read the full article on the [Staffordshire and Stoke-on-Trent ICS website](#).

Around 2 in 5 eligible people in Staffordshire and Stoke-on-Trent are still to receive their RSV vaccine

Local figures show that around two in five eligible people have not yet had the RSV vaccine, including more than one in three older adults and over half of eligible pregnant women.

Read the full article on the [Staffordshire and Stoke-on-Trent ICS website](#).

Millions eligible for free shingles vaccine urged to come forward

Fewer than half of adults are taking up their free shingles vaccine in the first year of being eligible, according to latest [UK Health Security Agency \(UKHSA\) data](#).

Read the full article on the [UKHSA website](#).

National childhood vaccination campaign launched

A national childhood routine vaccination campaign launched on Monday 16 February 2026. The six-week long campaign will include TV advertising, radio advertising, social media, press and partnerships activity. Materials are now available in the [Campaign Resource centre](#). You can also read more about the campaign on the [GOV.UK website](#).

2026-27 flu vaccination programme letter released

The annual letter regarding the flu vaccination programme for autumn/ winter 2026 has been released.

Read the full letter on the [\[National%20flu%20immunisation%20programme%202026%20to%202027%20letter%20-%20GOV.UK\]GOV.UK website](#).

Promotional materials and resources



Childhood immunisation programme resources

- MMRV: There are resources available on the national [campaign resource centre](#), including a [communications toolkit](#) and social media assets. There is also a [guide for parents and carers](#).
- A UKHSA measles communications toolkit is available [here](#). The [NHS website is the best website to signpost to for measles symptoms](#).
- General childhood vaccination campaign materials are available on the national campaign resource centre: [Childhood vaccinations](#) and [Childhood immunisations](#).

Maternal vaccines

- The second phase of the national maternal vaccines marketing campaign is now running to encourage [RSV and whooping cough uptake](#).
- [Watch @doc.ahmedezzat](#) share his advice on how to treat a child with RSV.

RSV vaccination for older adults

- RSV resources including web banners, digital screen assets, social media materials, posters and translations are available here on the [national campaign resource centre](#).
- Posters and leaflets, including translated versions, can be downloaded or you can order free printed copies from the [GOV.UK website](#).
- Shingles: A new easy read leaflet for the vaccine is available to download or order free printed copies from the [GOV.UK website](#).

Translated resources

- On the national campaign resource centre there are translated flu eligibility and consent [assets](#), translated COVID eligibility [assets](#), and RSV translated assets [available to download](#) in a number of languages.

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.

Vaccination guidance

- Materials to help non-clinical staff hold vaccine confident conversations are available on the NHS England [Vaccine Confidence Hub](#).
- 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](#).
- To sign up for 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