

Vaccination Stakeholder Briefing



15th April 2026

Welcome to the latest edition of our monthly vaccination newsletter.

In this issue, we share important vaccination updates, with NHS campaigns encouraging people to come forward for COVID-19 and RSV protection, alongside continued efforts to support uptake across pregnancy and school-aged immunisations.

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



NHS urges eligible people to come forward for their spring COVID-19 vaccination

The NHS is encouraging eligible people, including older adults, care home residents and those with weakened immune systems, to come forward for their spring COVID-19 vaccination to maintain protection against serious illness. Read the full article on the [NHS Staffordshire and Stoke-on-Trent Integrated Care Board website](#).

Midwives remain the most trusted source of information on pregnancy vaccination

Midwives and other healthcare professionals have a vital role in improving uptake of pregnancy vaccination. This is according to a new survey from the UK Health Security Agency (UKHSA) in which pregnant women and women who recently gave birth rank them as their most trusted source of information. Read the full article on the [GOV.UK website](#).

School-aged catch-up vaccination clinics

In light of increasing reports of measles and meningitis in other areas, we are continuing to promote local vaccination clinics for school-aged children and young people. The School Age Immunisation Service (SAIS) is offering a series of community clinics to help ensure children

are up to date with their routine vaccinations, including HPV, Td/IPV, MenACWY, MMR and MMRV. See the full list of bookable clinics on the [ICB website](#).

Millions of older people to get vaccine against serious lung infection

The NHS is expanding eligibility for the RSV (respiratory syncytial virus) vaccine from 1 April 2026. Previously offered mainly to people turning 75, it will now include everyone aged 80 and over (with no upper age limit) and all care home residents regardless of age, widening protection against serious lung infection. Read more on the [NHS England website](#).

Communications materials



Click the links below to access digital screen graphics, posters, leaflets, social media assets, and draft communication materials.

COVID-19 spring vaccination

- A communications toolkit, social media graphics and more information can be downloaded on the [National Campaign Resource Centre](#).

Childhood immunisations

- **Attached** is an NHS London measles leaflet and translations in more than 30 languages. The reverse of the leaflet will take up to 7 translations at any one time, these can be found on NHS Futures: [Measles translations - CommsLink - Futures](#)
- On the National Campaign Resource Centre, there are materials for the [Measles, Mumps, Rubella and Varicella \(MMRV\) vaccine](#) and the [MMR](#) vaccine.
- On the National Campaign Resource Centre, there are materials to support [childhood vaccinations](#) (new) and [childhood immunisations](#).
- There is a regional NHS England measles communications toolkit to help support colleagues who are managing [outbreaks in their communities](#).

RSV

- Following the updated eligibility, there are new RSV materials available on the [National Campaign Resource Centre](#).
- Local RSV materials are available to download on the [ICB website](#).
- [Watch @doc.ahmedezzat](#) share his advice on how to treat a child with RSV.

Maternal vaccinations

- There are new local materials including, a poster and leaflet for general maternal vaccinations, available to download on the [ICB website](#).

- There are new materials that are part of the national '[Stay Strong, Get Vaccinated](#)' [maternal vaccines marketing campaign](#). There is also the [national maternal vaccines campaign](#) available.

Guidance and information

- 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