

# Supporting the Covid-19 vaccine uptake campaign

As with the flu vaccine, the national ambition for a COVID-19 vaccine is that 100% of staff in patient-facing roles should have the opportunity to get their vaccine. We want staff to share their stories, thoughts and experiences of the vaccine with their peers to encourage vaccine uptake.

Below are some guidelines that may be a useful guide to putting together **videos, written and photographic content** on your thoughts/experiences of the COVID-19 vaccine. It includes possible talking points, tips and some key messages on the vaccine, which you can use if you wish. **Please send content to: [nhsi.covid19.workforce-comms@nhs.net](mailto:nhsi.covid19.workforce-comms@nhs.net)**

## Video content

### Possible Talking Points

**1 min per staff**

**If you have not had the vaccine yet:**

#### **1. Introduction**

- Name, role, place of work.
- How did you feel when you heard the vaccines had been approved for use in the UK?
- Why are you excited about the vaccine?
- What questions did you have about the vaccine that you now have answers to?
- Did anything about the vaccine worry you, and what reassured you?
- Why do you think it's important to get the vaccine if you can?

**If you have had (or are about to have) the vaccine:**

#### **2. My Covid-19 vaccine story**

- Name, role, place of work
- What was the experience of getting vaccinated like?
- Any side effects (after dose 1/dose 2)?
- What would you tell others still considering about getting the vaccine?

*Could also include footage of being onsite and following their journey to get vaccinated.*

## **Guidance for Filming**

- If speaking directly to camera:
  - Make sure that you are facing any light sources, and they are not behind you
  - Film the video in landscape
  - Make sure there is nothing distracting in the background
  - Try to raise the camera up to eye height if you can, so you are not looking down or up
  - Practice first so you can be filmed without the use of any notes
- If filming movement (e.g. onsite about to get vaccine)
  - Film the video in landscape
  - Ensure footage is as steady as possible
  - Do not include others' faces in the video

## **Written content and photographic content**

We are looking for short quotes to use on social media and in other channels which show support for the vaccine programme. These should speak to your fellow colleagues or community. The quote can cover:

- Your excitement about the vaccine
- Your experience of getting the vaccine (if you have already had it)
- Why do you think it's important to get the vaccine if you can?
- Any of the key messages as listed below.

We will also need a head and shoulders photograph to accompany the quote.

See example below:



Other photographic content could include:

- Pictures of you receiving the vaccine
- Pictures of you administering the vaccine (if applicable)
- Interesting shots of you in your work environment. Particularly pictures that tell a story.
- We will need some text to accompany the photograph too. Tell us who is in it, what's going on and pick up on some of the key messages below.

Pictures taken on a mobile or camera are welcome. Ensure photographs are not blurry and that you have permission to share from everyone included in the photograph.

See examples below recently featured on the NHS England Instagram page:



## Key Messages

- A safe and effective vaccine for COVID-19 is now available
- Some healthcare workers will be amongst the first to receive the vaccine.
- Getting vaccinated means protecting yourself from the virus so you can be there for your family, friends and patients
- The COVID-19 vaccination has been approved by MHRA, the official UK regulator, like all other medicines and devices.
- The vaccine has undergone months of rigorous testing and strict approval processes mean we can be sure that the vaccine is safe and effective.
- Rollout of the vaccine will help protect against the virus, and so it is important we offer it to those most at risk first.
- We are preparing additional local facilities to manage large volumes of vaccinations when they become available next year
- The COVID-19 vaccine will not protect you against flu. All health care workers should have the flu vaccination.
- The independent Joint Committee on Vaccination and Immunisation (JCVI) regularly review the latest information and update their advice on the groups that should be prioritised for vaccination.
- If you're a frontline worker in the NHS, you are more likely to be exposed to COVID-19 at work. Getting your COVID-19 vaccination as soon as you can should protect you and may help to protect your family and those you care for.
- The COVID-19 vaccine should help reduce the rates of serious illness and save lives and will therefore reduce pressure on the NHS and social care services.
- The Pfizer vaccine does not contain any meat derivatives or porcine products.
- The phase three study of the Pfizer BioNTech COVID-19 vaccine demonstrated a vaccine efficacy of 95%, with consistent efficacy across age, gender and ethnicity.
- There are no plans for a COVID-19 vaccine to be compulsory. Just as they do with the winter flu vaccine, local NHS employers will be working hard to ensure staff are able to get vaccinated, and that any concerns that staff have are answered.

Send content to: [nhsi.covid19.workforce-comms@nhs.net](mailto:nhsi.covid19.workforce-comms@nhs.net)