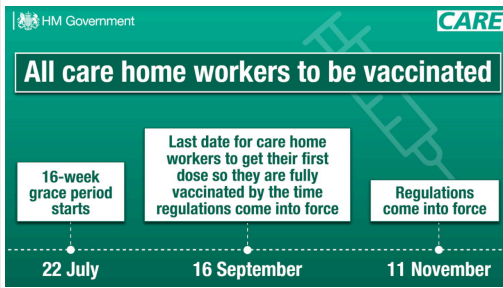







COVID-19 Vaccine Programme Communications Toolkit to Support Vaccine Uptake in Adult Social Care

Last updated: 26/07/21

Please use these resources to encourage and reassure staff about having the COVID-19 vaccine. Additional information and resources can be also found via the [DHSC Google Drive](#) and Public Health England [campaign resources centre](#). This toolkit is updated regularly as new resources become available. Highlighted in yellow are the latest materials.

<p>Full Q&A and Guidance for Creating Content</p>	<ul style="list-style-type: none"> Professor Jonathan Van-Tam, Deputy Chief Medical Officer, answers some of the most frequently asked questions about the COVID-19 vaccine. [link] You can also use this Q&A to create your own content about the COVID-19 vaccine: [link]
<p>Vaccines as a condition of deployment in care homes</p>	<p>Timeline graphic showing the key dates of when the policy will come into place. [link]</p>  <p>The graphic shows a timeline from 22 July to 11 November. Key dates include: 16-week grace period starts (22 July), Last date for care home workers to get their first dose so they are fully vaccinated by the time regulations come into force (16 September), and Regulations come into force (11 November).</p>
	<p>Timeline graphic showing key dates of when the policy will come into place for anyone visiting a care home for work or volunteering. [Link]</p>  <p>The graphic shows a timeline from 22 July to 11 November. Key dates include: 16-week grace period starts (22 July), Last date for anyone entering a care home for work or to volunteer to get their first dose so they are fully vaccinated by the time regulations come into force (16 September), and Regulations come into force (11 November). A note at the bottom states '*exemptions apply'.</p>



	<p>Stakeholder Q&A addressing questions on the policy. [Link]</p>	<p>Vaccination as a condition of deployment in care homes Stakeholder Q&A</p> <p>About the regulations</p> <p>Why is uptake of the vaccine so important?</p> <ul style="list-style-type: none"> Vaccination is a safe and effective way of protecting people from being infected with COVID-19 and prevents severe disease and death in those who catch the virus. Real world data from Public Health England indicates the COVID-19 vaccination programme has so far prevented 13,000 deaths and around 39,100 hospitalisations in older people in England, (up to 9 May 2021). There is evidence to suggest the vaccine also prevents those who catch the virus from infecting other people, thus preventing the spread. Public Health England's Viral study found evidence the COVID-19 vaccines were associated with a substantially reduced risk of infection in care home residents. It found that a single dose of either the Oxford-AstraZeneca or Pfizer vaccines was effective at preventing 56% of infections after four weeks, rising to 62% of infections after five weeks. The SIREN study has also shown an effectiveness against infection of 72% 21 days after the first dose of the Pfizer vaccine - this is similar to the effects seen in the AstraZeneca trials. The impact on transmission would therefore be expected to be at least this large because individuals who are not infected should not transmit.
<p>Webinar and Shorter Social Media Clips</p>	<p>Webinar with Professor Jonathan Van Tam, and Dr Nikita Kanani, to give social care workers the opportunity to have their questions answered about the safety and effectiveness of the vaccines [link]</p> <p>Shorter clips from this webinar can be downloaded here: [link]</p> <p>They are also available on our Youtube channel:</p> <p>Clip 1 - https://youtu.be/CQIYerOKihE</p> <p>Clip 2 - https://youtu.be/iyQqUjV2QWw</p> <p>Clip 3 - https://youtu.be/Xd7zTRijcTg</p> <p>Clip 4 - https://youtu.be/EqZEcW0nEX4</p> <p>Clip 5 - https://youtu.be/1Kz0b1Wa-Q</p> <p>Clip 6 - https://youtu.be/ot5Oj6r9zvQ</p>	 



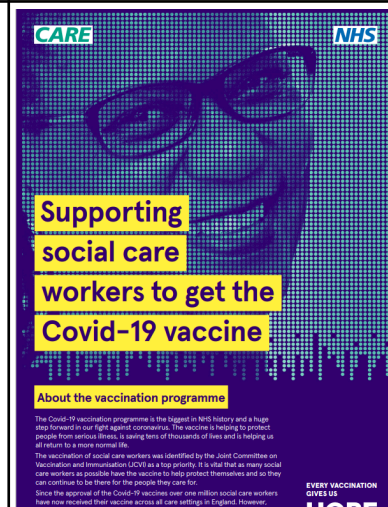
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Vaccine materials to support staff uptake

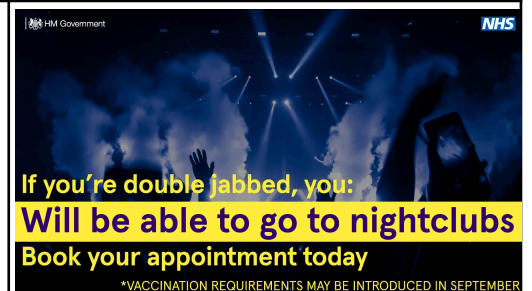
A suite of new resources to help care managers reassure their staff about having the vaccine.

This includes a briefing leaflet for care managers, Q&A, downloadable posters, social media graphics and email signatures. [\[link\]](#)



Benefits of being double-jabbed graphics

3 graphics detailing the benefits of having both COVID jabs [\[Link\]](#)

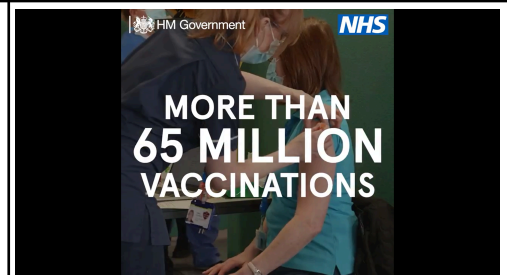


Data cards on vaccine uptake among social care workers and the population

Video: 6 month vaccine rollout. [\[link\]](#)

Over 1.1m social care workers have now received their first vaccine. Here you can find the latest graphic with figures on how many social care workers in all care settings in England have received their vaccine, with accompanying post copy [\[link\]](#)




Social media graphics for reaching the milestone that two thirds of adults have now received at least one dose. [\[link\]](#)





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Call for vaccination for agency staff and social care workers	Video from Deborah Sturdy, Chief Nurse for Adult Social Care calling on all social care workers to get vaccinated [link]	
	Q&A video from David Pearson Chair of the Social Care Sector COVID-19 Support Taskforce, Dr Nikki Kanani Medical Director of Primary Care for NHS England, and Prof Jonathan Van-Tam Deputy Chief Medical Officer for England answering questions from social care workers [link] Video: Dr Alex Bowmer Q&A [link]	



**Concerns about:
Fertility / Pregnancy/
Breastfeeding**

GP Dr Nighat Arif talks about why women who are breastfeeding can have the COVID-19 vaccine [\[link\]](#)

The JCVI has released new guidance for pregnant women on having the COVID-19 vaccine. Find a social graphic here [\[link\]](#)

Consultant and fertility expert Professor Lucy Chappell from the Royal College of Obstetricians and Gynaecologists talks about the COVID19 vaccine and fertility and why it is safe for women of childbearing age. [\[link\]](#)

Video with presenter Nana Akua and public health physician Dr Tolullah talking about the Covid Vaccine and fertility [\[link\]](#)

British Fertility Society information sheet on vaccines and fertility [\[link\]](#)

Dr Charles Esene, from Afro GP Herts & Beds, explains why there is no evidence the vaccine affects fertility. [\[link\]](#)

Government guidance on COVID-19 vaccine for all women of childbearing age, those currently pregnant or breastfeeding [\[link\]](#)

Video: Public Health England explains why there is no evidence that the COVID-19 vaccines will affect present or future fertility. [\[link\]](#)






Q&A fact card on fertility [\[link\]](#)

Statement from Royal College of Midwives and Royal College of Obstetrics and Gynaecology on vaccines and fertility [\[link\]](#)





Consultant and fertility expert Dr Fatima





	<p>Husain talks about the COVID-19 vaccine and fertility [link]</p> <p>Video: President of the Royal College of Obstetricians and Gynaecologists (RCOG) Dr Edward Morris explains why Pregnant and breastfeeding women can have the COVID-19 vaccine [link]</p>	 
<p>Second doses and getting the vaccine even if you have had COVID-19</p>	<p>Video on 50% of UK adults having their second dose of the COVID-19 vaccine [link]</p> <p>GP Dr Ellie Cannon explains why the second dose of the COVID-19 vaccine is so important. [link]</p> <p>GP Dr Nighat Arif talks about the importance of having the COVID19 vaccination even if you've already had the virus. [link]</p> <p>Infographic and video about the importance of getting your second dose of the COVID vaccine. [link]</p> <p>GP Dr Charles Esene explains why the second dose of the COVID-19 vaccine is so important. [link]</p>	  




<p>How to reassure people about the vaccine</p>	<p>GP Dr Sarah Jarvis video – How to reassure people and have positive conversations about having the vaccine [link]</p> <p>Series of videos from GP Dr Amir Khan about the importance of vaccines and addressing key concerns.</p>	
<p>Vaccination information in a range of languages</p>	<p>BBC Asian Network has produced a series of videos about the COVID-19 vaccine in Gujarati, Punjabi, Urdu, Tamil and Sylheti. [link]</p> <p>NHS doctors, nurses and other frontline staff have recorded messages in some of the most commonly spoken languages about the importance of getting a COVID-19 vaccine. [link]</p>	
<p>Vaccine effectiveness</p>	<p>Professor Jonathan Van Tam, Dr June Raine and Professor Wei Shen Lim encourage under 40s to take up the jab and explain the latest update on the Oxford/AstraZeneca vaccine. [link]</p> <p>Professor Chris Whitty talks about the effectiveness and importance of the vaccines. [link]</p> <p>Social media graphic showing the data on the effectiveness of the Pfizer vaccine [link]</p>	 



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<p>Information about accessing the vaccine</p>	<p>Social media graphics promoting information about what to expect at your vaccine appointments [link]</p> <p>Vaccine consent forms and information leaflets available in different languages [link]</p>	
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Case study examples

Video: staff at Aashna House about how they have managed to encourage all of their residents and care staff to have both doses of the vaccine [\[link\]](#)

Individual staff at Aashna House explain how how they felt after receiving their jab [\[link\]](#)

Care worker Shantelle from HC-One shares why she is getting the Covid vaccine after becoming a new mum [\[link\]](#)

Video: Homecare workers explain why it was important to them to get the COVID-19 vaccine. [\[link\]](#)

Blog: Dr Jane Townson, CEO of the UKHCA, talks about the importance of Homecare workers to take up the vaccine. [\[link\]](#)

Blog: Home care manager about how she empowered staff with information to overcome vaccine hesitancy to get 98% staff vaccinated [\[link\]](#)

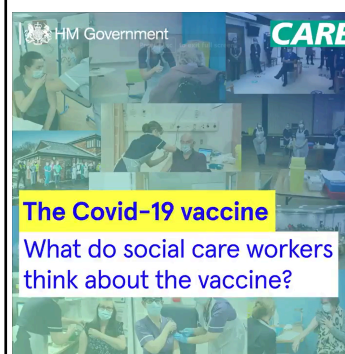
Blog: Clenton Farquharson MBE on addressing hesitancy among BAME communities [\[link\]](#)

Blog: Care home workers Louis Laleye on why he's had the vaccine after having COVID-19. [\[link\]](#)

Video: The rollout of the vaccine to staff and residents at a Manchester care home [\[link\]](#)

Blog: Foxholes Care Home on how important the vaccine has been for their residents and staff [\[link\]](#)

Video: what do social care workers think about the vaccine? Abbots Care [\[link\]](#)





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	<p>Blog: Raf Hamaizia on why he's made the decision to get the COVID-19 vaccine. [Link]</p>	<p>I've made my choice, so what's yours?</p> <p><small>Raf Hamaizia, 31 August 2021 - coronavirus, Viewpoint, Workforce</small></p> 
<p>Addressing misinformation</p>	<p>Social media Q&A fact cards addressing concerns and misinformation about the vaccine including fertility, ingredients, safety etc. [link]</p> <p>The Department for Digital, Culture, Media and Sport has released a communications toolkit with social media materials to help tackle the spread of false information. You can access the toolkit here: [link]</p> <p>Video from BAME celebrities encouraging vaccination among BAME communities and addressing misinformation [link]</p>	



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<p>Concerns about: Ingredients and suitability for different faiths and ethnicities</p>	<p>Dr Charles Esene, from Afro GP Herts & Beds, explains why the vaccine is safe for people from all ethnic backgrounds. [link]</p> <p>GP Dr Amir Khan on vaccine ingredients and suitability for all faiths [link]</p> <p>Q&A fact card on ingredients [link]</p> <p>Video from Guru Nanak Gurdwara temple in Bedford which is one of several places of worship being used as a COVID-19 vaccination site. [link]</p>	 
<p>Concerns about: Safety and speed of delivery</p>	<p>Series of videos from GP Dr Amir Khan about the importance of vaccines and addressing key concerns.</p> <p>Series of videos from GP Dr Ellie Cannon on safety and importance of the vaccines [link]</p> <p>Series of explainer videos from Dr Mary Ramsey at Public Health England about the vaccine [link] and the speed of delivery [link]</p> <p>Series of videos from Deputy Chief Medical Officer Professor Jonathan Van-Tam on vaccine safety [link]</p>	 



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Concerns about: Allergies	<p>Q&A fact card on allergies [link]</p> <p>Presenter Nana Akua and public health physician Dr Tolullah Oni talk about why it's important tell your doctor, nurse or pharmacist if you've ever had a serious allergic reaction before getting the COVID-19 vaccine [link]</p>	
Following guidance after vaccination	<p>GP Dr Amir Khan video on following the rules after vaccination [link]</p> <p>Q&A fact card on continuing to follow guidance [link]</p> <p>Video on following Hands Face Space advice after vaccination [link]</p> <p>NHS England has created videos in a range of languages explaining why it's important to follow the rules after vaccination. [link]</p>	