

Campaign name	<b>North West Childhood Immunisation pilot campaign</b>
Activity dates	<b>Marketing activity will run 5 March – 14 April</b>
Topline	In March 2024, UKHSA and the NHS will be launching a pilot campaign across the North West region to support efforts to increase uptake of childhood immunisations among 0–5-year-olds.
Aim, key messages	<p>Vaccine uptake levels have been falling over the past decade with fewer children having a full course of vaccination year on year. We are planning a new pilot campaign to raise awareness and improve the childhood immunisation uptake rates in the North West region.</p> <p>The key aims of the pilot are to:</p> <ul style="list-style-type: none"> <li>• <b>Alert</b> parents and carers/guardians to the issue of falling rates of childhood immunisation and the importance of making sure children are vaccinated.</li> <li>• <b>Increase uptake rates</b> for vaccination across the North West with additional focus on hyper local areas where uptake is low and increase the intention to take up vaccination offers.</li> <li>• <b>Increase</b> parents' and guardians' understanding of the need for and value of vaccination – including the risks of not being vaccinated – and increase their confidence in the efficacy of vaccines.</li> <li>• <b>Inform future activity at a national level</b> and help develop our understanding of what interventions are needed to make a difference and assess the impact on possible shifts in attitudes to childhood vaccination.</li> </ul>
Who is the campaign pilot aimed at?	<p>The campaign will be across the North West region with additional focus targeted in the areas of lowest vaccination uptake and within communities with the lowest uptake.</p> <p><b>General public:</b></p> <ul style="list-style-type: none"> <li>• Parents and carers/guardians of children aged 0-4 to raise awareness and build trust around vaccination.</li> <li>• Parents and carers/guardians of children aged 1-4 to encourage the uptake of vaccines at one and the pre-school booster at 3 years 4 months.</li> <li>• Parents from underserved/ethnic minority groups where vaccine uptake is lowest.</li> </ul> <p><b>Professional audiences</b></p> <ul style="list-style-type: none"> <li>• Primary care professionals/professionals who vaccinate children and/or have contact with families with young children, as well as healthcare professionals, early years settings, nursery schools and children's services, community outreach, faith leaders and community organisations, groups and individuals, leisure and entertainment and other stakeholders.</li> </ul>
Key facts, the issue and importance of running a campaign	<ul style="list-style-type: none"> <li>• Our childhood vaccination programmes prevent around 5,000 deaths and over 100k hospital admissions and save the NHS hundreds of millions of pounds, every year in England. These vaccinations have ensured that diseases such as polio and diphtheria have practically been eradicated in the UK.</li> <li>• However, the trend of lower vaccine uptake has been exacerbated by the pandemic, resulting in England no longer having the levels of population immunity recommended by WHO. Lower vaccine uptake within communities is directly linked to wider health inequalities and if we don't take steps to reverse the decline in take up, these health inequalities will only increase with time. UKHSA has seen a steady rise in cases of measles, and other vaccine preventable childhood illnesses, in recent years. As you will be aware, these illnesses can lead to life changing complications, especially in young children and those with weakened immune systems.</li> <li>• The campaign pilot will test local and regional communications approaches that can then be applied to other areas with low childhood vaccination uptake in the future and/or be scaled-up into a national campaign.</li> <li>• The pilot campaign will coincide with the national call/recall campaign for MMR, encouraging those aged 6-11 years old to catch-up on missed vaccinations, and the GP-led recall for those aged 1-5 years old. Further operational activity is also planned in the North West to support primary care teams with discussing childhood vaccinations in proactive and reactive face-to-face and telephone communications. Ongoing proactive regional vaccination outreach work in the community will continue.</li> </ul>
What activities are taking place?	<ul style="list-style-type: none"> <li>• The campaign will run across the North West region with some additional communications &amp; engagement activity targeting nine localities where uptake of childhood vaccines is lower than the regional average: Liverpool, Knowsley, South Sefton, Manchester, Salford, Oldham, Blackburn with Darwen, East Lancashire and Greater Preston.</li> </ul>

	<ul style="list-style-type: none"> <li>The messaging will stress the importance of vaccinations and help parents to make informed decisions.</li> </ul>
Getting involved	<ul style="list-style-type: none"> <li>The communications activity, as well as the NHS activity, will have the greatest impact if it is supported by organisations and individuals who are trusted by our target audiences.</li> <li>We need your help to share information through your channels and in conversations with people in your local community and via your organisations. To support this, a comprehensive toolkit containing messaging and a range of creative materials will be produced. Please let us know if there are any products or content that you would like to see included and if you require translations into community languages.</li> <li>We will need local case studies and spokespeople to bring our regional PR and social media activity to life – if you or someone in your organisation would be willing to act as a media spokesperson or be filmed talking about childhood vaccines for a short social media clip, please let us know.</li> <li>If you are organising or attending any community events in February, March or early April, it would be fantastic if you could promote the campaign messages there – and if you need bespoke content for these, we'd be happy to provide it.</li> <li>If there are any additional ways in which you think you could help us to reach and engage your communities, please let us know.</li> </ul> <p>You are encouraged to:</p> <ul style="list-style-type: none"> <li><b>Act</b> by taking a look at the campaign toolkit when its circulated.</li> <li><b>Circulate</b> information to relevant colleagues so they are informed.</li> <li><b>Display</b> toolkit assets like posters, digital content and leaflets so information is accessible by local parents.</li> <li><b>Share</b> the campaign on websites and intranets, social media and internal and external newsletters.</li> </ul> <p><b>Note:</b> Contents of the toolkit will be confirmed soon. Once available, toolkit content and assets will be strictly embargoed until the official campaign launch and restricted only for use in the North West region.</p>
For queries	<p>If you have any specific queries about the upcoming campaign or would like to get involved, please contact <a href="mailto:Northwest-Pressoffice@ukhsa.gov.uk">Northwest-Pressoffice@ukhsa.gov.uk</a></p>