Public Health England (PHE), in partnership with the National Health Service (NHS) England, have the “Help Us Help You” vaccination campaign which targets pregnant women, parents of children, older adults and patients with long-term conditions. Campaign messages were accessible online and offline:

**Government Campaign “Help Us Help You”**

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**Diabetes UK**

Diabetes UK stood out for their efforts to show the importance of influenza vaccination for people with diabetes. This information was shared through:

- E-bulletin
- Website
- True-stories shared

**British Heart Foundation**

Messages about the increased risk of influenza and related complications in people with heart disease were transmitted through:

- Magazine
- Fact sheet
- Press release
- Website

**British Lung Foundation**

A reminder to “get a flu jab” highlighted the important of vaccination for all people with lung diseases.

- E-bulletin
- Website
- True-stories shared

**Non-government Organizations**

- Webpage
- Guide
- Videos
- Press release
- Case story

**Hygiene of influenza**

Influenza is a highly contagious disease transmitted primarily via respiratory droplets. Symptoms of influenza include fever, cough, fatigue, muscle aches, and runny nose. It is important to note that influenza can be more severe in certain populations, particularly older adults, pregnant women, and those with underlying health conditions.

**The importance of vaccination**

Vaccination is the most effective way to prevent influenza. It works by stimulating the immune system to produce antibodies that neutralize the virus, thereby protecting the individual from infection. The vaccine is typically administered by injection and can be given either as a shot or a nasal spray.

**Government Campaign**

The campaign resources are available at the following link: [campaignresources.phe.gov.uk/resources/campaigns/34/resources/4219](https://campaignresources.phe.gov.uk/resources/campaigns/34/resources/4219).

**Sir Trevor McDonald Flu Jab**

Retrieved from: [www.facebook.com/over-65](https://www.facebook.com/over-65)

**How to Stay Well This Winter**

Retrieved from: [www.nhs.uk/staywell/](https://www.nhs.uk/staywell/)

**Help Us Help You - NHS Tameside and Glossop Clinical Commissioning Group**


**Flu Vaccination: For People Aged 65 and Older | GOV.UK**


**Flu Vaccine Side Effects | nhs.uk**

Retrieved from: [www.nhs.uk/conditions/vaccinations/vaccinations/who-shouldnt-have-flu-vaccine/](https://www.nhs.uk/conditions/vaccinations/vaccinations/who-shouldnt-have-flu-vaccine/)

**Flu-influenza-vaccine**


**NHin Vaccinations and When to Have Them | nhs.uk**

Retrieved from: [www.nhs.uk/conditions/services-in-the-European-Union](https://www.nhs.uk/conditions/services-in-the-European-Union)


Retrieved from: [https://doi.org/10.1093/eurpub/ckz217](https://doi.org/10.1093/eurpub/ckz217)

**Annual Flu Reports | GOV.UK**


**Noncommunicable Diseases Country Profiles 2018 | WHO**


**Population Estimates and Projections | DataBank**


**ON ADULT INFLUENZA VACCINATION**

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