



UK Health
Security
Agency

Childhood Immunisations Campaign

Background

- Our childhood vaccination programme prevents around 5k deaths, and over 100k hospital admissions, each year in England.
- Vaccinations have ensured diseases such as polio and diphtheria have practically been eradicated in the UK.
- However, in recent years we have seen a trend of lower vaccine uptake and this has been exacerbated by the pandemic.
- England no longer has the levels of population immunity recommended by the World Health Organisation (95%) and this has led to increased risk for those who are unvaccinated or under-vaccinated.
- Preventable childhood infections can have a huge impact on a child's life; they can miss out on education due to time spent unwell, be hospitalised and have life-long complications ranging from deafness and blindness to encephalitis (infection of the brain) and paralysis.
- We have already begun to see increased cases of measles and whooping cough, with outbreaks around the country, so there is an urgent need to ensure children are vaccinated and protected against these serious illnesses.

Campaign aim

- To encourage parents to come forward for vaccination, from 4 March UKHSA and the NHS will be launching a national campaign to support efforts to increase uptake of childhood immunisations among 0–5-year-olds and highlight the serious risk childhood diseases can pose if children aren't vaccinated.
- The campaign brings together marketing activity with NHS operational activity and initially was developed as a pilot for the North West of England with plans to expand across the country later in 2024. In response to the recent rise in measles cases in some regions, the national campaign will run until April 2024. The campaign theme, and materials, is based on feedback and insight from parents in the North West and has been developed by UKHSA in partnership with NHS England, NHS North West and NHS Greater Manchester, and Liverpool City Council.

The campaign aims to increase vaccine uptake by:

Increasing parents' **INTENTION** to take-up childhood vaccines.

Increasing parents' **UNDERSTANDING** of the need and value of vaccination, including the risks of not being vaccinated.

Increasing parents' **KNOWLEDGE** of what vaccines children need, when and the number of doses.

Increasing parents' **CONFIDENCE** in the efficacy of childhood vaccines

Audience

The audience for this campaign will be parents and guardians of children 0-5yrs across England

More specifically the campaign will target:

- Parents / guardians of children who have missed at least one of their vaccinations by the age of 5.
- With a focus on C2DE social groups.
- And selected ethnic minority groups with lower uptake.

Insight tells us:

- Low vaccine uptake within communities is directly linked to wider health inequalities.
- Parents want to protect their children and see routine vaccines as part of growing up.
- Most parents view many of the childhood vaccines as safe but safety concerns linked to COVID-19 vaccines have caused some more hesitant parents to re-appraise their views of vaccinations in general.
- Parents do not generally know what vaccines their children should have and when. They normally go with what they are offered by their school or GP.
- A factual approach has the greatest impact and credibility with parents and offers the best opportunity to remind parents that getting their child vaccinated protects them and is a routine part of their child growing up.

Key messages

- Childhood infections like measles and whooping cough are rising.
- If your child isn't vaccinated, they're not protected.
- Childhood infections can cause serious illness, hospitalisation and life-long disabilities.
- Childhood vaccinations give your children the best protection and prevent over 5,000 deaths and over 100,000 hospital admissions each year.
- It's important that vaccines are given on time for the best protection, but if your child missed a vaccine, contact your GP to catch up.
- To have full protection, children sometimes need to have booster vaccines. You should check their red book or speak to your GP to see if they are missing any.
- If you are unsure speak to your GP or visit www.nhs.uk/childhoodvaccinations to find out if you should book an appointment for your child.
- All the childhood vaccinations are free. For the full timetable visit nhs.uk/childhoodvaccinations and to see how to get them.
- All childhood vaccinations offered by the NHS are thoroughly tested to assess how safe and effective they are. All medicines can cause side effects, but vaccines are among the very safest. Research from around the world shows that immunisation is the safest way to protect our children's health.

Regional overview – 2023/24 Q2

Summary - 2023-24 Q2									
Age Cohort	Metric	East of England	London	Midlands	North East and Yorkshire	North West	South East	South West	England
12 months	12m DTaP/IPV/Hib/HepB	91.8%	86.4%	91.7%	93.2%	90.6%	93.3%	94.2%	91.3%
	12m MenB	91.8%	86.2%	91.5%	93.1%	89.9%	93.1%	94.0%	91.0%
	12m PCV1	94.2%	89.3%	93.7%	95.4%	92.6%	94.8%	95.2%	93.4%
	12m Rota	89.0%	83.7%	88.8%	90.2%	85.9%	90.4%	91.2%	88.2%
24 months	24m DTaP/IPV/Hib/HepB	93.6%	88.8%	93.5%	94.8%	91.9%	94.1%	95.1%	92.9%
	24m Hib/MenC	91.6%	82.3%	90.4%	92.7%	88.9%	88.9%	93.1%	89.2%
	24m MenB booster	89.7%	80.8%	89.1%	91.5%	87.3%	88.5%	92.3%	88.0%
	24m MMR1	91.8%	82.9%	90.5%	92.5%	89.0%	88.9%	93.2%	89.4%
	24m PCV booster	90.8%	81.7%	89.9%	92.1%	88.5%	88.7%	92.9%	88.8%
5 years	5y DTaP/IPV	86.2%	72.4%	83.1%	86.6%	82.8%	84.6%	88.4%	82.7%
	5y DTaP/IPV/Hib	94.0%	87.3%	93.5%	94.4%	94.0%	93.4%	95.5%	92.8%
	5y Hib/MenC	90.6%	83.3%	90.8%	92.0%	92.4%	91.4%	93.6%	90.2%
	5y MMR1	93.7%	85.6%	93.1%	94.5%	93.5%	93.6%	94.8%	92.3%
	5y MMR2	87.4%	72.8%	84.2%	87.4%	84.7%	85.6%	89.7%	83.8%

Campaign strategy

Running from 4 March – 14 April, the campaign will combine paid for marketing, no/low-cost activity and an operational and enhanced NHS call and recall.

Paid marketing
Low and no cost communications
Enhanced operational offer } **Parental action**

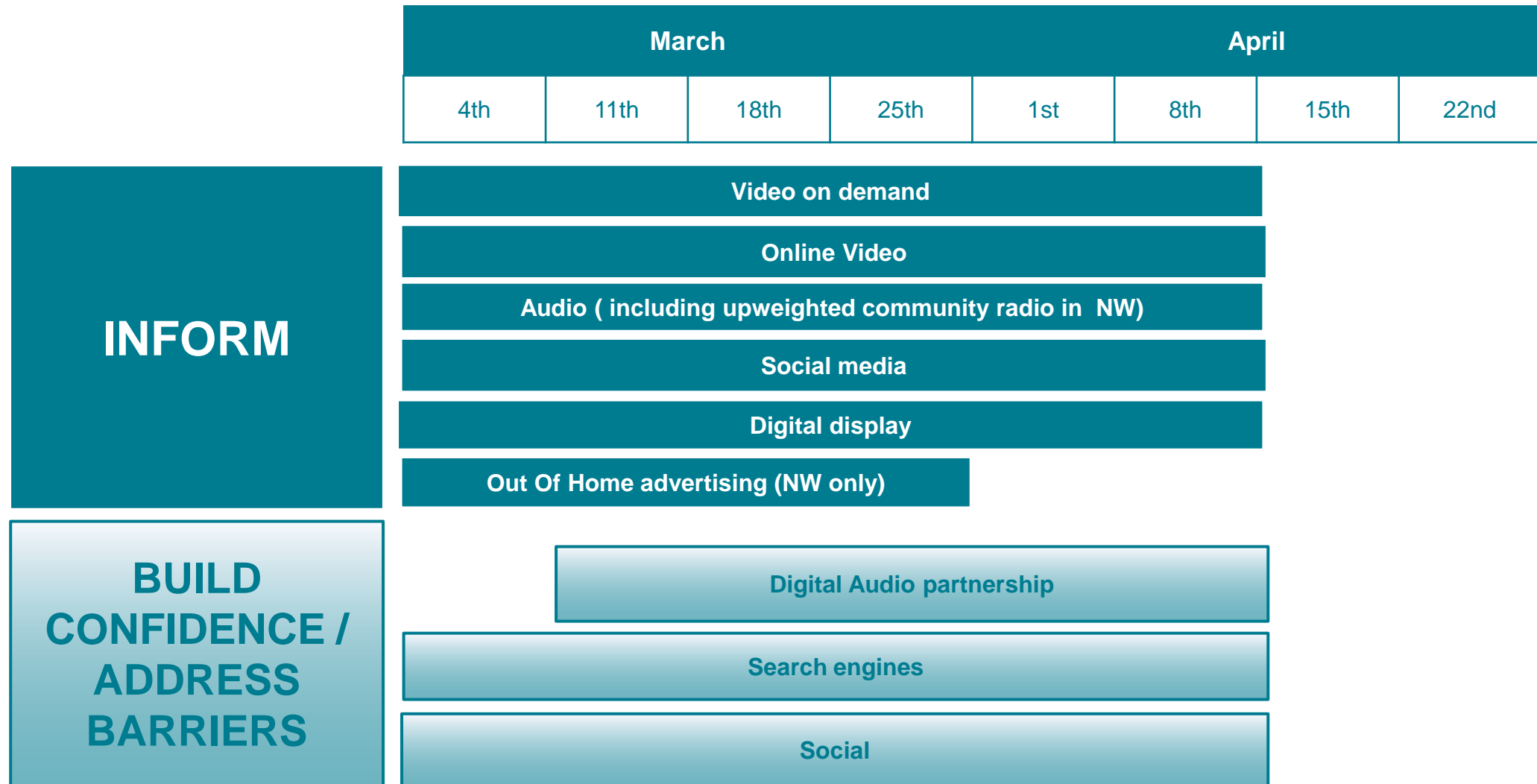
We want to	We will do this by	We will deliver
Give parents a clear reason to get their child vaccinated	Communicating the clear and present risk that preventable, childhood diseases are rising and explaining how this could impact families	<ul style="list-style-type: none">- Information that is trustworthy- Information that is relevant- Information with emotional impact- A sense of proximity to the risk

Creative approach

- Vaccinations have been the victim of their own success. There is complacency amongst previous generations who have forgotten how dangerous the diseases we routinely vaccinate children against can be. This could be a serious issue for the next generation.
- We'll use the simple and hard-hitting creatives of eligible children talking, or looking, direct to camera to remind parents of the importance of childhood vaccination.



Paid media



Campaign Targeting

BROAD REACH MEDIA – ALL ADULTS 18-35

- Online video
- Broadcast radio
- Social media adverts
- Paid search – so appears on search websites

TARGETED MEDIA BY SEG, ETHNICITY, AGE

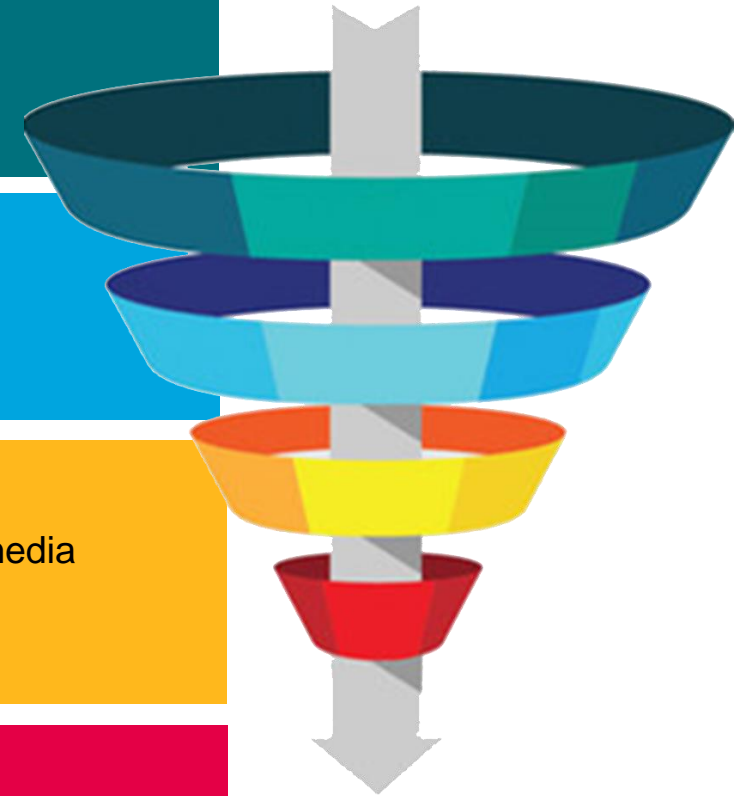
- Digital radio – online listening
- Social media advertising – secondary messaging targeted by postcode

CONTEXTUAL TARGETING

- Radio Partnership – longer-form explanatory content served to parents through parenting media (including multicultural parents)
- Web banner ads - broad message audience profiled sites and targeted by postcode

HYPER-LOCAL ACTIVITY

- Community engagement with children’s services, community organisations, faith leaders and community champions



Stakeholder toolkit

Before the campaign starts, we'll provide a toolkit which will include:

- Eye-catching social media graphics and informative videos for use on your channels
- Evidence-based key messages, facts and frequently asked questions to support your discussions with parents
- A4 and A3 posters to print, or order, to display where parents will see them
- A5 postcards outlining the timeline for 0-5 immunisations, which can be ordered or printed
- Website banners that can be added to the top of your site
- Carefully crafted text you can use in emails, newsletters and other digital formats
- More detail about how to order printed materials such as leaflets for parents who need time to consider their next steps

We want to make sure parents have the information they need to understand the risk posed by preventable childhood infections.

How you can help

- We'll have the greatest impact if the campaign is supported by the organisations and individuals our audience trust, working together to explain the importance of childhood vaccinations and the risk these diseases pose to children.
- We need your help to share this important information through your channels and in conversation when speaking to people in your local community and within your settings.
- If you have a specific need, like translated or different format materials, please let us know.
- We'll also need local case studies, and trusted spokespeople, to bring our regional PR and social media activity to life – can you nominate someone?
- If you're organising or attending a community event in March or early April, please promote our campaign messages there – we can help with bespoke content.
- For London, contact – tycie.west@ukhsa.gov.uk; freya.Gadsden-Bolton@ukhsa.gov.uk



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**Let's work together to
ensure our children are
vaccinated and protected.**

Thanks