



UK Health
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Dear Colleagues,

We are pleased to introduce across our organisations the "Why We Get Vaccinated" community engagement campaign - a new three-year, multi-agency behaviour change initiative that has been co-produced with London communities. It focuses on opening and encouraging conversations about vaccination. The overall goal is to improve vaccination rates in our lowest uptake communities across the capital.

The need for this campaign is clear. Vaccination coverage in London remains lower than the national average, with notable disparities across different boroughs, certain ethnic groups, and among vulnerable populations, including those in more deprived areas. Additionally, London faces unique challenges such as high population mobility and increasing demand on healthcare services, which further complicate efforts to maintain high vaccination rates.

"Why We Get Vaccinated" seeks to address these challenges by promoting vaccinations throughout the life course. It aims to build trust and understanding between health partners and the communities they serve by featuring real people including residents, healthcare professionals, and community leaders from across London.

This campaign is a key deliverable of the London Immunisation Strategy, and part of the London Vision to make London the world's healthiest global city. It provides a consistent, unified message about the importance of vaccinations. It has been designed to provide flexibility so every ICB, local authority, and community group can use it in the way that works best for them. It will complement, not replace, individual vaccination campaigns.

With this letter we have included the initial communications toolkit to provide you with the resources you need to share, support and amplify the campaign within your boroughs, communities and networks.

Key dates:

- The campaign will be soft launched with initial assets on the **9 September 2024**. Please start promoting the resources on your channels. Over this initial period, we'd encourage you to use the resources with a specific community and let us know of any feedback before the full launch in October.
- The full launch will take place from 7 October 2024 – details on how to get involved will be shared shortly.





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Further campaign materials will be available as this campaign is developed alongside continuous evaluation through to 2027. If there are any extra assets you would find helpful please let us know by emailing office@adphlondon.org.uk so we can incorporate them into future designs.

Thank you in advance for joining us in delivering this campaign and our joint ambition to improve vaccine uptake. Together, we can make a significant impact on public health across London.

If you have any questions or need further information, please do not hesitate to contact us on office@adphlondon.org.uk.

Best regards,

Professor Kevin Fenton

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