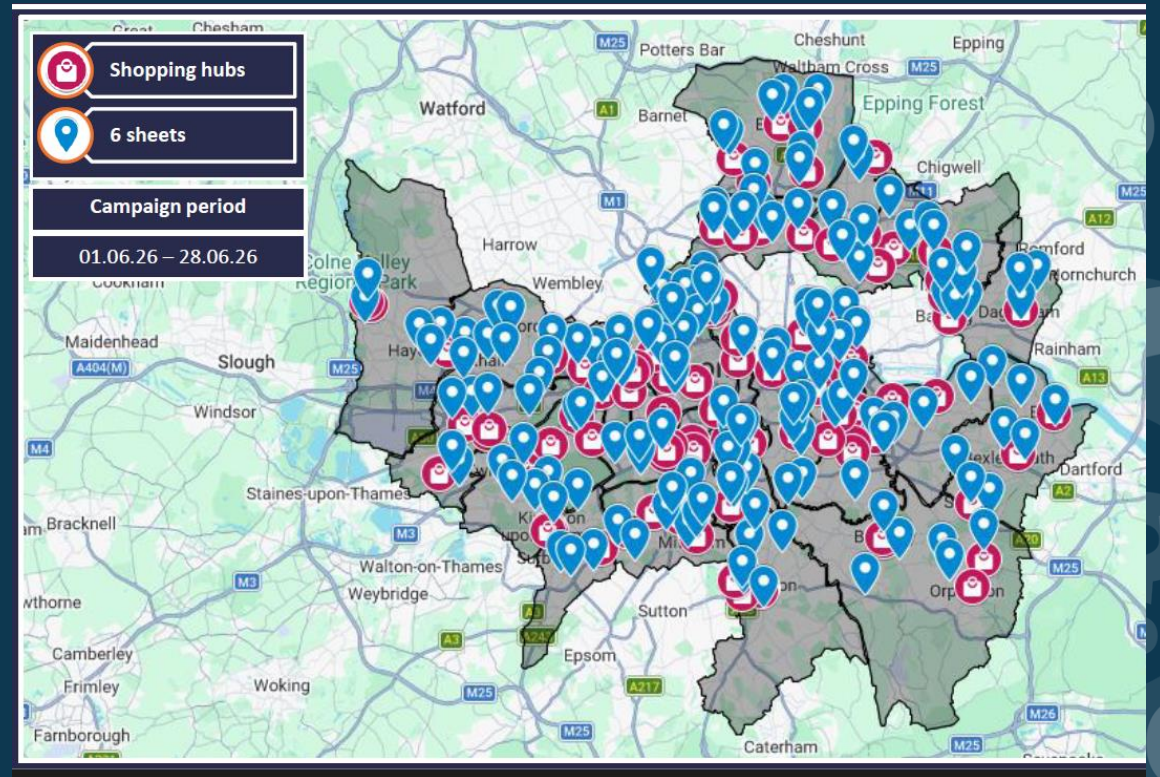


Why We Get Vaccinated Campaign

Out of Home campaign activity
June 2026

Out of Home Plans

- Running for whole month of June
- 3 assets
- 24 boroughs
 - 6 sheets advertising in high footfall locations
 - Radio advertising on London-wide community radio stations
 - London-wide community print media advertisements
- Supplementary promotion
 - Borough OOH displays
 - Borough channels
 - Social media
 - Pharmacy screens



Media Type	Name	Community
Press	The Voice	Somali / Afro Caribbean
	Mundo Latino	Latino
	Noticias em Portugues	Portuguese
	Ziarul Romanesc Online	Romanian
	PRL24	Polish
Radio	Colourful Radio	Black British Community
	PRL	Polish
	Radio Romania	Romanian
	Lyca	South Asian

Updated Assets

Updated messaging themes

- Safety concerns
- Myths inc. too many vaccines
- Natural immunity
- Religious concerns
- Mistrust in health system
- Missed vaccinations
- Travel vaccinations
- Winter / Return to School vaccinations
- Immunocompromised
- Pregnant people
- Older adults
- Long term conditions

Updated photography / videos

- Ukrainian
- Romanian
- Arabic
- Black British
- Black African
- S. American/Caribbean
- Spanish
- White British
- Parents
- Family
- Immunocompromised
- Alternative languages: Ukrainian, Romanian, Spanish, Hindi

Changes to assets

- No use of 'should'
- Size of question reduced
- Blue to be NHS blue
- Call to Action: only using signposting to GP / Pharmacy
- QR codes for each different 6 sheet

Updated Assets



Why do we get vaccinated?

“Vaccines are a really important part of a healthy lifestyle.”

Dr Datapwa Mujong, LONDON GP

Contact your local GP practice or visit www.nhs.uk/vaccinations to find out more



Why do I get vaccinated?

“To protect my friends, family and neighbours who are more vulnerable.”

Community member Maria from LONDON

To find out more, scan the QR code or visit www.nhs.uk/vaccinations



Why do I get vaccinated?

“Because keeping my community safe matters to me.”

Community leader Galina from LONDON

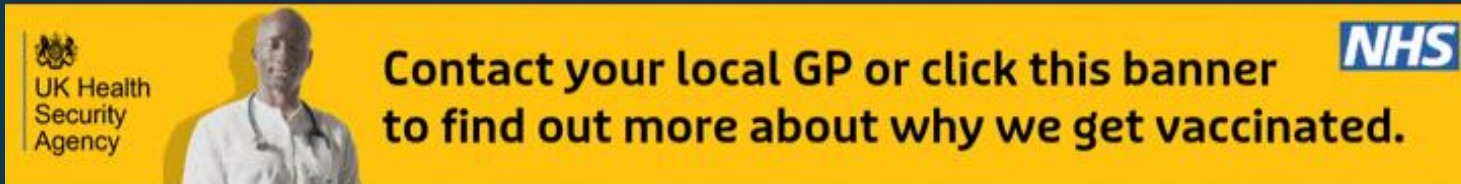
To find out more, scan the QR code or visit www.nhs.uk/vaccinations



UK Health Security Agency

“Vaccines are a really important part of a healthy lifestyle.”

NHS



UK Health Security Agency

Contact your local GP or click this banner to find out more about why we get vaccinated.

NHS

Next Steps

Timeline	Task
Late May	Send out updated assets and toolkit to boroughs Line up 'spokespeople' to get photographs with campaign
June	Additional photography for missing representation
July	Begin health professional asset development Final updates to year 2 assets ready for 'back to school' period
September	Confirm year 3 plans
November	Begin developing year 3 evaluation tools and finalise timeline