

Why We Get Vaccinated

Communications toolkit

June 2026



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UK Health Security Agency

NHS

Why do we get vaccinated?

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

Dr Datapwa Mujong, LONDON GP

SCAN ME

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

Background

- Vaccination coverage in London is low and is continuing to fall. Variation between areas and communities shows lower uptake among some ethnic groups and vulnerable populations.
- ‘Why We Get Vaccinated’ aims to address this as a long-term, evidence-based campaign that has been co-designed and will be delivered with communities. It seeks to build trust and land messages that resonate with communities by being informative rather than instructive.
- ‘Why We Get Vaccinated’ complements individual vaccination campaigns as a ‘once for London’ resource. It promotes engagement with vaccination throughout the life course.
- The campaign first launched in 2024, and since then we have been adapting resources to meet the needs of different communities and new insight gathered.
- This June we’re running a paid advertising campaign across London.

Recent updates to the campaign

Updated messaging themes

- Safety concerns
- Misinformation 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

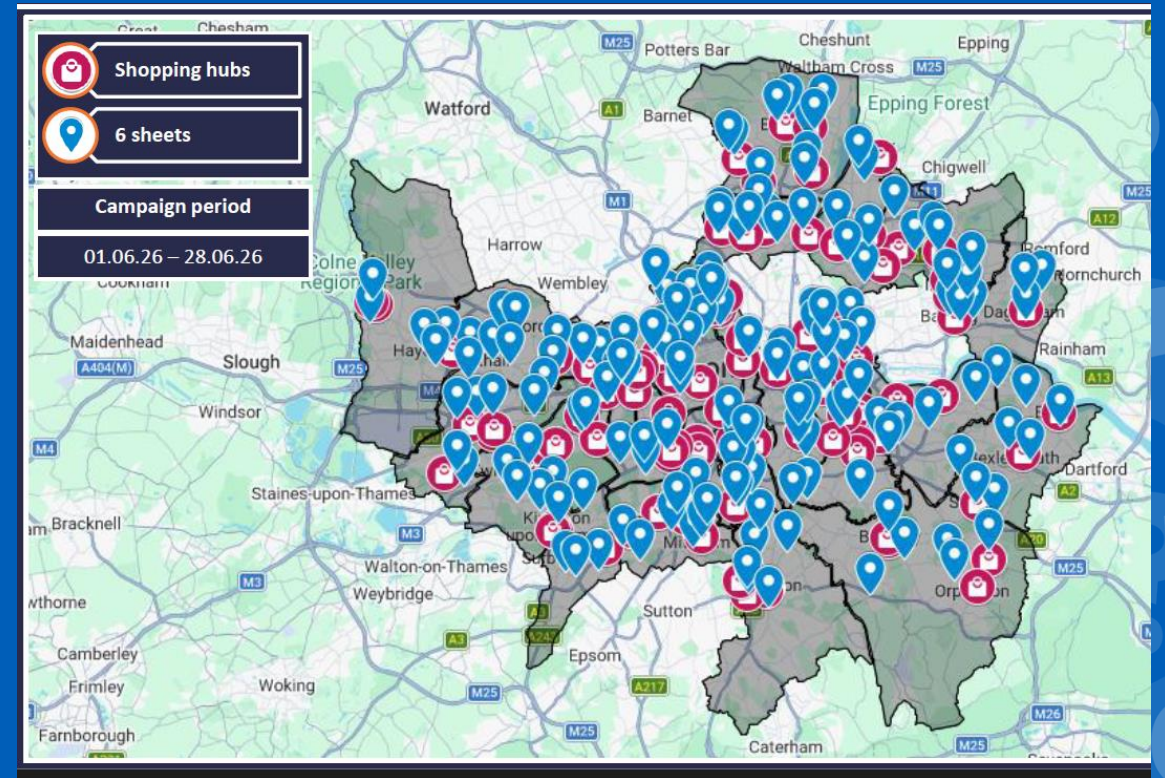
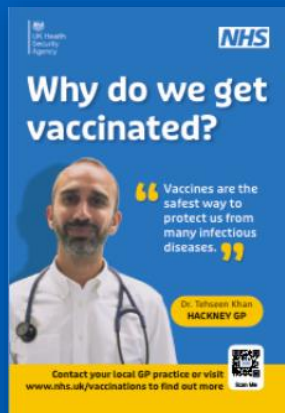
- Ukrainian
- Romanian
- Arabic
- Black British
- Black African
- S. American/Caribbean
- Spanish
- White British
- Parents & Grandparents
- Family
- Immunocompromised
- Alternative languages: Ukrainian, Romanian, Spanish, Hindi

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 and press ads
- Dropped WWGV roundel

Advertising plan

- 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

Our asks of you

Please support the campaign over June:

- Share this toolkit with local partners
- Get a photo of your leadership team at any of the out of home sites.
- Promote the assets ([download here](#)) on your channels including owned screens, social media, newsletters and local press. If you'd like to resize or localise, please email the campaign team for access to the Canva files (whywewaccinate@hackney.gov.uk).
- Share assets with community pharmacies and GPs to promote on their screens.

This is a year-round campaign so please use the resources whenever suits your campaign timelines.



How to use the assets

- All assets are available on [Hackney Design Studio website](#) including print formats (A4 and A3) and social media assets (5x4, 1200x628 and videos). Translated versions will be available soon.
- To access Canva templates to resize and localise content with your own branding (logo), please email the campaigns team at whywevaccinate@hackney.gov.uk
- On the downloads webpage you will also be able to download our [master keys messages spreadsheet](#). This includes details on the barriers each message is designed to address, and recommended spokespeople. **All messaging has been reviewed by linguistic experts, so please do not amend it without checking with the project team.**
- Each message has a QR code which should be used in all print ads. This will help us evaluate the campaign.
- The resources are designed to be edited for local use. However, please check the [brand guidelines](#) to ensure consistency.
- Images provided are for use in this campaign only.
- If you have any questions, please contact rhiannon.davies@londoncouncils.gov.uk

Social media

Graphics for social media can be downloaded from Canva.

While the campaign is not-vaccine specific, you are welcome to use vaccine-specific social media posts alongside the assets.

Suggested posts:

- Have questions about vaccinations? Ask your local [doctor/nurse] for advice or visit: nhs.uk/vaccinations #WhyWeGetVaccinated
- Have questions about vaccinating your children against [insert name]? Visit nhs.uk/vaccinations or speak to your local doctor or nurse. #WhyWeGetVaccinated
- Have questions about getting vaccinated during pregnancy? Have a conversation with your local [doctor/nurse/midwife] for advice. To find out more about all vaccinations visit: nhs.uk/vaccinations #WhyWeGetVaccinated

Suggested newsletter copy

Why do you get vaccinated?

This summer, [add org] and partners across London have launched an advertising campaign to get people talking about vaccinations. "Why We Get Vaccinated" features real stories from residents, healthcare professionals, and community leaders, aiming to build trust and understanding about the importance of vaccinations.

[Add appropriate call to action for audience:]

- Support the campaign by downloading the assets/sharing our social media posts
- Have questions about vaccination? Visit the NHS website or speak to your GP, nurse or local pharmacist.

How we're evaluating the campaign

The campaign evaluation will take a multifaceted approach to inform future iterations. This will include:

- Metrics from press advertising
- Metrics from QR code scans
- A feedback form shared with local authorities and ICBs (expected to be circulated at the end of summer)
- Focus groups with community members (TBC)

We would also welcome any data or insights from your local activity - please do share these with us.

Next steps

We're working on translating the assets and adding additional photography for some remaining priority community groups.

Assets will be updated/added as they become available. We aim to complete the suite of assets by the end of the summer.

Feedback

If you have or hear any comments on the campaign, please let us know. Where possible we will continue to iterate the campaign. Please contact rhannon.davies@londoncouncils.gov.uk