



England

Winter Vaccination Covid-19 & Flu Programme 2026/27- Big Week

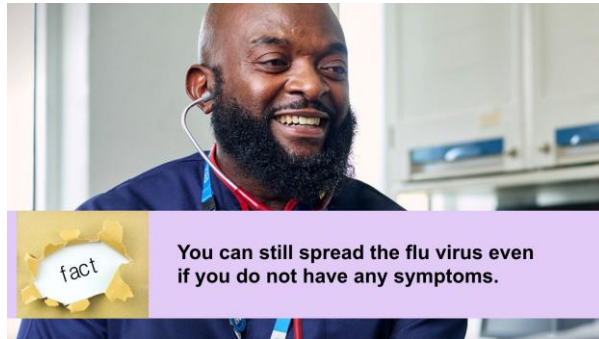
ADPHL London & Partners Call
23rd October 2026

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COVID-19 and Flu Vaccination Programmes, NHSE –
London region

Partnership working

Detained estates

We worked closely with colleagues from detained estates and co-produced bespoke posters and computer carousels for Feltham Young Offenders staff and bespoke (generic images) for the other London prisons.



School age children

We have been working with Vaccination UK and KRFT to create, print and deliver to them a sets of leaflets and stickers suitable for our London primary and secondary schools.



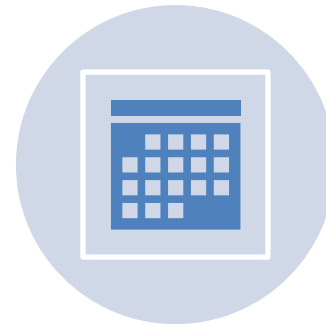
We have also worked with LBHP to create and share at events a flu porcine leaflet.



BIG WEEK 2026



London's BIG WEEK started last year when there was a drop off in flu vaccinations, at the same time as flu cases were rising.



By November lots of people have already had their flu vaccination, but there's still many people who haven't.



BIG WEEK is a big push to help get as many at risk people as possible protected ahead of winter.



By making it easier for eligible Londoners to get their free NHS flu vaccination in familiar places across their communities.

Can you help?

Please help make BIG WEEK 2026 the biggest yet by sharing information with colleagues, networks and out into your local communities.

Consider using and sharing:

- [Logos](#)
- [Email banners](#)
- [Newsletter or email copy](#)
- [‘Did you know...’ conversations starters](#)

We can also send you, [‘Stay well this winter’](#) – Double sided leaflets in English plus translations for each community group as below:

- English only
- Bengali
- Polish
- Portuguese
- Punjabi
- Romanian
- Spanish
- Urdu
- Yoruba

Logos



BANGLADESHI / BENGALI



ENGLISH



POLISH



PORTUGUESE



PUNJABI



ROMANIAN



SPANISH



URDU



YORUBA

Email banners



Newsletter or email copy

London's BIG WEEK 2026 runs from 9–16 November, helping eligible Londoners get their free NHS flu vaccine in convenient community locations.

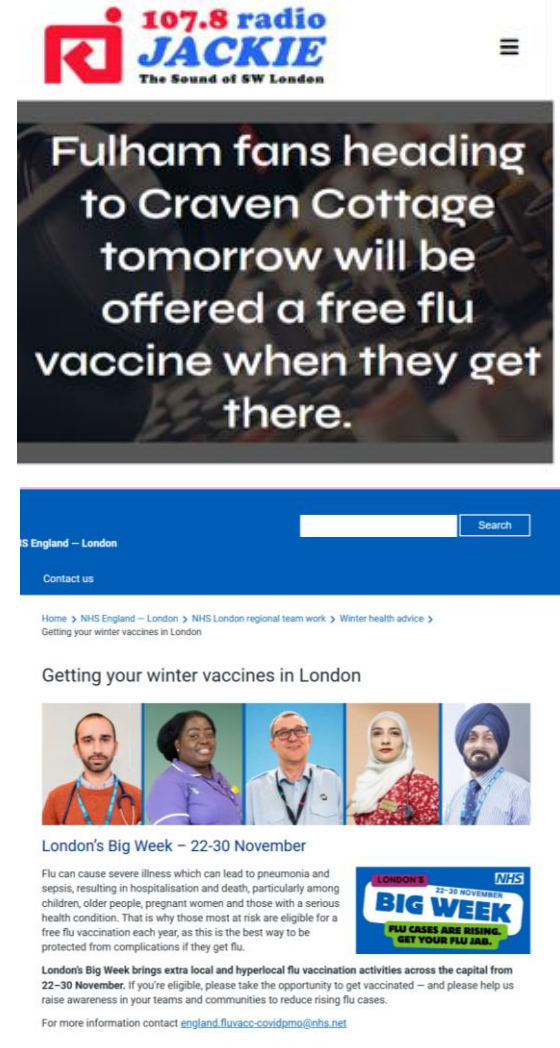
NHS teams, hospital trusts, local councils, public health colleagues, community groups and voluntary organisations will work together to bring vital health services closer to Londoners who need them most.

By November lots of people have already had their flu vaccination, but there's still many people who haven't. BIG WEEK is a big push to help get as many people as possible to get protected ahead of winter.

Flu is a serious respiratory infection that can lead to pneumonia, breathing problems and hospital care, especially for young children, older people, pregnant women and those with long-term health conditions.

Last winter, flu caused 3,800 deaths in England. Around 23 million people were vaccinated, helping to prevent an estimated 104,000 hospital admissions and 7,100 deaths.

The flu vaccine helps protect those most at risk by reducing the chance of serious illness, supporting a faster recovery and lowering the risk of hospital care.



The screenshot shows the NHS website. At the top is the 107.8 radio JACKIE logo with the tagline 'The Sound of SW London'. Below it is a large banner for Fulham fans: 'Fulham fans heading to Craven Cottage tomorrow will be offered a free flu vaccine when they get there.' Below the banner is a search bar and a 'Contact us' link. The main content area is titled 'Getting your winter vaccines in London' and features a row of five diverse healthcare professionals. Below this is a section for 'London's Big Week - 22-30 November' with a graphic that says 'BIG WEEK' and 'FLU CASES ARE RISING. GET YOUR FLU JAB.' The text explains that flu can cause severe illness and that the Big Week offers extra local and hyperlocal vaccination activities across the capital from 22-30 November. It encourages eligible people to get vaccinated and help raise awareness. A contact email 'england.fluvacc-covidjms@nhs.net' is provided at the bottom.



Conversation starters

Last winter flu immunisations prevented an estimated 104,000 hospital admissions and 7,100 deaths.

Last winter, **3,800 people died from flu** in England.

Flu is not 'just a bad cold'. **Flu is a serious respiratory infection.**

Unlike a cold, **flu results in significant fever, muscle pain, fatigue and prolonged recovery.**

Flu vaccines provide protection without the risk of severe illness, spreading flu to others and long absences from work or school.

Natural infection can generate immunity, but you **don't have to get ill to be protected.**

The injected flu vaccine **cannot** give you the flu as it does **not** contain any live virus.

It does **teach your immune system** to recognise the flu virus and how to deal with it in future.

اہم ہفتہ 2026 NHS

اس موسم سرما میں صحت مند رہیں۔

سردیوں کے حالات ہماری صحت کے لیے خطرہ ہیں، خاص کر وہ لوگ جن کی صحت کمزور ہو، بچے، بوڑھے اور حاملہ عورتیں۔ اس ہفتے میں صحت مند رہنے کے لیے کچھ باتیں یاد رکھیں۔

اگر آپ کو کھانسی یا آہستہ آہستہ سانس لینے کی صعوبت ہو، تو سو نہ کریں اور اپنے ڈاکٹر سے رابطہ کریں۔

اچھا کھاؤ اور متحرک رہیں۔

ان میں کم از کم ایک بار صحت مند کھانے اور گرم کھانا (جیسے گرم چائے، سوپ اور سبزیوں کا سالاد) شامل کریں۔ گرم پانی پانی کی کمی کو دور کرتا ہے اور گرمی دیتا ہے۔

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ایک دوسرے کا خیال رکھیں۔

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مدد کے لیے جانیں۔

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ai Londra 2026 NHS

AI GRIJĂ DE SĂNĂTATEA TA ÎN ACEASTĂ IARNĂ

Condițiile specifice iernii pot afecta sănătatea, în special pe cea a femeilor însărcinate, a copiilor mici, a persoanelor vârstnice și a celor care suferă de afecțiuni cronice.

Dacă sunteți îngrijorat în privința sănătății dumneavoastră sau a familiei, nu amânați; beneficiați de îngrijirea necesară în această iarnă.

MĂNÂNCĂ SĂNĂTOS ȘI RĂMÂI ACTIV

Mănâncă o masă caldă și sănătoasă cel puțin o dată pe zi (pe zi la grătar, condimente și legume). Hidratează-te și consumă o băutură caldă (fără zahăr) pentru a-ți menține temperatura corpului. Fă mai multă mișcare – încearcă să limitezi timpul petrecut stând jos.

AVEȚI GRIJĂ UNII DE ALȚII.

Vremea de iarnă poate îngreuna deplasarea oamenilor. Interesează-te de starea membrilor familiei, sună un prieten pentru a sta de vorbă sau treci pe la un vecin la o ceașcă de ceai, pentru a reduce sentimentul de izolare.

SUNTEM AICI SĂ VĂ AJUTĂM

Nu ezitați să cereți ajutor dacă dumneavoastră sau familia dumneavoastră aveți nevoie de acesta. Sunați la 111 pentru sfaturi și asistență, contactați farmacistul local sau discutați cu medicul de familie. În caz de urgență, sunați la 999.

London's 2026 NHS

BIG WEEK

STAY WELL THIS WINTER

Winter conditions can be bad for our health. This is especially true for pregnant women, young children, older people and people with long-term conditions.

If you're worried about your health, or your family's health, don't delay, get the care you need this winter.

EAT WELL AND STAY ACTIVE

Eat a healthy hot meal at least once a day (grilled chicken or fish, vegetables or a hearty soup). Stay hydrated and have a hot drink (no sugar) to stay warm. Move around more - try to limit the time you are sitting.

LOOK AFTER EACH OTHER

Winter weather can make it harder for people to get out and about. Check in on family, phone a friend for a chat, or pop in to a neighbours for a cup of tea to reduce people feeling isolated.

HERE TO HELP

Don't hesitate to seek help if you or your family need it. Call 111 for advice and help, or contact your local pharmacist or speak to your GP. In an emergency call 999.

Flu can cause severe illness which can lead to hospitalisation for people at higher risk. It is important they get a free NHS flu jab.

YOU CAN GET IMMUNISED FOR FREE AGAINST FLU IF YOU:

- are aged 65 or over
- have a long-term health condition
- are pregnant
- are the main carer for an older or disabled person
- live with someone who has a weakened immune system
- work in health or social care and your job means you meet patients

Getting immunised against flu gives you protection without the risk of severe illness, complications, transmission and prolonged absence from work and school.

The injected flu vaccines do not contain live viruses, so cannot give you flu.

Some people get a slightly raised temperature and aching muscles for a couple of days afterwards. This shows your immune system is working to protect against the latest strains of flu and is mild compared to the complications if you get flu.

Every year thousands of children need hospital care because of flu. Don't let it be your child this winter. 2 and 3 year olds can be immunised against flu at a local pharmacy and children aged 4 to 16 can get theirs in school.

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