



**COVID-19 Vaccine Programme
Communications Toolkit to Support Vaccine Uptake in Adult Social Care**

Last updated: 23/06/21

Please use these resources to encourage and reassure staff about having the COVID-19 vaccine. Additional information and resources can be also found via the [DHSC Google Drive](#) and Public Health England [campaign resources centre](#). This toolkit is updated regularly as new resources become available. Highlighted in yellow are the latest materials.

<p>Full Q&A and Guidance for Creating Content</p>	<ul style="list-style-type: none"> Professor Jonathan Van-Tam, Deputy Chief Medical Officer, answers some of the most frequently asked questions about the COVID-19 vaccine. [link] You can also use this Q&A to create your own content about the COVID-19 vaccine: [link] 	
<p>Webinar and Shorter Social Media Clips</p>	<p>Webinar with Professor Jonathan Van Tam, and Dr Nikita Kanani, to give social care workers the opportunity to have their questions answered about the safety and effectiveness of the vaccines [link]</p> <p>Shorter clips from this webinar can be downloaded here: [link]</p> <p>They are also available on our Youtube channel:</p> <p>Clip 1 - https://youtu.be/CQIYerOKihE Clip 2 - https://youtu.be/iyQqUjV2QWw Clip 3 - https://youtu.be/Xd7zTRijcTg Clip 4 - https://youtu.be/EqZEcW0nEX4 Clip 5 - https://youtu.be/1Kz0b1Wa -Q Clip 6 - https://youtu.be/ot50j6r9zvQ</p>	 <p>The right column contains two video thumbnails. The top one shows Professor Jonathan Van-Tam, a man with glasses and a headset, speaking. The bottom one shows Dr Nikita Kanani, a woman with dark curly hair, speaking. Below her video is a caption: "Dr Nikita Kanani NHS" and "If you're a healthcare worker, or a social care worker,".</p>



Department of Health & Social Care

CARE

<p>Vaccine materials to support staff uptake</p>	<p>A suite of new resources to help care managers reassure their staff about having the vaccine.</p> <p>This includes a briefing leaflet for care managers, Q&A, downloadable posters, social media graphics and email signatures. [link]</p>	 <p>A purple poster with a grid background. It features a close-up of a person's face wearing glasses. Text includes 'Supporting social care workers to get the Covid-19 vaccine' and 'About the vaccination programme'. Logos for CARE and NHS are present.</p>
<p>Data cards on vaccine uptake among social care workers and the population</p>	<p>Video: 6 month vaccine rollout. [link]</p> <p>Over 1.1m social care workers have now received their first vaccine. Here you can find the latest graphic with figures on how many social care workers in all care settings in England have received their vaccine, with accompanying post copy [link]</p> <p>Social media graphics for reaching the milestone that two thirds of adults have now received at least one dose. [link]</p>	 <p>A video frame showing a healthcare worker in a blue uniform. Text overlay reads 'MORE THAN 65 MILLION VACCINATIONS'. Logos for HM Government and NHS are visible.</p>  <p>A graphic with a grid of small photos of people. Text reads 'Over 1.1 million social care workers have now received their first COVID-19 vaccine'. Logos for CARE and NHS are present.</p>  <p>A graphic with a dark background and yellow text. It features stylized human figures. Text reads '2 in 3 UK adults have now received a dose of Covid-19 vaccine'. Logos for HM Government and NHS are present.</p>



<p>Call for vaccination for agency staff and social care workers</p>	<p>Video from Deborah Sturdy, Chief Nurse for Adult Social Care calling on all social care workers to get vaccinated [link]</p>	
	<p>Q&A video from David Pearson Chair of the Social Care Sector COVID-19 Support Taskforce, Dr Nikki Kanani Medical Director of Primary Care for NHS England, and Prof Jonathan Van-Tam Deputy Chief Medical Officer for England answering questions from social care workers [link]</p> <p>Video: Dr Alex Bowmer Q&A [link]</p>	
<p>Concerns about: Fertility / Pregnancy/ Breastfeeding</p>	<p>GP Dr Nighat Arif talks about why women who are breastfeeding can have the COVID-19 vaccine [link]</p> <p>The JCVI has released new guidance for pregnant women on having the COVID-19 vaccine. Find a social graphic here [link]</p> <p>Consultant and fertility expert Professor Lucy Chappell from the Royal College of Obstetricians and Gynaecologists talks about the COVID19 vaccine and fertility and why it is safe for women of childbearing age. [link]</p> <p>Video with presenter Nana Akua and public health physician Dr Tolullah talking about the Covid Vaccine and fertility [link]</p> <p>British Fertility Society information sheet on vaccines and fertility [link]</p> <p>Dr Charles Esene, from Afro GP Herts & Beds, explains why there is no evidence the vaccine affects fertility. [link]</p>	  



Government guidance on COVID-19 vaccine for all women of childbearing age, those currently pregnant or breastfeeding [\[link\]](#)

Video: Public Health England explains why there is no evidence that the COVID-19 vaccines will affect present or future fertility. [\[link\]](#)

Q&A fact card on fertility [\[link\]](#)

Statement from Royal College of Midwives and Royal College of Obstetrics and Gynaecology on vaccines and fertility [\[link\]](#)

Consultant and fertility expert Dr Fatima Husain talks about the COVID-19 vaccine and fertility [\[link\]](#)

Video: President of the Royal College of Obstetricians and Gynaecologists (RCOG) Dr Edward Morris explains why Pregnant and breastfeeding women can have the COVID-19 vaccine [\[link\]](#)



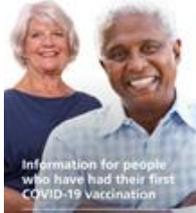
The British Society for Paediatric and Adolescent Obstetrics and Gynaecology (BPAOG) has issued this document to support the guidance and reassure women who are pregnant or breastfeeding. The document is based on the latest evidence and is intended to provide reassurance about the safety and safety of the COVID-19 vaccines.





<p>Second doses and getting the vaccine even if you have had COVID-19</p>	<p>Video on 50% of UK adults having their second dose of the COVID-19 vaccine [link]</p> <p>GP Dr Ellie Cannon explains why the second dose of the COVID-19 vaccine is so important. [link]</p> <p>GP Dr Nighat Arif talks about the importance of having the COVID19 vaccination even if you've already had the virus. [link]</p> <p>Infographic and video about the importance of getting your second dose of the COVID vaccine. [link]</p> <p>GP Dr Charles Esene explains why the second dose of the COVID-19 vaccine is so important. [link]</p>	  
<p>How to reassure people about the vaccine</p>	<p>GP Dr Sarah Jarvis video – How to reassure people and have positive conversations about having the vaccine [link]</p> <p>Series of videos from GP Dr Amir Khan about the importance of vaccines and addressing key concerns.</p>	



<p>Vaccination information in a range of languages</p>	<p>BBC Asian Network has produced a series of videos about the COVID-19 vaccine in Gujarati, Punjabi, Urdu, Tamil and Sylheti. [link]</p> <p>NHS doctors, nurses and other frontline staff have recorded messages in some of the most commonly spoken languages about the importance of getting a COVID-19 vaccine. [link]</p>	
<p>Vaccine effectiveness</p>	<p>Professor Jonathan Van Tam, Dr June Raine and Professor Wei Shen Lim encourage under 40s to take up the jab and explain the latest update on the Oxford/AstraZeneca vaccine. [link]</p> <p>Professor Chris Whitty talks about the effectiveness and importance of the vaccines. [link]</p> <p>Social media graphic showing the data on the effectiveness of the Pfizer vaccine [link]</p>	 
<p>Information about accessing the vaccine</p>	<p>Social media graphics promoting information about what to expect at your vaccine appointments [link]</p> <p>Vaccine consent forms and information leaflets available in different languages [link]</p>	 



Case study examples

Video: staff at Aashna House about how they have managed to encourage all of their residents and care staff to have both doses of the vaccine [\[link\]](#)

Individual staff at Aashna House explain how they felt after receiving their jab [\[link\]](#)

Care worker Shantelle from HC-One shares why she is getting the Covid vaccine after becoming a new mum [\[link\]](#)

Video: Homecare workers explain why it was important to them to get the COVID-19 vaccine. [\[link\]](#)

Blog: Dr Jane Townson, CEO of the UKHCA, talks about the importance of Homecare workers to take up the vaccine. [\[link\]](#)

Blog: Home care manager about how she empowered staff with information to overcome vaccine hesitancy to get 98% staff vaccinated [\[link\]](#)

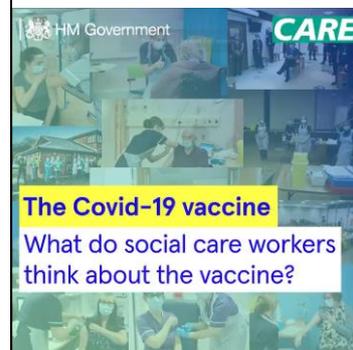
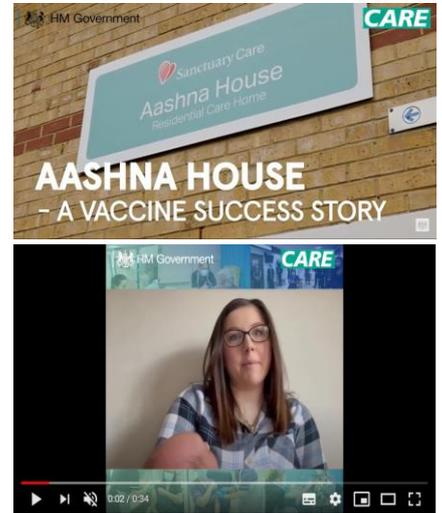
Blog: Clenton Farquharson MBE on addressing hesitancy among BAME communities [\[link\]](#)

Blog: Care home workers Louis Laleye on why he's had the vaccine after having COVID-19. [\[link\]](#)

Video: The rollout of the vaccine to staff and residents at a Manchester care home [\[link\]](#)

Blog: Foxholes Care Home on how important the vaccine has been for their residents and staff [\[link\]](#)

Video: what do social care workers think about the vaccine? Abbots Care [\[link\]](#)





<p>Addressing misinformation</p>	<p>Social media Q&A fact cards addressing concerns and misinformation about the vaccine including fertility, ingredients, safety etc. [link]</p> <p>The Department for Digital, Culture, Media and Sport has released a communications toolkit with social media materials to help tackle the spread of false information. You can access the toolkit here: [link]</p> <p>Video from BAME celebrities encouraging vaccination among BAME communities and addressing misinformation [link]</p>	 
<p>Concerns about: Ingredients and suitability for different faiths and ethnicities</p>	<p>Dr Charles Esene, from Afro GP Herts & Beds, explains why the vaccine is safe for people from all ethnic backgrounds. [link]</p> <p>GP Dr Amir Khan on vaccine ingredients and suitability for all faiths [link]</p> <p>Q&A fact card on ingredients [link]</p> <p>Video from Guru Nanak Gurdwara temple in Bedford which is one of several places of worship being used as a COVID-19 vaccination site. [link]</p>	 



<p>Concerns about:</p> <p>Safety and speed of delivery</p>	<p>Series of videos from GP Dr Amir Khan about the importance of vaccines and addressing key concerns.</p> <p>Series of videos from GP Dr Ellie Cannon on safety and importance of the vaccines [link]</p> <p>Series of explainer videos from Dr Mary Ramsey at Public Health England about the vaccine [link] and the speed of delivery [link]</p> <p>Series of videos from Deputy Chief Medical Officer Professor Jonathan Van-Tam on vaccine safety [link]</p>	 <p>Hi, my name is Dr Amir Khan</p>  <p>Dr Ellie's Vaccine Surgery Vaccine monitoring</p>
<p>Concerns about:</p> <p>Allergies</p>	<p>Q&A fact card on allergies [link]</p> <p>Presenter Nana Akua and public health physician Dr Tolullah Oni talk about why it's important tell your doctor, nurse or pharmacist if you've ever had a serious allergic reaction before getting the COVID-19 vaccine [link]</p>	 <p>CARE NHS</p> <p>If you are severely allergic you can get the COVID-19 vaccine but check first that you are not allergic to the ingredients</p> <p>Find out more at nhs.uk/CovidVaccine</p>



**Following guidance
after vaccination**

GP Dr Amir Khan video on following the rules
after vaccination [\[link\]](#)

Q&A fact card on continuing to follow
guidance [\[link\]](#)

Video on following Hands Face Space advice
after vaccination [\[link\]](#)

NHS England has created videos in a range of
languages explaining why it's important to
follow the rules after vaccination. [\[link\]](#)

