Social media message / SMS templates for the Respiratory Syncytial Virus (RSV) and Pertussis Vaccination Service

The following messages can be used by LPCs or community pharmacy teams to help promote the availability of NHS RSV and Pertussis vaccinations from local pharmacies. The highlighted sections should be amended as appropriate before use.

**RSV**

1. You can now get your free NHS respiratory syncytial virus (RSV) vaccine because you’re aged 75 to 79 (or recently turned 80). You can arrange an appointment at the pharmacy. Book an appointment at ((link)), email us at ((emailAddress)) or phone ((phoneNumber)). Every year, thousands of people in your age group need hospital care for RSV. It is a virus that affects the lungs and can cause serious illness like pneumonia. You only need one dose of vaccine for good protection. Read more: [www.nhs.uk/rsv-vaccine](http://www.nhs.uk/rsv-vaccine). For easy read and other formats: [www.england.nhs.uk/rsv-invites](http://www.england.nhs.uk/rsv-invites)
2. Are you ready to fight off RSV! 🤧💪 Pharmacies in [local area] are offering free NHS RSV jabs to anyone aged 75 to 79 (or recently turned 80). Don't miss out on this opportunity to stay healthy and protected. Swing by your local pharmacy and ask our pharmacy team for details. #thinkpharmacy
3. Did you know that you can get a free NHS RSV jab right at your local pharmacy? That's right, no need to wait in long lines or hassle with appointments. Just pop in, say hello, and ask our pharmacy team about eligibility. 💉 #thinkpharmacy
4. Are you pregnant? If so, are you up to date with your vaccinations to protect your baby? Not sure? Pop into your local pharmacy, say hello and ask our pharmacy team for more information about the range of vaccines we can help you with. 💉 #thinkpharmacy.
5. It’s crucial to prioritise your health as you age. If you're aged 75 to 79 (or recently turned 80), don't take any chances with RSV! Seek guidance from your local/our pharmacist about your RSV vaccination. #thinkpharmacy
6. Winter is approaching, it's time to gear up and safeguard your health. Don't let the flu, COVID-19 or RSV catch you off guard! Take a proactive approach by consulting your trusted local/our pharmacist about these jabs. Stay healthy this year! 💪🏼 #thinkpharmacy
7. Don't let flu, COVID-19 or RSV get the best of you this winter! Accessing these NHS jabs has never been easier. Simply drop by your nearby pharmacy, and you might not even require an appointment. Take charge of your health and protect yourself against these illnesses. #thinkpharmacy
8. Concerned about flu, COVID-19 or RSV? Don't worry! Our pharmacy team is here to assist you in fighting them off with the NHS flu, COVID-19 and RSV jabs. Swing by our pharmacy today and discover how we can help you stay healthy through the year. #thinkpharmacy
9. No one has time to be sick! Stay ahead of the flu, COVID-19 and RSV by getting your NHS jabs from your local/our pharmacist at a time that suits you. Take charge of your health and protect yourself. Don't wait until it's too late – #thinkpharmacy
10. Don't want to wait for an appointment to get your NHS flu, COVID-19 or RSV jabs? Good news! Some pharmacies offer on-the-spot flu, COVID-19 and RSV vaccinations, so you can protect yourself without the hassle of scheduling. Take advantage of the convenience and ask how we can help. #thinkpharmacy
11. Are you at high risk of complications if you caught flu, COVID-19 or RSV? Don't worry, we've got you covered! Visit our pharmacy to find out if you're eligible for any of these free NHS jabs. Don't take chances with your health - let us help you stay protected. #thinkpharmacy

**SMS appointment reminder**

You can now get your free NHS respiratory syncytial virus (RSV) vaccine because you’re aged 75 to 79 (or recently turned 80). This is just a reminder to let you know your appointment is booked for ((time)) on ((date)) at ((address)). Every year, thousands of people in your age group need hospital care for RSV. It is a virus that affects the lungs and can cause serious illness like pneumonia. Contact the pharmacy if you need to cancel or re-arrange your appointment. You only need one dose of vaccine for good protection. Read more: [www.nhs.uk/rsv-vaccine](http://www.nhs.uk/rsv-vaccine). For easy read and other formats: [www.england.nhs.uk/rsv-invites](http://www.england.nhs.uk/rsv-invites)

**Pertussis**

1. Young babies with whooping cough are often very unwell and at highest risk of severe complications, such as pneumonia. The whooping cough vaccination in pregnancy helps protect your baby until they can have their first vaccine at 8 weeks. You can arrange an appointment at the pharmacy. Use our appointment booking link at ((link)), email us at ((emailAddress)) or phone ((phoneNumber)).
2. Help to protect your baby from whooping cough in their first few weeks of life. Pop into your local pharmacy and ask our pharmacy team for more information about how we can help you. 💉 #thinkpharmacy.