

NHS Childhood Flu Vaccination Service checklist: Promoting the service

This checklist provides suggested actions that pharmacy owners and their teams can choose to undertake to help promote the NHS Childhood Flu Vaccination Service to parents, carers and the public. Further information on the service and resources can be found at cpe.org.uk/childhoodflu.

Activity	By when?	Completed
1. Briefing the team – Ensure your pharmacy team is briefed on the Childhood Flu Vaccination Service and are ready to talk to parents, carers and customers who might come into your pharmacy for advice or to collect prescriptions. You can use our pharmacy team briefing .		
2. Display materials Review the UK Health Security Agency (UKHSA) and Community Pharmacy England posters which are available to download. Consider whether you have space in your pharmacy to display any of these.		
3. Digital screen options – If you have a digital screen in your pharmacy, review the Community Pharmacy England social media slides which are available to download to promote the service. Consider whether you would like to play these on the digital screen in your pharmacy.		
4. Social media – If you have a social media account for your pharmacy, review the social media tiles and suggested social media posts to consider whether you would like to use these to promote the service.		
5. Social media – If you have a social media account for your pharmacy, consider filming your own short video about the service on a mobile phone to use across your social media accounts.		
6. Small flyers – Consider using the Community Pharmacy England small flyers about the service. For example, these can be attached to prescription bags and be used as a prompt to make parents or carers aware of the vaccination service when handing out prescriptions.		

7.	Website – If you have a website for your pharmacy, consider promoting the service on your website.		
8.	<p>Developing your own resources – Consider if you want to develop your own promotional materials to promote the service. If you do:</p> <ul style="list-style-type: none"> ▪ Ensure you comply with the requirements of the Terms of Service relating to promotion of services funded by the NHS; and ▪ If you choose to use the NHS identity on the promotional materials ensure you comply with the primary care guidelines for use of the NHS identity. <p>However, please note that there are Community Pharmacy England editable posters and social media cards available which could be used to save you having to create your own materials.</p>		
9.	Consider promotion to external audiences and at appropriate community venues – Identify within your local community if there are any external audiences or community venues where you can promote the service.		
10.	Consider additional promotional materials – If you have ideas for any further promotional materials to assist with promoting the service, email services.team@cpe.org.uk with your ideas so we can consider creating additional resources to support you to deliver the service.		