

Advertising Campaign – Childrens’ Flu Vaccine



Beginning this week and for a further week the IPU are running a campaign on national and regional radio stations encouraging parents to get the flu vaccine for their children in a pharmacy.

The campaign will also be promoted on social media. Please listen to the radio ad [here](#).

Don't be left on the bench this winter!

JOIN FLUNITED

Book your child's flu vaccine today



Marty Morrissey

“As someone who is around the country at various games and sporting events – I see the huge benefit sport brings to kids and communities. Everyday life is disrupted when children are sick for long periods, out of creche and school, along with hobbies and sports – this impacts parents in terms of work and routine. We all have a responsibility to do our part to stop the spread of flu and not get left on the bench this winter so join the Flunited team and get your child vaccinated against flu!”

The 'Flunited' campaign is encouraging parents and guardians of children aged 2–17 years old to join the 'Flunited Team' and make a collective effort to give flu the red card.

If you or your child has received the flu vaccine, why not spread the word using #Flunited on your social media feed and ask others to join the team!

The vaccine is available for 2–17 years old at participating pharmacies nationwide and GP practices. For further information please visit:

www.irishpatients.ie

