

IPU Children's Flu Vaccine Promotional Campaign



To support you through the flu season and to assist with increasing the rate of flu vaccination in children, the IPU has created an **animation** which can be used on screens in your pharmacy to inform parents of the availability of your children's flu vaccination service. We have also created a leaflet to be used with children to explain the how easy it is to get the nasal spray vaccine. This can be printed off and given to parents to talk to and reassure their children in advance of getting their vaccine. These materials are available to download from the website **here**. You will also have received stickers with your IPU Review in October which can be given to children that get their vaccination in your pharmacy. These materials have been created with the support of AstraZeneca.

Our radio ad highlighting Childrens Flu vaccine availability in pharmacy will commence on the 29 October in conjunction with a social media campaign on Facebook and Instagram.