



**MESSAGING AND IMAGERY TO
SUPPORT THE COMMUNICATION
OF THE COVID-19 VACCINATION
TO PARENTS OF CHILDREN
AGED 5-11**

Introduction

We would be grateful for your help in raising awareness of the Covid-19 vaccination for children aged 5-11.

The Joint Committee on Vaccination and Immunisation (JCVI) has recommended all children would benefit from the offer of the vaccine to help protect against potential future waves of Covid-19 and the risk of serious illness.

For decades, vaccinations have protected children and young people from potentially serious diseases including measles, flu, meningitis and mumps. The Covid-19 vaccine is one more vaccine that will help protect children from illness.

The vaccine remains our strongest defence against Covid-19, so it is important that parents and carers of children aged 5-11 take advantage of this protection to protect their children, their families and the community.

Please do share the messages attached, and if we can help further by hosting Question and Answer sessions for your staff or for parents you work with, please do get in touch.

Message	Image	Text
<p>The vaccine has been approved for children by the Medicines and Healthcare Regulatory Agency (MHRA) after meeting all standards for safety, quality and effectiveness.</p>		<p>Children will be given a third of the dose of vaccine that is given to older children and to adults. Each child will have two doses, 12 weeks apart. Children who are at greater risk of serious illness if they catch Covid-19 will get their second dose after 8 weeks.</p>
<p>For decades, vaccinations have protected children and young people from potentially serious diseases such as measles, flu, meningitis and mumps. The Covid-19 vaccine is one more vaccine that will help protect children from illness.</p>		<p>The Covid-19 vaccine has been through rigorous tests to make sure it is as safe as possible. It was approved for children by the Medicines and Healthcare Regulatory Agency (MHRA) after meeting all standards for safety, quality and effectiveness.</p>
<p>The Covid-19 vaccination will reduce the chance of your child suffering from Covid-19 disease. It may take a few weeks for their body to build up some protection from the vaccine.</p> <p>Two doses of the vaccine should give your child long lasting protection against serious complications of infection – including any future waves due to new variants.</p>		<p>You can see the leaflet for parents here</p>

The Covid-19 vaccine is our strongest defence against the virus.

It will help protect children, their families and the community.

**A VACCINE TODAY
KEEPS THE VIRUS
AWAY!**

Children aged **5 TO 11** years can now receive their free COVID-19 vaccine.

It's the best way to protect them, your family and community.

Find out more
about Covid-19 vaccinations for children ages 5 - 11 at nhs.uk

Book an appointment
at a specialist children's clinic by calling 119 or visiting nhs.uk/covidvaccine

NHS
COVID-19
Vaccination Service



5-11 Poster.pdf

Protection against the virus will help children go back to school and to do the things they love.

Find out more
about Covid-19 vaccinations for children aged 5 - 11 at nhs.uk

TIME TO PROTECT!

Children aged **5 TO 11** years can now receive their free COVID-19 vaccine.

It's the best way to protect them, your family and community.

Book an appointment
at a specialist children's clinic by calling 119 or visiting nhs.uk/covidvaccine

NHS
COVID-19
Vaccination Service

Some children do become seriously ill with Covid-19 and it can lead to Long Covid.



5-11 Poster 2.pdf

Like all medicines, vaccines can cause side effects. Most of these are mild and short term, and not everyone gets them. The common side effects should only last a day or two.

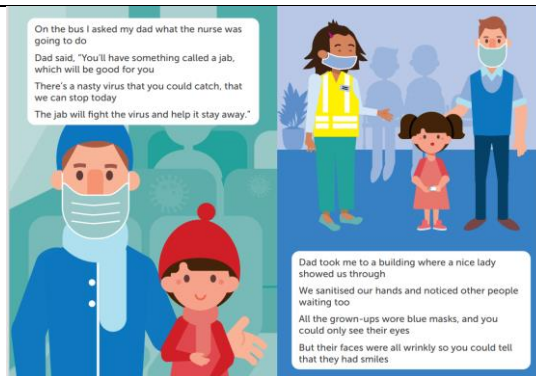


Common side effects include: having a painful, heavy feeling and tenderness in the arm where the injection was; feeling tired; a headache; general aches or mild flu-like symptoms.



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A booklet for parents to talk to children about the vaccination experience



The Covid-19 vaccine is our strongest defence against the virus.

It will help protect children, their families and the community.

British Society for immunology



Children can get COVID-19

To help protect families against COVID-19, everyone aged 5 and over can now get vaccinated

You can find information about symptoms of the virus at www.nhs.uk/coronavirus

Dr Bola Owolabi
GP and Director of Health Inequalities



You can read more and book an appointment at www.nhs.uk or by calling 119

Some children do become seriously ill with Covid and it can lead to Long Covid.

British Society for
immunology

NHS

Vaccination is recommended if you have had COVID-19

Acquired immunity is developed after getting the virus. But we don't know how long this lasts and it reduces over time. Vaccination provides you with a safe and effective way to boost your immunity levels.



Dr Diana Asante, GP

Even if children have had the Covid illness, the vaccination will help boost their protection against the risk of serious illness.