



Campaign name: Over 18? Don't miss your vaccine

Campaign slogan: Whatever your reason, if you're over 18, don't miss your vaccine

Campaign hashtag: #DontMissYourVaccine

Campaign microsite: www.nhsselvax.com

Bulletin article template

Whatever your reason, if you're over 18, don't miss your vaccine

NHS partners and local authorities in south east London are running a campaign to reach and engage younger adults and encourage them to access the COVID-19 vaccine.

[#DontMissYourVaccine](#) reminds people of the personal benefits to them when vaccinated against COVID-19 and signposts them to simple ways to access a vaccine. The key messages are:

- getting the COVID-19 vaccine means you can get back to doing all the things you've missed, as soon as possible.
- If you're over 18 and live in south east London, you can book your vaccine appointment now.
www.nhsselvax.com

You might like to include a link to or embed the campaign advert: [Over 18? Protect yourself and your community. - YouTube](#)

NOTE: We encourage all partners to include this bulletin with a link to the campaign page (www.nhsselvax.com) so Google can help index the web page for organic search. You can do this as a news story on your website or include a link via a call to action button on your website.

Overview

There is a need to engage with young people (18-39 years old) to support London COVID-19 vaccination targets due by 19 July 2021. As part of this, OHSEL in partnership with Lynn PR, have launched a targeted campaign to connect with these audiences.

To help motivate and encourage as many young people in south east London to access the vaccine, Lynn PR have developed #DontMissYourVaccine, a data-driven, behaviourally-informed campaign that reminds audiences of the personal benefits available to them when vaccinated against COVID-19.

Campaign messages

Campaign slogan: Whatever your reason, if you're over 18, don't miss your vaccine.

Key messages:

1. Getting the COVID-19 vaccine means you can get back to doing all the things you've missed, as soon as possible.
2. Protect yourself and your community by getting the COVID-19 vaccine today.
3. Know someone who hasn't had their COVID-19 vaccine yet? Every adult in south east London can book their vaccine right away.
4. Thousands of young south east Londoners like you are booking their vaccine appointment.
5. Don't miss out on your FREE vaccine appointment in south east London.
6. Have you booked your vaccine appointment in south east London?

Sample messages for social media and digital promotion

Please always use the link

www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

for all promotional activities.

Suggested messages for Facebook

Share our post:

<https://www.facebook.com/nhsselondonccg/photos/a.1343212199129549/4074073292710079/>

Create your own:

Using images from here:

https://drive.google.com/drive/folders/1SIUWa8kA8oRbhNft2Hr2uaj_RNXYa3sC?usp=sharing

1. Don't miss out on your FREE vaccine appointment in south east London.

Getting the COVID-19 vaccine means we can return to our 'old normal' as quickly as possible - from going on holiday to getting back on the dancefloor.

Whatever your reason, if you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

2. Thousands of south east Londoners like you are booking their vaccine appointment.

Getting the COVID-19 vaccine means we can return to our 'old normal' as quickly as possible - from going on holiday to getting back on the dancefloor.

Whatever your reason, if you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

3. Have you booked your vaccine appointment in south east London?

Getting the COVID-19 vaccine means we can return to our 'old normal' as quickly as possible - from going on holiday to getting back on the dancefloor.

Whatever your reason, if you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

Suggested messages for Twitter

Share our post:

<https://twitter.com/ourhealthierse>

Create your own:

Using images from here:

https://drive.google.com/drive/folders/1Zech7NNIdIA9_3EpD0mXe5My7_HOLQwa?usp=sharing

1. Getting the COVID-19 vaccine means you can get back to doing all the things you've missed, as soon as possible. Whatever your reason, if you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

2. Protect yourself and your community by getting the COVID-19 vaccine today. If you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

3. Know someone who hasn't had their COVID-19 vaccine yet? Every adult in south east London can book their vaccine right away. If you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

4. Don't miss out on your FREE vaccine appointment in south east London. If you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

5. Have you booked your vaccine appointment in south east London? If you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

Suggested messages for Instagram

Share our post:

https://www.instagram.com/p/CQ_m2l0DcpH/?utm_source=ig_web_copy_link

Create your own:

Using images from here:

<https://drive.google.com/drive/folders/1lHOvIcl2zyautjPyXb4NEXZZUNVrcr0K?usp=sharing>

1. Getting the COVID-19 vaccine means you can get back to doing all the things you've missed, as soon as possible. Whatever your reason, if you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

2. Don't miss out on your FREE vaccine appointment in south east London.

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3. Thousands of south east Londoners like you are booking their vaccine appointment.

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#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

4. Protect yourself and your community by getting the COVID-19 vaccine today. If you're over 18, don't miss your vaccine.

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5. Don't miss out on your FREE vaccine appointment in south east London. If you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

Suggested message for Email

1. Don't miss out on your FREE vaccine appointment in south east London.

Getting the COVID-19 vaccine means you can get back to doing all the things you've missed, as soon as possible. If you're over 18 and live in south east London, you can book your vaccine appointment now.

Whatever your reason, if you're over 18, don't miss your vaccine.

#DontMissYourVaccine www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners

Suggested message for Text

1. Getting the COVID-19 vaccine means you can get back to doing all the things you've missed, as soon as possible. www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners
2. Protect yourself and your community by getting the COVID-19 vaccine today.
www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners
3. Know someone who hasn't had their COVID-19 vaccine yet? Every adult in south east London can book their vaccine right away. www.nhsselvax.com?utm_source=Toolkit&utm_medium=Partners
4. Hundreds of young south east Londoners like you are booking their vaccine appointment.
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5. Don't miss out on your FREE vaccine appointment in south east London.
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6. Have you booked your vaccine appointment in south east London?
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Video to share:

Youtube video:

https://www.youtube.com/watch?v=5_O9xo7Gagc

Video Asset File:

<https://drive.google.com/drive/folders/1P5pQYINocRmbBWBDmC4eHh52maNjWm3v?usp=sharing>

Image for Email Signatures

Find images to add to your email signature here (you will need to save a copy to your computer):

https://drive.google.com/drive/folders/1_OVYHfxkiXK9JyFLRK5pxWNxn3i2_WYr?usp=sharing

How to add the image to your email signature

Open a new message and then select Signature > Signatures.

If you do not see a signature option in the email message, you can instead open your email settings and find Signature>Signatures there.


2. In the Select signature to edit box, choose the signature you want to add a logo or image to.
3. Select the Image icon , locate the image you have saved from the above options on your computer, and select Insert.
4. To resize your image, right-click the image, then choose Picture. Select the Size tab and use the options to resize your image. To keep the image proportions, make sure to keep the Lock aspect ratio checkbox checked.
5. When you're done, select OK, then select OK again to save the changes to your signature.
6. You can make the image a link to the website by clicking the image, then 'link', then the url which is <https://www.nhsselvax.com/>

Image for Microsoft Teams Background

Find Teams background images here (you will need to save a copy to your computer):

<https://drive.google.com/drive/folders/1s1p0z60HqrpBt2ljLtSpcumpLBFYAuiB?usp=sharing>

Change your background before a meeting starts

While you're setting up your video and audio before joining a meeting, select **Background filters**  . It's just below the video image.

Your background options will display on the right.

To use an image of your own, select Add new and then select the background image you have saved from the link above to upload from your computer.

Your new background will persist in all your meetings and calls until you change it again.

Change your background during a meeting

Go to your meeting controls and select More actions Microsoft Teams more options icon > Apply background effects Background settings .

To upload the background image you have saved from the file above, select Add new and pick the saved image from your computer.

Select Preview to see how your chosen background looks before you apply it, and then select Apply.

About Lynn PR

We are an award-winning full-service, strategic behavioural science communications consultancy delivering communications and campaigns with organisational impact. In 18 months, we have been recognised as one of the UK's leading behavioural science communications agencies.

Our offering is unique and sector-leading and is developed to deliver outcomes, not outputs. Our data-driven interventions strengthen content and calls to action to ensure your audiences pay attention, engage with your messages, and most importantly, take action.

At Lynn PR, we have demonstrable recent experience and insight in bringing together, working with, and designing communications for large groups of diverse stakeholders - from civil service to the NHS, local authorities, housing associations and more. We have a deep understanding of the NHS and public health systems, as we work closely on behaviour change projects for NHS clients in England and Wales.

<http://www.lynnpr.co.uk/>