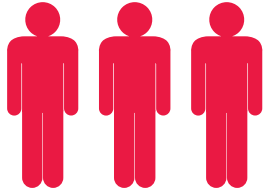


Coordination, Collaboration, Co-creation – Vaccination comms in Essex, winter 2022-23

Andy Allsopp, Head of Profession, Communications and Marketing , Essex County Council

October 2022

Where we are – structure and delivery



Three different ICSs – So we (the County Council) are conveners, with elements of delivery



Three different upper-tier council areas, three Directors of Public Health, 15 different local authorities within Essex and more outside!



Different messages/treatments required for different geographies, but common issues

Strategic priorities



Common messages,
local nuance



Encouraging
take up



Reaching all corners
of the county



Sharing strategic
resources

NHS

DO YOUR BIT

Use your pharmacy

Feeling ill? Get expert advice from your local pharmacy team. No appointment needed.

[#DoYourBitEssex](#)

The advertisement features a digital thermometer with a green handle and a white head, displaying a temperature of 36.5°C. The background is a dark blue gradient with small white stars. The NHS logo is in the top right corner. The main text 'DO YOUR BIT' is in large, bold, white letters, with 'Use your pharmacy' in smaller white letters below it. The text 'Feeling ill? Get expert advice from your local pharmacy team. No appointment needed.' is in white, and the hashtag '#DoYourBitEssex' is in white on a dark blue background at the bottom right.

What's colouring our thinking in 2022-23?



Engagement more or less challenging?



Using off line where/when it works best



Engaging employees and partners – esp the wider care market across Essex

COVID-19 **NHS**
Suffolk and North East Essex

Getting your autumn booster vaccination

WHO?

- 50+** All adults aged 50 years and over
- Residents and staff in a care home for older adults
- Frontline health and social care workers
- Persons aged 5 to 49 years in a clinical risk group
- Persons aged 5 to 49 years who are household contacts of people with immunosuppression
- Persons aged 16 to 49 years who are carers

WHEN? **When invited by the NHS, please come forward for your vaccination**
If you are offered additional vaccines, such as Flu or Shingles, please have these too.

WHERE?

- Large vaccination centre
- Community pharmacy
- Walk-in / pop-up clinic
- GP-led clinic
- Care home and residential patients

If your GP contacts you

HOW? You can book an appointment through the NHS National Booking System website (www.nhs.uk/conditions/coronavirus-covid-19), call 119 or contact the Suffolk and North East Essex helpline - 0344 257 3961. To find your nearest walk-in vaccination centre, please visit www.nesvaccine.org.uk

Context - challenges



Distrust/
message fatigue



Clarity



Reaching all
our
audiences



A photograph of an elderly couple in a garden. The man, wearing a light blue polo shirt, khaki pants, and a tan hat, is pushing a green wheelbarrow. The woman, wearing a light blue patterned long-sleeve shirt, pink pants, a large yellow straw hat, and bright pink rubber boots, is sitting in the wheelbarrow and laughing joyfully. The background is a lush garden with green foliage and trees.

**Stay safe this Autumn - get your
Covid-19 vaccination**

**LET'S KEEP
COVID IN CHECK** ✓

This information is issued by:

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Essex County Council
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Essex, CM1 1QH

 **Essex_CC**

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