

# PROTECT YOUR CHILD



VACCINES GIVE THEM THE POWER TO FIGHT  
PREVENTABLE CHILDHOOD DISEASES

May 2023

Dear Campaign Supporter

## New Childhood Immunisations Campaign In West Sussex

We would like to ask for your help in promoting a new West Sussex Childhood Immunisation campaign to your communities and the people you support.

We all know how important childhood vaccination is to help prevent outbreaks of vaccine preventable diseases. Routine vaccinations play a huge part in protecting children, families, and the community against unpleasant and sometimes serious diseases.

In recent years we have seen a gradual decline in uptake of childhood immunisations in West Sussex, so it's important that children get vaccinated when they are invited to do so to help to protect them.

As we came out of the COVID-19 pandemic GP practices have worked hard by continuing to offer all eligible children vaccination appointments to ensure they are up to date with their vaccinations and fully protected.

### About The Campaign

- Slogan: ***PROTECT YOUR CHILD. Vaccines Give Them the Power to Fight Preventable Childhood Diseases***
- The campaign aims to raise awareness about the importance of childhood vaccination and to encourage parents to catch up on any vaccinations their children might have missed before they start school
- It is aimed at families living in West Sussex with children under the age of 5 or with older children who may have previously missed out on routine vaccines
- The campaign will run from 1 June – 31 August 2023

### Key Messages

- Vaccines are the most effective way to protect your child from childhood diseases
- Ensuring your child has their vaccinations at the right time gives them the best protection, but it's not too late to catch up on any you've missed
- It is particularly important to ensure children are up to date with all their routine vaccinations before they start school so that they can fully benefit from the protection they offer
- Vaccines are safe, free and available at the GP practice

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**NHS**

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## How You Can Help - from June 1

- Help to spread the word amongst those families you are supporting and in the communities you are working. 'Make Every Contact Count' by engaging in brief conversations with parents about childhood vaccination and reminding them about the importance of children catching up on missed routine vaccinations
- Display campaign materials around your setting
- Upload the digital screensaver in reception area and post an article on your website or newsletter
- Follow us on social media and share our posts from our Twitter accounts [@WSCCNews](#) and [@WSPublicHealth](#) and our Facebook page [WestSussexCC](#) and Instagram [@lovewestsussex](#). Please use the hashtags [#VaccinesWork](#), [#childhealth](#) and [#startingschool](#).
- Signpost people in your communities to the campaign webpage for more information: [westsussex.gov.uk/childhood-immunisations](https://westsussex.gov.uk/childhood-immunisations)

## Campaign Resources

The following campaign resources are available to download from the Supporter's section of [westsussex.gov.uk/childhood-immunisations](https://westsussex.gov.uk/childhood-immunisations)

- Campaign summary to upload to your website
- Digital TV screen promotion
- Social media assets: Facebook, Twitter, Instagram and WhatsApp
- Newsletter articles – short and long
- A4 Poster - web and printable version
- NHS vaccination leaflets and resources

Printed campaign packs are available on request. If you wish to receive a printed campaign pack please email [PublicHealth@westsussex.gov.uk](mailto:PublicHealth@westsussex.gov.uk)

**Thank you so much** for playing an important part in supporting this campaign. By doing so you will be helping children, families and members of your local community stay safe and protected.

Best Wishes,

Public Health Team at West Sussex County Council

**NHS**



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 west  
sussex  
county  
council