

Monday, 20 November 2023

Boost your COVID-19 and seasonal flu protection

Winter vaccines campaign evaluation



Summary

In October 2022 the Public Health Agency (PHA) ran an eight week, multi-channel advertising campaign to support the roll-out of the vaccination programmes for seasonal flu and the COVID-19 autumn booster. The campaign aimed to raise awareness of the importance of getting protected against winter viruses and encourage all those eligible to get vaccinated against seasonal flu and COVID-19.

The primary campaign audience was those at higher risk of developing serious complications from COVID-19 and flu. This included anyone aged 50+ years, all those under 49 years with an underlying health condition and pregnant women. Please see Appendix for all eligible groups.

Reach: Over half (54%) of those surveyed said they recalled seeing or hearing something promoting the flu or COVID-19 booster vaccination programmes. When prompted with PHA campaign advertising, seven out of 10 (70%) reported they had seen or heard at least one element of the campaign.

Positive action: 70% of all respondents said the advertising encouraged them to get vaccinated and 67% said the advertising encouraged them to encourage someone else to get vaccinated.

Background

Flu and COVID-19 are dangerous viruses which can be life threatening and potentially lead to hospitalisation. For some people, catching flu and COVID-19 at the same time increases the risk of complications and even death. Both viruses spread easily during the winter when people spend more time together indoors.

Due to the impact of COVID-19 restrictions, flu activity levels had been extremely low over the past two years. It was therefore anticipated that both viruses would circulate at high levels and that there would also be lower levels of immunity against the flu virus in particular during winter 2022/23. Evidence shows that vaccination is the best protection against both flu and COVID-19. The winter vaccination programme was tasked with the roll-out of both seasonal flu and COVID-19 booster vaccinations.

All those eligible for the annual seasonal flu vaccine and COVID-19 booster were encouraged to get vaccinated early in the season in advance of winter viruses circulating.

Campaign advertising

The mass media advertising campaign ran from 7 October - early December 2022 and included TV, radio, outdoor and digital, including social media advertising. The campaign was exposed over 44 million times.

In addition to partner and stakeholder engagement, the campaign advertising was supported by promotional activity.



The Boost your COVID-19 and seasonal flu winter vaccines campaign evaluation provides post-campaign evaluation results based on the findings from a quantitative survey with a representative sample of the adult population.

The evaluation includes measures to assess campaign reach and impact.

Details

Format

3 pages, A4, PDF only

Target group

Professionals, public

Downloads

Attachment**Size**

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