

# Vaccinate Swindon

## Campaign Toolkit

**November 2023**

V2: 10<sup>th</sup> November 2023

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## 1. Introduction

Vaccines are safe biologically tested products used to induce an immune response resulting in protection against infectious diseases. They are the most effective way to prevent infectious diseases and have proved to be a success in eradicating disease (as with smallpox), and in decreasing the incidence of infectious diseases such as Influenza and COVID-19. They are recommended for infants, children, adolescents, and adults.

Swindon Public Health team is keen to prevent vaccine preventable diseases in Swindon. Our focus is to improve vaccination uptake and knowledge in under-vaccinated groups and consequently reduce vaccine preventable diseases.

Whilst most of the children today are being vaccinated, far too many are left behind. It is often those who are most at risk - the poorest, the most marginalised who are persistently missed. Within Swindon vaccination programmes, lower vaccine uptake has been reported in the minority ethnic group populations, in areas of greater deprivation, and among pregnant women.

National vaccination campaigns have predominantly focused on the needs of the whole populations. These campaign messages don't always target or reach the individuals, networks, and communities where we also have other groups and individuals, such as people from ethnic minority groups, who are at an increased risk of vaccine preventable diseases. There is need for more targeted vaccinations campaigns to achieve the ambition of reducing vaccine preventable diseases in Swindon.

**Vaccinate Swindon** is our new health protection campaign developed to engage with people in Swindon and our priority groups. The campaign has been designed (with the input of local residents) to increase awareness of the importance and value of vaccinations and the risks of vaccine preventable diseases.

This document is for anyone (organisation, group, or individual) that can engage with our local population and target audiences. It sets out the campaign approach; how you can help; and the resources and support available.

## 2. Target audiences

### Our target/priority groups

The four target groups which the campaign aims to engage with are:

- Pregnant women
- Parents of children who are eligible for pre-school immunisations
- Parents of adolescents, and
- Adults who are older or have underlying conditions which could make them more vulnerable to illnesses.

Between them, these groups are eligible for a range of different vaccines, each of which requires tailored promotional messaging.

Target Group	Targeted Vaccine
Pregnant women	- Flu - Pertussis - Covid-19
Parents of children eligible for pre-school immunisations	- DtAP/IPV - Hib/MenC

	- MMR
Parents of adolescents	- HPV - MenACWY
Older adults (60+) and people with underlying conditions	- Covid-19 - Flu - Pneumococcal - Shingles

## Behavioural insights

### General

The drivers of vaccine hesitancy can be complex, as there are a number of conscious and unconscious factors which affect people’s decision-making.

For many people, their experiences of the pandemic and the way it was covered and discussed on traditional and social media platforms have had a lasting impact on their overall attitudes towards vaccines:

- Some people who previously would have accepted a vaccine offer straight away now see the decision as something requiring more thought and research. This can make them more susceptible to misinformation.
- For some people, the heavy promotion of the Covid-19 vaccine, and/or mistrust in the way the government handled the pandemic, has made them more resistant to other ‘optional’ vaccines.
- They may be more receptive to factual/statistical information due to how prevalent it was in discussions around Covid-19
- Many people experience “Covid fatigue” – they are tired of hearing about Covid-19 in general, including the debate around vaccination. This makes them likely to avoid communications about other vaccines if they remind them of those used during the pandemic.

### Pregnant women

- For this audience, the overriding priority will always be the health of their baby. This can magnify any doubts or concerns around vaccines, even when they are aware of other information which suggests the vaccine is safe.
- Midwives are a trustworthy source of health information for this group.
- Personal experiences and those of close friends and family were another key source of trusted information on vaccines for pregnant women.

### Parents of children eligible for pre-school immunisation

- There is some lingering concern around the MMR vaccine, even though parents tend to be aware that the study suggesting a link to autism has been disproven. This highlights how “sticky” misinformation can be - negative stories tend to be better remembered by the general public
- Schools and school nurses are a credible information channel for this group
- Friends and family are also a key source of vaccine information

### Parents of adolescents

- This group weren’t always very familiar with the HPV vaccine, leading to questions about the age it was offered at, why it is offered to boys, and how long the vaccine has been in use for
- The MenACWY vaccine prompted less hesitancy, partly because meningitis is better understood as a serious illness which reduces complacency barriers.

### Adults aged 60+ or with underlying conditions

- Older adults without underlying conditions tended to report a lot of Covid fatigue, making them harder to reach with advertising alone.
- People at the younger end of the 60+ age range often did not see themselves as being particularly at risk from Covid or flu.

### Insight also confirms that:

- Campaign messages should:
  - Be positively framed, emphasising the benefits of vaccination rather than the consequences of being unvaccinated
  - Be based around factual information, avoiding subjective claims (e.g. describing vaccines as “the safest/easiest”)
  - Offer reassurance around the safety and effectiveness of vaccines
  - Acknowledge that vaccine hesitancy often stems from legitimate questions or concerns
- Encouraging people to re-consider and seek out further information would be the most appropriate call-to-action for the campaign. This feels achievable to the target audiences, and creates opportunities to direct them to credible sources of information.

[Appendix 1](#) presents the key insights in more detail.

## 3. Aims/desired outcomes

**The aim is to increase awareness of the importance and value of vaccinations and the risks of vaccine preventable diseases - and for those who have concerns or are holding back from getting vaccinated, encourage them to find out more/re-evaluate their views.**

As such the campaign seeks to:

- Encourage target audiences to seek more information and direct them to appropriate NHS resources. [Appendix 2](#) details vaccine specific signposting information.
- Encourage target audiences to speak to a health professional if they have any doubts, concerns and further questions that are holding them back from booking/getting vaccinated
  - Pregnant women → midwife, health visitor, GP nurse/doctor
  - Parents/carers of children → school nurse, GP nurse/doctor
  - Parents of adolescents → school nurse
  - Older adults and people with underlying health conditions → GP nurse/doctor
- Ultimately, increase vaccination bookings and attendance

## 4. Key messages

Drawing on the insight, specific promotional messages have been developed around each vaccine that the target groups are eligible for. Each message is based around a single factual statement which emphasises either the safety of the target vaccine, or its effectiveness in preventing people from becoming sick.

The table below sets out the safety and efficacy messages which are used to promote each vaccine to the relevant audience. An official source for the year of introduction of a wide range of vaccines in the UK can be found at: <https://www.gov.uk/government/publications/vaccination-timeline/vaccination-timeline-from-1796-to-present>

Target group	Vaccines	Messages
Pregnant women	Flu	<b>Efficacy message:</b> - The flu vaccine is updated every year for maximum protection against common strains of the virus. <b>Safety message:</b> - Research shows the flu vaccine is a safe choice for you and your baby at any stage of pregnancy.
	Pertussis	<b>Efficacy message:</b> - If you're pregnant, getting a vaccine to prevent whooping cough reduces your baby's risk by over 90% <b>Safety message:</b> - The whooping cough vaccine has been used safely with pregnant women and their babies in the UK for over 10 years
	Covid-19	<b>Efficacy message:</b> - Vaccination is an effective option to reduce the risks from Covid-19 for you and your baby <b>Safety message:</b> - Real-world data shows the Covid-19 vaccine is a safe choice for pregnant or breastfeeding women
Parents of preschool children	Dtap/IPV	<b>Efficacy Message:</b> - Clinical tests show the "4-in-1" vaccine is 99% effective at protecting children from tetanus, diphtheria, polio and whooping cough <b>Safety Message:</b> - The "4-in-1" vaccine has been safely used to protect against tetanus, diphtheria, polio and whooping cough for nearly 20 years
	Hib/MenC	<b>Efficacy Message:</b> - Evidence shows the Hib/MenC vaccine is effective at boosting children's immunity when they are at their most vulnerable <b>Safety Message</b> - The Hib/MenC vaccine has been safely used to protect children from Meningitis C and Haemophilus influenzae B since 2006
	MMR	<b>Efficacy Message:</b> - Research shows the MMR vaccine is 99% effective at protecting children from measles and rubella, and 88% effective against mumps <b>Safety Message:</b> - The MMR vaccine has been given safely to preschool children in the UK since 1988
Parents of adolescents	HPV	<b>Efficacy Messages:</b> - Research shows the HPV vaccine has helped to greatly reduce cases of cervical cancer in England - Getting vaccinated against HPV aged 12-13 means your child will be protected into adulthood <b>Safety Message:</b> - The HPV vaccine has been safely offered to young people in the UK for over 15 years
	MenACWY	<b>Efficacy Message:</b> - The MenACWY vaccine protects your child from 4 common strains of meningitis <b>Safety Message:</b> - Meningitis vaccines have been protecting children safely since 2015
Older adults/ people with underlying conditions	Covid-19	<b>Efficacy Message:</b> - Getting the Covid booster is a quick, easy way to keep yourself safe this winter <b>Safety Message:</b> - Independent studies show the Covid booster is a safe way to keep your risk as low as it can be this winter
	Flu	<b>Efficacy Messages:</b> - Getting the flu jab is a quick, easy way to keep yourself safe this winter

		<p>- The flu jab is updated every year for maximum protection against common strains of the virus</p> <p><b>Safety message:</b></p> <p>- The seasonal flu jab has been safely protecting people in the UK from flu since the 1960s</p>
	Pneumococcal	<p><b>Efficacy Message:</b></p> <p>- If you're over 65, just one dose of the pneumococcal vaccine gives long-term protection from pneumonia and meningitis</p> <p><b>Safety message:</b></p> <p>- The pneumococcal vaccine has been safely offered to over-65s in the UK since 2006</p>
	Shingles	<p><b>Efficacy Message:</b></p> <p>- If you're eligible, the shingles vaccine is an easy way to get long term protection</p> <p><b>Safety Message:</b></p> <p>- The shingles vaccine has been safely used in the UK for over 10 years</p>

The information used to develop all of these was sourced from the NHS website. Each advert/QR code links to relevant web page content on NHS.uk which includes the featured fact along with more detailed information about the vaccine.

## 5. Promotional approach and resources

### Approach

We have developed a range of promotional assets that can be deployed by partners across our local health and social care network including educational settings, community groups, and the voluntary sector.

The campaign resources have been developed in order to reach the four target audiences and encourage them to seek out more information on relevant vaccines, either online or by speaking with a health professional.

These resources incorporate the “Vaccinate Swindon” campaign brand which has been created to help tie together all of the promotional activity. The NHS and Swindon Borough Council logos have been included on the campaign assets to ensure transparency and add credibility to the messaging.

### Resources

For each target audience there are a set of digital and print assets (image files provided as part of the campaign). Each set has assets for each relevant vaccine and with different people featured.

Digital images can be published through your organisation’s social media channels (e.g. Facebook, Instagram, or Twitter/X) and can be hyperlinked to the appropriate NHS.uk content – see Appendix 3 for these. We recommend that you use one of the campaign messages relevant to the vaccine that you are promoting in your social media post (see Appendix 2). There are also some examples of what a social post promoting the campaign might look like.

The print assets are available in both A3 and A4 sizes, so you can choose a smaller or larger poster depending on the space you have available. Print assets all contain a QR code that links to the relevant NHS.uk page. Effective places to display these include:

- Waiting rooms or other places where people might spend some time in the one place
- Windows which face onto public spaces which see a lot of foot traffic

[Appendix 3](#) presents sample visuals and social copy.

The resources also include the logo in the three campaign colour palette versions of black, purple, and yellow, plus the associated campaign assets colour references. [Appendix 4](#) presents the campaign colour guide. [Appendix 5](#) details the full campaign asset catalogue.

## 6. How you can help

**Your involvement and support will be vital in making this campaign a success.**

**To help, you can:**

- Use this document to brief your team.
  
- Help us to promote the key messages and get people talking about the campaign, in person and online by:
  - **Undertaking organic and paid for activity on digital channels** – social media and websites
  - **Displaying materials in public spaces**
  - **Incorporating relevant messaging and campaign assets in target audience communications** such as mailings, emails, and SMS/text.
  - **Encouraging and supporting staff to look for opportunities to give brief advice** to anyone who is unsure about getting themselves or their child vaccinated **and/or signpost them to the NHS.uk site**, or to a relevant health professional.
  - **Other promotional activity such as vaccines related local PR/media relations**
  
- Let us know what you're doing to support the campaign – this will help us to assess how the campaign is going, and allow us to share ideas with other stakeholders.

## 7. Support/key contact

To access the campaign assets or if you require more information about the campaign, please contact:

**Janet Mugadza**  
Infection Control Specialist  
Public Health  
Swindon Borough Council  
Mobile: 07813721014  
[JMugadza@swindon.gov.uk](mailto:JMugadza@swindon.gov.uk)



## Appendix 1: Audience insights

The table below summarises the useful insights from the supporting research around vaccine hesitancy, for each of the four target audiences.

Audience	Key Insights
Pregnant women	<ul style="list-style-type: none"> <li><input type="checkbox"/> Some women who were pregnant during Covid remain wary of vaccines in pregnancy because of the way official advice/guidance on vaccine safety changed during the pandemic.</li> <li><input type="checkbox"/> The repeated nature of Covid-19 immunisations has led some to question whether the vaccines are preferable to a ‘natural immunity’ approach</li> <li><input type="checkbox"/> Midwives are a credible source of information for this audience</li> <li><input type="checkbox"/> Personal experiences/instincts and those of close friends and family are important influencers on vaccine decisions for this audience</li> <li><input type="checkbox"/> Because the health of their baby is a major priority, impact of any doubts over safety/effectiveness is magnified – any lingering concerns can override other information</li> <li><input type="checkbox"/> This also means that pregnant women are strongly motivated to seek health information – creating an opportunity for messaging to direct them to credible sources</li> </ul>
Parents of preschool children	<ul style="list-style-type: none"> <li><input type="checkbox"/> Often, the uncertainty around the Covid vaccine has caused parents to question pre-school vaccines, or at least opt to “do their own research” rather than simply accept the offer automatically</li> <li><input type="checkbox"/> As Covid vaccine uncertainty is often rooted in the speed of development – reassurance around the long-term risks of more established vaccines (e.g. preschool) had impact on consideration</li> <li><input type="checkbox"/> As with other parental audiences, there is motivation to seek out information. Directing this search towards correct/credible sources is key, to prevent the ‘knowledge gap’ from being filled by misinformation</li> <li><input type="checkbox"/> Previously disproven studies around side effects of the MMR vaccine were still mentioned as an issue - even though participants are aware these have been debunked, “It makes you think twice”</li> <li><input type="checkbox"/> Schools and school nurses were credible sources of information</li> </ul>
Parents of adolescents	<ul style="list-style-type: none"> <li><input type="checkbox"/> Lack of knowledge around the HPV vaccine drives uncertainty for some parents:               <ul style="list-style-type: none"> <li><input type="checkbox"/> The HPV vaccine is seen as ‘new’ by some, leading to similar concerns to the Covid vaccine</li> <li><input type="checkbox"/> The age HPV vaccines are offered at created some uncertainty, as HPV is known to be sexually transmitted</li> <li><input type="checkbox"/> Some also unsure why the vaccine would be offered to boys, as they associate it with cervical cancer but don’t fully understand how the vaccine works at population level</li> </ul> </li> <li><input type="checkbox"/> In contrast, there was less hesitancy around the MenACWY vaccine</li> <li><input type="checkbox"/> Schools and school nurses were credible sources of information</li> </ul>
Older adult/ people with underlying conditions	<ul style="list-style-type: none"> <li><input type="checkbox"/> Over-60s reported a lot of “Covid fatigue” – feeling tired of hearing about the pandemic and wanting to “get on with things”. This can make it harder to get through to this audience through promotional communications alone</li> <li><input type="checkbox"/> This group know where to go for vaccines and information about vaccines. The challenge for the campaign is more about encouraging them to look again, as they often believe that they have already gathered enough information to make their mind up.</li> <li><input type="checkbox"/> Those at the younger end of this age group (e.g. 60-65) were less likely to see themselves as being at risk from Covid or flu.</li> <li><input type="checkbox"/> Those with underlying conditions would be more likely to consider gathering further information.</li> <li><input type="checkbox"/> GPs, Healthcare Assistants, nurses and other community healthcare providers were credible sources of information</li> </ul>

## Appendix 2: Signposting information

The below table contains a list of recommended signposting information from the NHS website for each vaccine. Each page contains information which will help to answer frequently asked questions, such as:

- Who is eligible for the vaccine?
- How does the vaccine work?
- How effective is it at protecting people from becoming sick?
- What are the side effects associated with the vaccine and how common are they?
- Where do I go to get this vaccine?



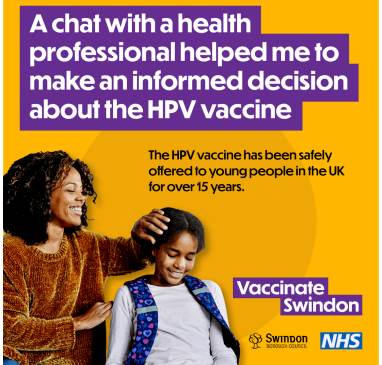
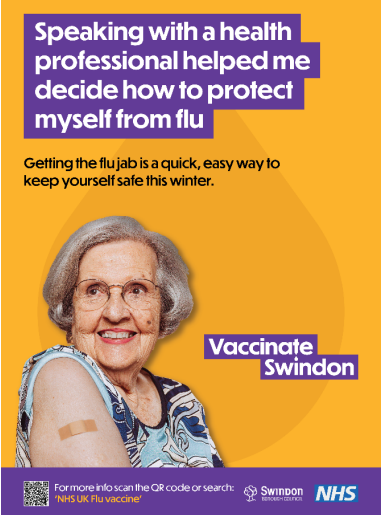
The information on the NHS website is kept up to date and fact-checked by qualified medical professionals. You or your colleagues can use the information on these pages to facilitate conversations about vaccination with others, or provide the link to people who are interested in knowing more.

Target group	Vaccines	Signposting page	Description
Pregnant women	Flu	NHS UK "The Flu Jab in Pregnancy" <a href="https://www.nhs.uk/pregnancy/keeping-well/flu-jab/">https://www.nhs.uk/pregnancy/keeping-well/flu-jab/</a>	This page has information about the flu jab specifically for pregnant women. It explains why pregnant women and their babies are at higher risk from flu, and covers common concerns, such as whether the vaccine is safe during pregnancy.
	Pertussis	NHS UK "Whooping Cough Vaccination in Pregnancy" <a href="https://www.nhs.uk/pregnancy/keeping-well/whooping-cough-vaccination/">https://www.nhs.uk/pregnancy/keeping-well/whooping-cough-vaccination/</a>	This page has information about the whooping cough vaccine specifically for pregnant women. It explains why vaccination during weeks 16-32 of pregnancy offers maximum protection, and answers questions about safety and the effectiveness of the vaccine.
	Covid-19	NHS UK "Pregnancy and Covid-19" <a href="https://www.nhs.uk/pregnancy/keeping-well/pregnancy-and-covid-19/">https://www.nhs.uk/pregnancy/keeping-well/pregnancy-and-covid-19/</a>	This page covers some of the common concerns about receiving a Covid-19 booster during pregnancy. It covers why pregnant women and babies are at greater risk from the virus and explains why the vaccine is the most effective way to reduce risk from Covid-19.
Parents of preschool children	Dtap/IPV	NHS UK "4-in-1 pre-school booster overview" <a href="https://www.nhs.uk/conditions/vaccinations/4-in-1-pre-school-dtap-ipv-booster/">https://www.nhs.uk/conditions/vaccinations/4-in-1-pre-school-dtap-ipv-booster/</a>	This page explains what the 4-in-1 vaccine offers protection from (diphtheria, tetanus, whooping cough and polio). It highlights how effective the vaccine is at preventing these diseases and addresses some common concerns about safety and side effects.
	Hib/MenC	NHS UK "Hib/MenC vaccine overview" <a href="https://www.nhs.uk/conditions/vaccinations/hib-men-c-booster-vaccine/">https://www.nhs.uk/conditions/vaccinations/hib-men-c-booster-vaccine/</a>	This page covers why the Hib/MenC vaccine is offered at 1 year, its role in boosting immunity gained from the "6-in-1" vaccination, and addresses common safety concerns.









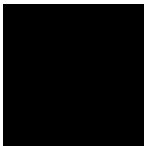
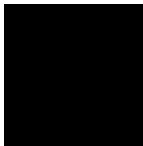


	MMR	NHS UK “MMR (measles, mumps and rubella) vaccine” <a href="https://www.nhs.uk/conditions/vaccinations/mmr-vaccine/">https://www.nhs.uk/conditions/vaccinations/mmr-vaccine/</a>	This page covers the MMR (measles, mumps and rubella) vaccine. It highlights that the vaccine offers effective protection and addresses some common concerns, including those based on misinformation that suggested a link to autism.
Parents of adolescents	HPV	NHS UK “HPV Vaccine” <a href="https://www.nhs.uk/conditions/vaccinations/hpv-human-papillomavirus-vaccine/">https://www.nhs.uk/conditions/vaccinations/hpv-human-papillomavirus-vaccine/</a>	This page explains how the HPV vaccine plays an important role in cancer prevention. It also covers the reasons for offering 12-13 year olds the vaccine and addresses common safety and side effect queries.
	MenACWY	NHS UK “MenACWY vaccine overview” <a href="https://www.nhs.uk/conditions/vaccinations/men-acwy-vaccine/">https://www.nhs.uk/conditions/vaccinations/men-acwy-vaccine/</a>	This page explains why teenagers and young adults may be at risk from Meningococcal disease, and how the vaccine offers effective protection.
	3-in-1	NHS UK “3-in-1 vaccine overview” <a href="https://www.nhs.uk/conditions/vaccinations/3-in-1-teenage-booster/">https://www.nhs.uk/conditions/vaccinations/3-in-1-teenage-booster/</a>	This page explains how the 3-in-1 booster protects teenagers from tetanus, polio and diphtheria.
Older adults/ people with underlying conditions	Covid-19	NHS UK “About Covid-19 vaccination” <a href="https://www.nhs.uk/conditions/covid-19/covid-19-vaccination/about-covid-19-vaccination/">https://www.nhs.uk/conditions/covid-19/covid-19-vaccination/about-covid-19-vaccination/</a>	This is the NHS’s core page on Covid-19 vaccination. It includes information on who is eligible for a booster, which type of Covid-19 vaccine they will be offered, and how well the vaccines work. It also has useful links to further detail on the different available Covid-19 vaccines.
	Flu	NHS UK “Flu vaccine” <a href="https://www.nhs.uk/conditions/vaccinations/flu-influenza-vaccine/">https://www.nhs.uk/conditions/vaccinations/flu-influenza-vaccine/</a>	This page provides information on the seasonal flu jab. It explains who is eligible to receive a flu jab for free, as well as how and where to go about booking an appointment. There is also information to answer common questions about safety and effectiveness.
	Pneumococcal	NHS UK “Pneumococcal vaccine” <a href="https://www.nhs.uk/conditions/vaccinations/pneumococcal-vaccination/">https://www.nhs.uk/conditions/vaccinations/pneumococcal-vaccination/</a>	This page explains why some people are more at risk from bacterial infections, such as sepsis, meningitis or pneumonia. It also explains how this vaccine can provide long term protection against a range of these illnesses, and covers common questions about side effects and safety.
	Shingles	NHS UK “Shingles vaccine” <a href="https://www.nhs.uk/conditions/vaccinations/shingles-vaccination/">https://www.nhs.uk/conditions/vaccinations/shingles-vaccination/</a>	This page explains why older people and those with weakened immune systems need extra protection from shingles. It also covers why the shingles vaccine can reduce their risk, and how to access the vaccine.

## Appendix 3: Sample visuals and social copy

This content is provided as an example of how the different creative assets can be put together. The copy provided with the social media posts show how you can combine a message from Section 4 with the relevant signposting link from Appendix 3 to create content for use on your social media channels.

<p><b>Campaign Brand</b></p> <ul style="list-style-type: none"> <li>□ This has been developed to unite all local efforts, and badge/ signpost relevant organisations and services</li> <li>□ It will also allow the potential to extend the campaign to additional target audiences in the future</li> </ul>	
<p><b>Facebook/Instagram Post</b></p> <p><u>Copy:</u> Did you know that the whooping cough vaccine has been used safely with pregnant women and their babies in the UK for over 10 years?</p> <p>For more information to help you decide the best option for you and your baby, speak with your midwife or visit <a href="https://www.nhs.uk/pregnancy/keeping-well/whooping-cough-vaccination/">https://www.nhs.uk/pregnancy/keeping-well/whooping-cough-vaccination/</a></p>	
<p><b>Twitter/X Post</b></p> <p><u>Copy:</u> Research shows that the HPV vaccine has helped to greatly reduce cases of cervical cancer in England.</p> <p>To make an informed decision, speak with a health professional or learn more at <a href="https://www.nhs.uk/conditions/vaccinations/hpv-human-papillomavirus-vaccine/">https://www.nhs.uk/conditions/vaccinations/hpv-human-papillomavirus-vaccine/</a></p>	
<p><b>Poster (A4)</b></p>	

## Appendix 4: Vaccinate Swindon Colour Guide

Digital	Print
 <p><b>Core Yellow</b>            Hex: FFB600            RGB: 255, 182, 0</p>	 <p><b>Core Yellow</b>            Hex: FAB513            CMYK: 0, 33, 93, 0</p>
 <p><b>Core Purple</b>            Hex: 662D91            RGB: 102, 45, 145</p>	 <p><b>Core Purple</b>            Hex: 64328A            CMYK: 75, 92, 0, 0</p>
 <p><b>Darker Yellow</b>            Hex: EFA706            RGB: 239, 167, 6</p>	 <p><b>Darker Yellow</b>            Hex: F0A809            CMYK: 5, 38, 96, 0</p>
 <p><b>Darker Purple</b>            Hex: 562A7C            RGB: 86, 42, 124</p>	 <p><b>Darker Purple</b>            Hex: 562A7C            CMYK: 80, 92, 10, 8</p>
 <p><b>Black</b>            Hex: 000000            RGB: 0, 0, 0</p>	 <p><b>Black</b>            Hex: 000000            CMYK: 91, 79, 62, 97</p>
 <p><b>White</b>            Hex: FFFFFFFF            RGB: 255, 255, 255</p>	 <p><b>White</b>            Hex: FFFFFFFF            CMYK: 0, 0, 0, 0</p>

## Appendix 5: Campaign asset catalogue

Target Audience	Media type	Asset
Elderly People	Digital	<ul style="list-style-type: none"> <li>- COVID-V1-ElderlyPeople-VaccinateSwindon-DIGITAL.png</li> <li>- COVID-V2-ElderlyPeople-VaccinateSwindon-DIGITAL.png</li> <li>- FLU-V1-ElderlyPeople-VaccinateSwindon-DIGITAL.png</li> <li>- FLU-V2-ElderlyPeople-VaccinateSwindon-DIGITAL.png</li> <li>- FLU-V3-ElderlyPeople-VaccinateSwindon-DIGITAL.png</li> <li>- PNEUMOCOCCAL-V1-ElderlyPeople-VaccinateSwindon-DIGITAL.png</li> <li>- PNEUMOCOCCAL-V2-ElderlyPeople-VaccinateSwindon-DIGITAL.png</li> <li>- SHINGLES-V1-ElderlyPeople-VaccinateSwindon-DIGITAL.png</li> <li>- SHINGLES-V2-ElderlyPeople-VaccinateSwindon-DIGITAL.png</li> </ul>
	A3	<ul style="list-style-type: none"> <li>- COVID-V1-ElderlyPeople-VaccinateSwindon-PRINT-A3.pdf</li> <li>- COVID-V2-ElderlyPeople-VaccinateSwindon-PRINT-A3.pdf</li> <li>- FLU-V1-ElderlyPeople-VaccinateSwindon-PRINT-A3.pdf</li> <li>- FLU-V2-ElderlyPeople-VaccinateSwindon-PRINT-A3.pdf</li> <li>- FLU-V3-ElderlyPeople-VaccinateSwindon-PRINT-A3.pdf</li> <li>- PNEUMOCOCCAL-V1-ElderlyPeople-VaccinateSwindon-PRINT-A3.pdf</li> <li>- PNEUMOCOCCAL-V2-ElderlyPeople-VaccinateSwindon-PRINT-A3.pdf</li> <li>- SHINGLES-V1-ElderlyPeople-VaccinateSwindon-PRINT-A3.pdf</li> <li>- SHINGLES-V2-ElderlyPeople-VaccinateSwindon-PRINT-A3.pdf</li> </ul>
	A4	<ul style="list-style-type: none"> <li>- COVID-V1-ElderlyPeople-VaccinateSwindon-PRINT-A4.pdf</li> <li>- COVID-V2-ElderlyPeople-VaccinateSwindon-PRINT-A4.pdf</li> <li>- FLU-V1-ElderlyPeople-VaccinateSwindon-PRINT-A4.pdf</li> <li>- FLU-V2-ElderlyPeople-VaccinateSwindon-PRINT-A4.pdf</li> <li>- FLU-V3-ElderlyPeople-VaccinateSwindon-PRINT-A4.pdf</li> <li>- PNEUMOCOCCAL-V1-ElderlyPeople-VaccinateSwindon-PRINT-A4.pdf</li> <li>- PNEUMOCOCCAL-V2-ElderlyPeople-VaccinateSwindon-PRINT-A4.pdf</li> <li>- SHINGLES-V1-ElderlyPeople-VaccinateSwindon-PRINT-A4.pdf</li> <li>- SHINGLES-V2-ElderlyPeople-VaccinateSwindon-PRINT-A4.pdf</li> </ul>
Parents with Adolescent Children	Digital	<ul style="list-style-type: none"> <li>- HPV-V1-Parent-Adolescent-VaccinateSwindon-DIGITAL.png</li> <li>- HPV-V2-Parent-Adolescent-VaccinateSwindon-DIGITAL.png</li> <li>- HPV-V3-Parent-Adolescent-VaccinateSwindon-DIGITAL.png</li> <li>- MENINGITIS-V1-Parent-Adolescent-VaccinateSwindon-DIGITAL.png</li> <li>- MENINGITIS-V2-Parent-Adolescent-VaccinateSwindon-DIGITAL.png</li> </ul>
	A3	<ul style="list-style-type: none"> <li>- HPV-V1-Parent-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> <li>- HPV-V2-Parent-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> <li>- HPV-V3-Parent-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> <li>- MENINGITIS-V1-Parent-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> <li>- MENINGITIS-V2-Parent-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> </ul>
	A4	<ul style="list-style-type: none"> <li>- HPV-V1-Parent-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> <li>- HPV-V2-Parent-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> <li>- HPV-V3-Parent-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> <li>- MENINGITIS-V1-Parent-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> <li>- MENINGITIS-V2-Parent-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> </ul>
Parents with Pre-school Children	Digital	<ul style="list-style-type: none"> <li>- 4IN1-V1-Parent-PreschoolChild-VaccinateSwindon-DIGITAL.png</li> <li>- 4IN1-V2-Parent-PreschoolChild-VaccinateSwindon-DIGITAL.png</li> <li>- MMR-V1-Parent-PreschoolChild-VaccinateSwindon-DIGITAL.png</li> <li>- MMR-V2-Parent-PreschoolChild-VaccinateSwindon-DIGITAL.png</li> </ul>

	A3	<ul style="list-style-type: none"> <li>- 4IN1-V1-Parent-PreschoolChild-VaccinateSwindon-PRINT-A3.pdf</li> <li>- 4IN1-V2-Parent-PreschoolChild-VaccinateSwindon-PRINT-A3.pdf</li> <li>- MMR-V1-Parent-PreschoolChild-VaccinateSwindon-PRINT-A3.pdf</li> <li>- MMR-V2-Parent-PreschoolChild-VaccinateSwindon-PRINT-A3.pdf</li> </ul>
	A4	<ul style="list-style-type: none"> <li>- 4IN1-V1-Parent-PreschoolChild-VaccinateSwindon-PRINT-A4.pdf</li> <li>- 4IN1-V2-Parent-PreschoolChild-VaccinateSwindon-PRINT-A4.pdf</li> <li>- MMR-V1-Parent-PreschoolChild-VaccinateSwindon-PRINT-A4.pdf</li> <li>- MMR-V2-Parent-PreschoolChild-VaccinateSwindon-PRINT-A4.pdf</li> </ul>
Pregnant Women	Digital	<ul style="list-style-type: none"> <li>- COVID-V1-PregnantWomen-VaccinateSwindon-DIGITAL.png</li> <li>- COVID-V2-PregnantWomen-VaccinateSwindon-DIGITAL.png</li> <li>- FLU-V1-PregnantWomen-VaccinateSwindon-DIGITAL.png</li> <li>- FLU-V2-PregnantWomen-VaccinateSwindon-DIGITAL.png</li> <li>- WHOOPING-V1-PregnantWomen-VaccinateSwindon-DIGITAL.png</li> <li>- WHOOPING-V2-PregnantWomen-VaccinateSwindon-DIGITAL.png</li> </ul>
	A3	<ul style="list-style-type: none"> <li>- COVID-V1-PregnantWomen-VaccinateSwindon-PRINT-A3.pdf</li> <li>- COVID-V2-PregnantWomen-VaccinateSwindon-PRINT-A3.pdf</li> <li>- FLU-V1-PregnantWomen-VaccinateSwindon-PRINT-A3.pdf</li> <li>- FLU-V2-PregnantWomen-VaccinateSwindon-PRINT-A3.pdf</li> <li>- WHOOPING-V1-PregnantWomen-VaccinateSwindon-PRINT-A3.pdf</li> <li>- WHOOPING-V2-PregnantWomen-VaccinateSwindon-PRINT-A3.pdf</li> </ul>
	A4	<ul style="list-style-type: none"> <li>- COVID-V1-PregnantWomen-VaccinateSwindon-PRINT-A4.pdf</li> <li>- COVID-V2-PregnantWomen-VaccinateSwindon-PRINT-A4.pdf</li> <li>- FLU-V1-PregnantWomen-VaccinateSwindon-PRINT-A4.pdf</li> <li>- FLU-V2-PregnantWomen-VaccinateSwindon-PRINT-A4.pdf</li> <li>- WHOOPING-V1-PregnantWomen-VaccinateSwindon-PRINT-A4.pdf</li> <li>- WHOOPING-V2-PregnantWomen-VaccinateSwindon-PRINT-A4.pdf</li> </ul>
Adolescents	Digital	<ul style="list-style-type: none"> <li>- 3IN1-V1-Adolescent-VaccinateSwindon-DIGITAL.png</li> <li>- 3IN1-V2-Adolescent-VaccinateSwindon-DIGITAL.png.png</li> <li>- HPV-V1-Parent-Adolescent-VaccinateSwindon-DIGITAL.png</li> <li>- HPV-V2-Parent-Adolescent-VaccinateSwindon-DIGITAL.png</li> <li>- HPV-V3-Parent-Adolescent-VaccinateSwindon-DIGITAL.png</li> <li>- MENINGITIS-V1-Adolescent-VaccinateSwindon-DIGITAL.png</li> <li>- MENINGITIS-V2-Adolescent-VaccinateSwindon-DIGITAL.png</li> </ul>
	A3	<ul style="list-style-type: none"> <li>- 3IN1-V1-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> <li>- 3IN1-V2-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> <li>- HPV-V1-Parent-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> <li>- HPV-V2-Parent-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> <li>- HPV-V3-Parent-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> <li>- MENINGITIS-V1-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> <li>- MENINGITIS-V2-Adolescent-VaccinateSwindon-PRINT-A3.pdf</li> </ul>
	A4	<ul style="list-style-type: none"> <li>- 3IN1-V1-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> <li>- 3IN1-V2-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> <li>- HPV-V1-Parent-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> <li>- HPV-V2-Parent-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> <li>- HPV-V3-Parent-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> <li>- MENINGITIS-V1-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> <li>- MENINGITIS-V2-Adolescent-VaccinateSwindon-PRINT-A4.pdf</li> </ul>
Logo files	Black	<ul style="list-style-type: none"> <li>- VaccinateSwindon-Logo-Black.ai</li> <li>- VaccinateSwindon-Logo-Black.png</li> <li>- VaccinateSwindon-Logo-Black.svg</li> </ul>

	Purple	<ul style="list-style-type: none"> <li>- VaccinateSwindon-Logo-Purple.ai</li> <li>- VaccinateSwindon-Logo-Purple.png</li> <li>- VaccinateSwindon-Logo-Purple.svg</li> </ul>
	Yellow	<ul style="list-style-type: none"> <li>- VaccinateSwindon-Logo-Yellow.ai</li> <li>- VaccinateSwindon-Logo-Yellow.png</li> <li>- VaccinateSwindon-Logo-Yellow.svg</li> </ul>