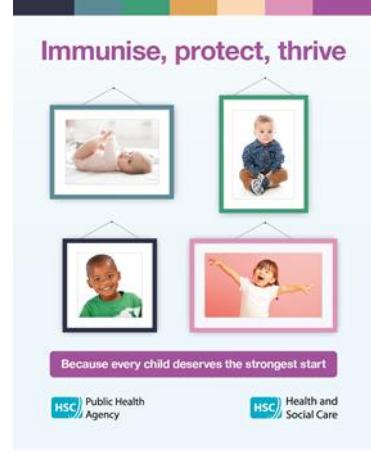
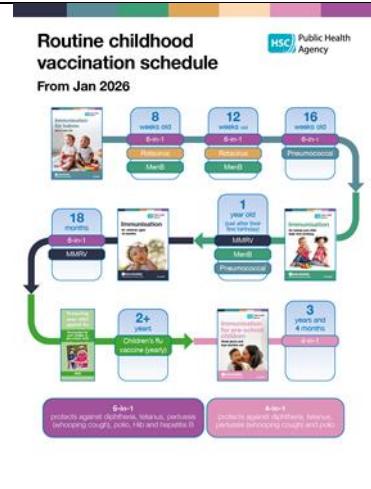


Living Well childhood immunisations– social media plan 2026

Date	Graphic	Text
Thur 29 Jan 2026	<p>Photo and Press release issued</p> 	<p>The next 'Living Well' campaign starts on 1st February.</p> <p>The 'immunise, protect, thrive' childhood immunisation campaign aims to raise awareness of the importance of vaccination and highlight that it is the most important thing you can do to protect your child from ill health.</p> <p>The campaign will run during February and March and supports the new vaccination schedule changes which commenced on 1 January 2026.</p> <p>#LivingWell, #ImmuniseProtectThrive #CheckTheirRedBook</p>

Thur 5 Feb 2026		<p>Preventable childhood infections can have a huge impact on a child's life. They can miss out on education due to time spent unwell, be hospitalised, have life-long complications such as deafness, blindness and paralysis. Sometimes they can even cause death.</p> <p>Childhood immunisation can help keep your child safe. To see if your child is up to date with their childhood vaccinations, check their red book, or contact your GP practice.</p> <p>↗ www.nidirect.gov.uk/childhood-immunisation</p> <p>#LivingWell, #ImmuniseProtectThrive #CheckTheirRedBook</p>
Thur 12 Feb 2026		<p>Vaccines help protect your child from chickenpox, measles, whooping cough and other serious illnesses. ☺</p> <p>To ensure your child hasn't missed any vaccinations, check their red book or speak to your GP practice.</p> <p>↗ www.nidirect.gov.uk/childhood-immunisation</p> <p>#LivingWell, #ImmuniseProtectThrive #CheckTheirRedBook</p>

Thur 19 Feb 2026		<p>Preventable childhood infections can have a huge impact on a child's life. They can miss out on education due to time spent unwell, be hospitalised, have life-long complications such as deafness, blindness and paralysis. Sometimes they can even cause death. Childhood immunisation can help keep your child safe. To see if your child is up to date with their childhood vaccinations, check their red book, or contact your GP practice.</p> <p>↗ www.nidirect.gov.uk/childhood-immunisation</p> <p>#LivingWell, #ImmuniseProtectThrive #CheckTheirRedBook</p>
Thur 26 Feb 2026		<p>Vaccines help protect your child from chickenpox, measles, whooping cough and other serious illnesses. 🧑</p> <p>To ensure your child hasn't missed any vaccinations, check their red book or speak to your GP practice.</p> <p>↗ www.nidirect.gov.uk/childhood-immunisation</p> <p>#LivingWell, #ImmuniseProtectThrive #CheckTheirRedBook</p>

Thur 5 March 2026		<p>The NI childhood immunisation schedule has changed, it now provides more protection from illness with the introduction of the varicella (chickenpox) vaccine.</p> <p>Eligible children will be offered a combined vaccine for measles, mumps, rubella and varicella (MMRV) as part of the routine infant vaccination schedule.</p> <p>As with other childhood immunisations, parents will be contacted by their GP surgery to arrange an appointment if their child is eligible. If you are unsure if your child is up to date with vaccinations, the easiest way to check is to look at your child's red book or speak to your health visitor or GP.</p> <p>↗ www.nidirect.gov.uk/childhood-immunisation</p> <p>#LivingWell, #ImmuniseProtectThrive #CheckTheirRedBook</p>
Thur 12 March 2026	Video of pharmacist	<p>Preventable childhood infections can have a huge impact on a child's life. They can miss out on education due to time spent unwell, be hospitalised, have life-long complications such as deafness, blindness and paralysis. Sometimes they can even cause death.</p> <p>Childhood immunisation can help keep your child safe. To see if your child is up to date with their childhood vaccinations,</p>

		<p>check their red book, or contact your GP practice.</p> <p>↗ www.nidirect.gov.uk/childhood-immunisation</p> <p>#LivingWell, #ImmuniseProtectThrive #CheckTheirRedBook</p>
Thur 19 March 2026		<p>Preventable childhood infections can have a huge impact on a child's life. They can miss out on education due to time spent unwell, be hospitalised, have life-long complications such as deafness, blindness and paralysis. Sometimes they can even cause death.</p> <p>Childhood immunisation can help keep your child safe. To see if your child is up to date with their childhood vaccinations, check their red book, or contact your GP practice.</p> <p>↗ www.nidirect.gov.uk/childhood-immunisation</p> <p>#LivingWell, #ImmuniseProtectThrive #CheckTheirRedBook</p>

Thur 26 March 2026



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Childhood immunisation can help keep your child safe. To see if your child is up to date with their childhood vaccinations, check their red book, or contact your GP practice.

↗ www.nidirect.gov.uk/childhood-immunisation

#LivingWell, #ImmuniseProtectThrive
#CheckTheirRedBook