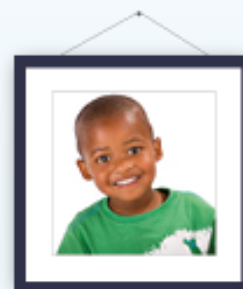


Community Pharmacy **Living Well** Campaign



Immunise, protect, thrive. Because every child deserves the strongest start.

The 'Immunise, protect, thrive' childhood immunisation campaign aimed 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.

The campaign ran throughout February and March 2026, supporting the new vaccination schedule changes.

Campaign overview



503 pharmacies participated in the campaign



449 pharmacies felt campaign resources supported them to answer queries or know where to signpost patients to



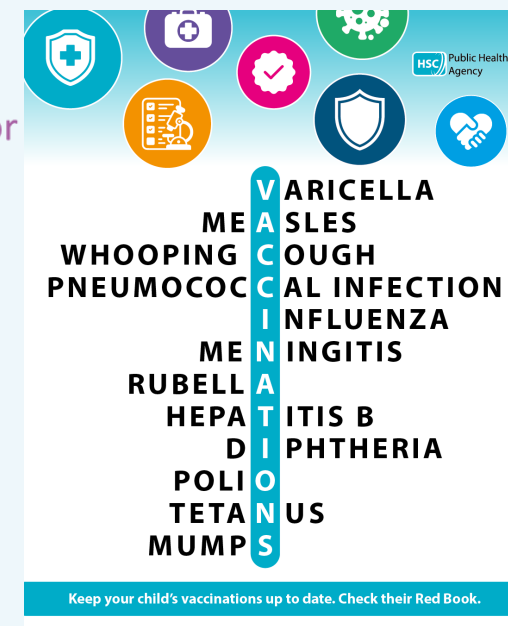
351 pharmacies reported the public's feedback to be positive or very positive



245 pharmacies signposted people to the NI direct childhood immunisation webpage



114 referrals were made to GP practices to book both childhood and adult immunisations



Campaign overview

The main queries were in relation to **where to get vaccinated**, **general childhood immunisation schedule**, **flu**, **shingles** and **COVID-19 vaccinations**, **MMRV vaccination-what it is**, **MMRV vaccination** and **vaccination safety**, and **post-immunisation pain relief**.



Number of pharmacies that provided information to the following groups:

- ◆ 422 to young families
- ◆ 287 to older people
- ◆ 249 to people with long-term conditions or their carers
- ◆ 199 to people of ethnic minorities
- ◆ 152 to socially isolated people
- ◆ 151 to people where English is not their first language
- ◆ 139 to people living in poverty or deprivation
- ◆ 128 to housebound individuals

Patient stories

“On several occasions mothers of newborn babies engaged with us to seek clarity on the childhood vaccination programme. They were particularly interested in the exact timings of vaccinations at various stages of their child's vaccination schedule. A customer whose first language was not English required additional support to understand how to access vaccinations and why it was important for their child to receive them.”

“A teenage girl asked to speak to the pharmacist in private. She had been called for a HPV vaccine and was concerned that it may cause cancer. I assured her that the vaccine was to protect from HPV so that if she was exposed to the virus in later life it would offer protection. I also directed her to the NI direct webpage for further information. She was reassured and was going to get the vaccination.”

“Parents and carers found the routine childhood vaccination schedule road map graphic in the leaflet useful to visualise the vaccine timing.”

“We took multiple calls from parents worried about their child's meningitis status after the outbreak in England and were able to provide reassurance to most and referral to GP for a select few.”



“Children taking the stickers provided started conversations about vaccines with their parents.”

“A parent of a young child attended the pharmacy and mentioned they were unsure about the MMR vaccine due to information they had seen online. I provided reassurance by explaining the safety profile of the vaccine and addressing common myths, particularly around autism, using clear and evidence-based guidance. I also highlighted the risks of measles and recent increases in cases. The parent felt more confident after the discussion and later confirmed they had booked their child's vaccination appointment with their GP.”

“I had a conversation with a young mum who was concerned about side effects of vaccines and a link with autism. I reassured her that it does not lead to an increase in the risk of developing autism. I informed the patient about the importance of childhood vaccinations and how many lives it has saved, and explained that many dangerous childhood illnesses are on the rise due to children not being vaccinated. This parent said she would definitely rethink her decision.”

Patient stories

“I had a conversation with a mother about vaccinations. The leaflets we had on the counter for self-selection helped to start the conversation. We were able to talk about the importance of immunisation and herd immunity. I believe that it went well and it helped the mother in deciding that it was best to vaccinate. She was a bit hesitant as she believed that the COVID-19 vaccination programme was uncalled for and that it had lasting side effects. I was able to reassure her that the childhood vaccines have been around for a long time and they had been well tested.”

“A parent came into the shop with concerns about post immunisation side effects their baby was experiencing after receiving the first childhood vaccines. I explained that this is a normal reaction and they can help keep baby comfortable by using light clothing, paracetamol, and a cool damp cloth at the injection site. I reassured the parent that the side effects usually settle in two days.”

“We were able to signpost a young family from a different country to the local GP to register and have their children immunised as per vaccination schedule. It was part of a 'catch-up' schedule.”



“We stressed the importance of vaccinations to all demographics, and to try to correct the vaccine misinformation that exists.”

“A parent was shopping for toiletries and engaged in conversation with me. They have two young children and had recently moved house and changed GP practices. As a result, they were unsure if the children had been fully vaccinated. I advised them to check their children’s red book and contact their GP to complete vaccinations. I was able to provide reassurance that it wasn’t necessary to start at the beginning of vaccine programme again.”

“Some patients with vaccine hesitancy were directed via the QR code to advice to enable them to make an informed decision about vaccinations.”

“A lot of parents of children in the pre-school age bracket were unsure how to get the flu vaccine for their children. We were able to signpost to GP appointments, as they do not get them in school.”

Feedback from ‘What you need to know: childhood vaccination schedule changes’ webinar

54 pharmacy staff

attended a bespoke webinar

**‘What you need to know:
childhood vaccinations
schedule changes’**

Delivered by PHA

Facilitated by NICPLD

“Great speaker. Bitesize relevant info with resource signposting.”

“It was great to have a shorter session. Despite there being lots of information it was covered off thoroughly. Great to have the links to all resources too.”

“Lunch time session - easy to attend - contained a lot of information so it is easy to refer back to.”

“Andrew kept to time perfectly. He didn't rush and was very clear throughout, so it felt like the session absolutely flew by. Really worthwhile.”

“Good signposting to additional training and references, good summary of changes.”

The information used to develop this report is from our submissions of pharmacy team evaluation surveys from 94% of Living Well contracted community pharmacies.

Evaluation figures are an estimation provided by contracted community pharmacies.