



Communicating with the public and health and care professionals about vaccines

Communications strategy – channels and tactics

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HSE National Immunisation Office





Today I will cover

What do we do?

NIO Traditional and Digital Channels

How you can help?





What does the NIO do?

Our area of responsibility

The National Immunisation Office (NIO) is responsible for managing vaccine procurement and distribution, developing training and communication materials for the public and health professionals of all National Immunisation Programmes in line with Department of Health Immunisation Policy.



HSE NIO Traditional Channels

Printed materials to support you and your patients e.g.

- Your child's Immunisations – A Guide for parents
- Immunisation Passports
- Posters
- Stickers for your patients
- Post vaccination Advice
- Vaccination in General Practice (*updated version coming soon*)



Can I give my baby anything before they are vaccinated?

You can give your baby milk to drink a few minutes before their vaccination. This can help to reduce pain at the injection site.

Do not give paracetamol to your baby before you go to your GP (doctor) surgery.

Should I get anything before my baby's vaccinations?

Yes. Before your baby's first injections you should buy some liquid infant paracetamol (120mg/5ml). This will reduce the fever after their MenB vaccines at 2 and 4 months.

What can I expect after my baby's 2 and 4 month vaccinations?

A fever is common after MenB vaccine.

Should I give my baby anything after their 2 and 4 month MenB vaccines?

You should give your baby 3 doses of liquid infant paracetamol after the 2 and 4 month visits.

1. Give 2.5 mls (60 mg) of liquid infant paracetamol at the time of the immunisation or shortly after.
2. Give a second dose of 2.5 mls (60 mg) 4 to 6 hours after the first dose.
3. Give a third dose of 2.5 mls (60 mg) 4 to 6 hours after the second dose.

If your baby weighs less than 3.5kg (7lb 7oz) at the 8 week check they will need to be re-weighed when they get vaccinated so you can give them the correct dose of paracetamol.

Remember

- If your baby is very unwell after getting a vaccine, they may be sick for some other reason. If you are worried about your baby, please contact your GP (doctor), practice nurse or public health nurse for further advice.
- To bring your baby's vaccine passport to each GP (doctor) visit so that your baby's vaccines are recorded and you have this information when they are older.
- You will need paracetamol for your baby's 2 and 4 month vaccinations.

For further information

- Please read the booklet: 'Your child's immunisation - a guide for parents'
- Visit the HSE's immunisation website at www.immunisation.ie

Primary Childhood Immunisation Schedule

Babies born on or after 1 October 2016

Age	Vaccination
2 months	Visit 1 6 in 1+PCV+MenB+Rotavirus 3 Injections+Oral Drops
4 months	Visit 2 6 in 1+MenB+Rotavirus 2 Injections+Oral Drops
6 months	Visit 3 6 in 1+PCV+MenC 3 Injections
No Rotavirus vaccine on or after 8 months 0 days	
12 months	Visit 4 MMR+MenB 2 Injections
13 months	Visit 5 Hib/MenC+PCV 2 Injections

Remember to give your baby 3 doses of liquid infant paracetamol after the 2 and 4 month MenB vaccines.

1. Give 2.5 mls (60 mg) of liquid infant paracetamol at the time of the immunisation or shortly after.
2. Give a second dose of 2.5 mls (60 mg) 4 to 6 hours after the first dose.
3. Give a third dose of 2.5 mls (60 mg) 4 to 6 hours after the second dose.

Remember five visits to your GP (doctor) www.immunisation.ie



HSE NIO Traditional Channels

Journal Editorials covering various immunisation topics, e.g.

- Vaccine ingredients
- Catch-up vaccinations
- Winter vaccinations



IMMUNISATION |

AUTHOR:
Dr Tom Barrett, MB Dch MRCP, Senior Medical Officer, HSE National Immunisation Office

CATCH-UP VACCINATION FOR CHILDREN

There has been a decline in the uptake of primary childhood immunisations in many countries in Europe including Ireland, particularly since the Covid-19 pandemic. Declines in immunisation coverage are a real concern, leaving young children vulnerable to vaccine preventable diseases, and leading to a risk of outbreaks. The HSE National Immunisation Office has developed a toolkit to support GPs and general practice nurses to maximise uptake of childhood immunisations in your practice.

In Ireland the National Immunisation Advisory Committee (NIAC), an expert committee of the Royal College of Physicians of Ireland (RCPI), makes recommendations on vaccination policy.

The Department of Health is guided by NIAC recommendations. NIAC advises the vaccines included in the primary childhood immunisation programme are commenced at two months of age and are provided over five visits to protect children when they are most vulnerable to vaccine-preventable infectious diseases.

However, for various reasons children often present late for vaccination or may present from other jurisdictions having commenced a different vaccine schedule.

NIAC provides a catch-up vaccination schedule to facilitate vaccination of children (and adults) who present late for vaccination (**Table 1**).



Since March 2020 the Immunisation Guidelines for Ireland from NIAC advise MenB vaccine catch-up is only recommended when a child reaches the age of two years if the child is in an at-risk group for meningococcal B disease. This is because the risk of meningococcal B disease is greatest in the first two years of life.

The Immunisation Guidelines also advise PCV13 vaccine catch-up is only recommended when a child reaches the age of two years if the child is in an at-risk group for pneumococcal disease.

Interrupted schedules

Perhaps the most important point in the catch-up programme is that you never need to restart any of the recommended

vaccines' schedules regardless of the time interval from the previous incomplete schedule. This is because of immunological memory.

Intervals longer than routinely recommended between doses do not impair the immunologic response to live and inactivated vaccines that require more than one dose to achieve primary immunity. Similarly, delayed administration of recommended booster doses does not adversely affect the antibody response to such doses.

This means that if a child has only had one 6-in-1 vaccine aged two months and the schedule is interrupted either until the child is aged one year or nine years, that child will always require 6-in-1 vaccine by two to complete the 6-in-1 vaccine schedule.



NIO Traditional and Digital Channels

Press and media coverage



Share On Facebook

Share On Twitter

Share By Email

Keeping well this winter while pregnant

Why get the flu vaccine?

Dr Aparna Keegan from the HSE's National Immunisation Office encouraged anyone who is pregnant to get their flu vaccine, saying "Pregnant women are more likely to get seriously ill from the flu due to changes in their heart and lung function, and are more likely to get very sick with illnesses such as pneumonia. They are also more likely to be hospitalised or even be in the Intensive Care Unit. This is why it's so important for pregnant women to protect themselves and their baby by getting the flu jab."



Preventing vaccine preventable diseases in Ireland | Eolas Magazine

eolasmagazine.ie • 5 min read



HSE NIO Digital Channels

E-learning www.hseland.ie

Register an account or log into your account

Select “Courses”

Select “Catalogue”

Select “Clinical Skills”

Select “National Immunisation Office”

Topics include

- COVID-19
- Flu
- Storing and Managing Vaccines



Course Catalogues

Course Catalogues Course Coupon Enrolment





Top > Clinical Skills > National Immunisation Office

Programmes



Catalogue Content

Results 1 - 4 of 4

Title	Language	Learning Type
 National Schools Immunisation System (SIS) user training The Schools Immunisation System (SIS) is used to manage demographic, consent and vaccination data for clients offered vaccinations under the Schools Immunisation Programme. This training will support ...	English	Programme
 Storing and Managing Vaccines The HSE National Immunisation Office (NIO) is responsible for managing vaccine procurement and vaccine distribution for all publicly funded programmes. The NIO provides guidance documents, information ...	English	Online
 Talking About Immunisation This programme has been developed by vaccine experts working in the HSE, National Immunisation Office. This programme will give you the confidence and tools to communicate effectively with people/par ...	English	Online
 Vaccinations and Pregnancy The Vaccinations and Pregnancy e-learning module was developed to enhance learners knowledge of vaccination in pregnancy, give learners the confidence to recommend flu, COVID-19 and pertussis vaccines ...	English	Online

HSE NIO Digital Channels

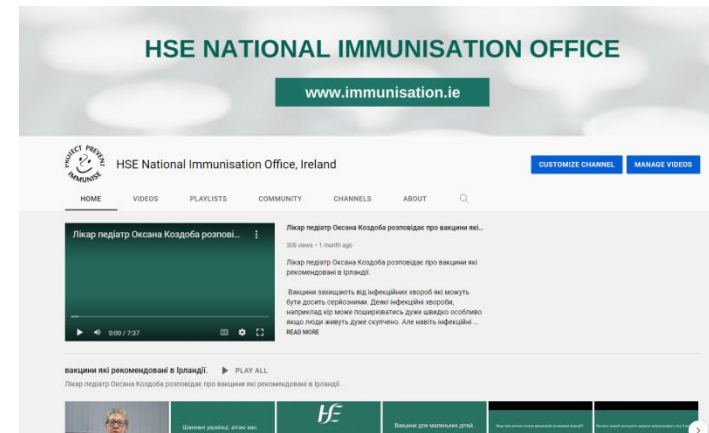


Spotify

National Immunisation Office



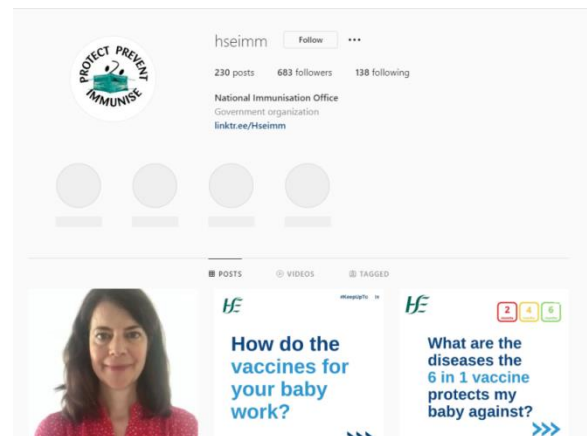
Twitter
@hseimm



YouTube
National Immunisation Office



Website www.immunisation.ie



Instagram @hseimm



LinkedIn
National Immunisation Office




HSE NIO Digital Channels

NIO Website www.immunisation.ie

- Updated regularly
- Support parents, people getting vaccinated and health professionals
- Accredited by the WHO Vaccine Safety Network



COVID-19 Vaccine
Information for Health Professionals



Refugees and Applicants Seeking Protection
Guidance, information materials and translations to support catch up vaccination




HPV Catch-Up Programme
Read about who can get a vaccine through the Laura Brennan programme



Vaccines for babies
5 visits are needed at 2, 4, 6, 12 and 13 months to protect your baby #KeepUpToDate



School Vaccines
Vaccines given in Junior Infants and First Year



Vaccines and Pregnancy
Vaccines are recommended before, during and after pregnancy

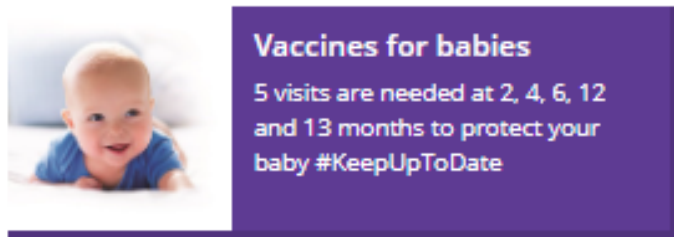


HE NIO Digital Channels

Visit www.immunisation.ie

Go to the boxes on the homepage

Select “Vaccines for Babies”



Vaccines for babies
5 visits are needed at 2, 4, 6, 12 and 13 months to protect your baby #KeepUpToDate



Who we are	Public Information	Healthcare Worker Information	History of Vaccines	Information Materials	Useful Websites
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Baby Vaccines

- > [Who we are](#)
- > [Public Information](#)
 - > [Primary Childhood Immunisation Schedule](#)
 - > [Immunisation Schedule](#)
 - > [Common Questions](#)
 - > [Diseases Vaccines Prevent](#)
 - > [School Programme](#)
 - > [Flu Vaccination](#)
 - > [Vaccines & Pregnancy](#)
 - > [Adult Vaccines](#)
 - > [Supporting People from Ukraine](#)
 - > [Student Projects](#)
 - > [Travel Vaccines](#)
- > [Healthcare Worker Information](#)
- > [History of Vaccines](#)
- > [Information Materials](#)
- > [Useful Websites](#)
- > [Glossary](#)
- > [Immunisation: What's new](#)
- > [Contact the National Immunisation Office](#)



- [Blog Post - Dr Chantal Migone, Specialist in Public Health Medicine, NIO](#)
- [Blog Post - Karen, General Practice Nurse](#)
- [HPSC Vaccine Uptake Data](#)

- [What vaccines should my baby get and when should they get them?](#)
- [What should I know before my baby gets vaccinated?](#)
- [What should I know after my baby gets vaccinated?](#)
- [What diseases do vaccines prevent?](#)
- [I have questions where can I find more information?](#)

HSE NIO Digital Channels

Visit www.immunisation.ie

At the top of the homepage select “**Healthcare Worker Information**”



Who we are	Public Information	Healthcare Worker Information	History of Vaccines	Information Materials	Useful Websites
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[Immunisation](#) > Healthcare Worker Information

- > [Who we are](#)
- > [Public Information](#)
- > **[Healthcare Worker Information](#)**
 - > [Supporting people from Ukraine](#)
 - > [Immunisation Guidelines](#)
 - > [Vaccine Ordering and Storage](#)
 - > [Vaccine Ingredients](#)
 - > [Primary Childhood Schedule](#)
 - > [School Programme](#)
 - > [Flu Vaccination](#)
 - > [COVID-19 Vaccine Information for Health Professionals](#)
 - > [Other Vaccines](#)
 - > [FAQs](#)
 - > [Correspondence](#)
 - > [Conferences](#)
- > [History of Vaccines](#)
- > [Information Materials](#)
- > [Useful Websites](#)
- > [Glossary](#)
- > [Immunisation: What's new](#)
- > [Contact the National Immunisation Office](#)

Vaccine information for Healthcare Professionals

[Visit our dedicated webpage for information for people coming from Ukraine](#)

If you're a GP, a Practice Nurse or part of a HSE Immunisation Team click below for information on

- > [Primary Childhood Immunisation programme](#)
- > [4 in 1 and MMR School Programme](#)
- > [COVID-19 Vaccine](#)
- > [Flu vaccine](#)
- > [Hepatitis B vaccine](#)
- > [HPV School Programme](#)
- > [HPV vaccine for people living with HIV and MSM](#)
- > [Meningococcal B Disease](#)
- > [Meningococcal ACWY School Programme](#)
- > [Pertussis](#)
- > [Polio](#)
- > [Pneumococcal Disease](#)
- > [Rotavirus](#)
- > [Rubella](#)
- > ["Swine Flu" Pandemic Vaccine](#)
- > [Tdap School Programme](#)
- > [Tetanus](#)
- > [Travel Vaccines](#)
- > [Vaccine Ingredients](#)
- > [FAQs](#)
- > [Immunisation Catchup Schedule](#)
- > [Immunisation Refusal Form](#)
- > [Immunisation Guidelines](#)
- > [School Programme](#)
- > [Vaccine ordering and storage](#)
- > [Correspondence](#)

Education

- > [E-Learning](#)
- > [Conferences](#)

Guidance

HSE NIO Digital Channels

Website www.immunisation.ie

Resources e.g. Toolkits and posters



The poster features the HSE logo at the top left. Below it is a photograph of an elderly man sitting in a chair, being attended to by a healthcare worker. The text on the poster reads: "Protect yourself. Protect the people you care for." and "Health and care workers are 10 times more likely to get flu. Prevent the spread of flu and save lives by getting the flu vaccine." At the bottom, it says "Social media toolkit for managers in long-term care facilities" and "Increasing flu vaccination uptake in health and care workers" and "November 2022".



GET THE FACTS

75 YEARS OF THE WHO.
ALMOST 200 YEARS OF
VACCINES IN IRELAND.

A WORLD FREE OF SMALLPOX

The smallpox vaccine was the first vaccine introduced in Ireland in 1863.



In 1980, the WHO declared the world free of smallpox.

Smallpox is the **only** disease we have completely eliminated in Ireland and worldwide.

The WHO European Region has been

FREE OF ENDEMIC POLIO SINCE 2002.

The last reported case of polio in Ireland was in 1984.



MEASLES CASES DROPPED DRAMATICALLY

from **10,000 cases** in 1985 to **201 cases** in 1987 after the measles vaccine was introduced in 1985.

MENINGOCOCCAL MENINGITIS CASES HAVE DROPPED MORE THAN 80%

since the meningococcal C and B vaccines were introduced in 2000 and 2016.

Ireland has been

FREE OF ENDEMIC RUBELLA SINCE 2016

because of the rubella vaccine, which was introduced in 1971.



WHO EUROPEAN IMMUNISATION WEEK 2023

Vaccines save lives. Let's keep working together to stop infectious diseases from spreading or coming back into Ireland. Getting vaccinated helps keep us all safe.

APRIL 2023

#EVERYDOSECOUNTS

IMMUNISATION.IE



The campaign pack features the HSE logo at the top left. Below it is a grid of seven portraits of diverse people. The text reads: "Protect yourself. Protect each other. #EveryDoseCounts" and "European Immunisation Week 2023" and "immunisation.ie". At the bottom, it says "WHO European Immunisation Week 2023 NIO Campaign Pack" and "April 2023".

HSE NIO Digital Channels

Visit www.hpv.ie

Information about

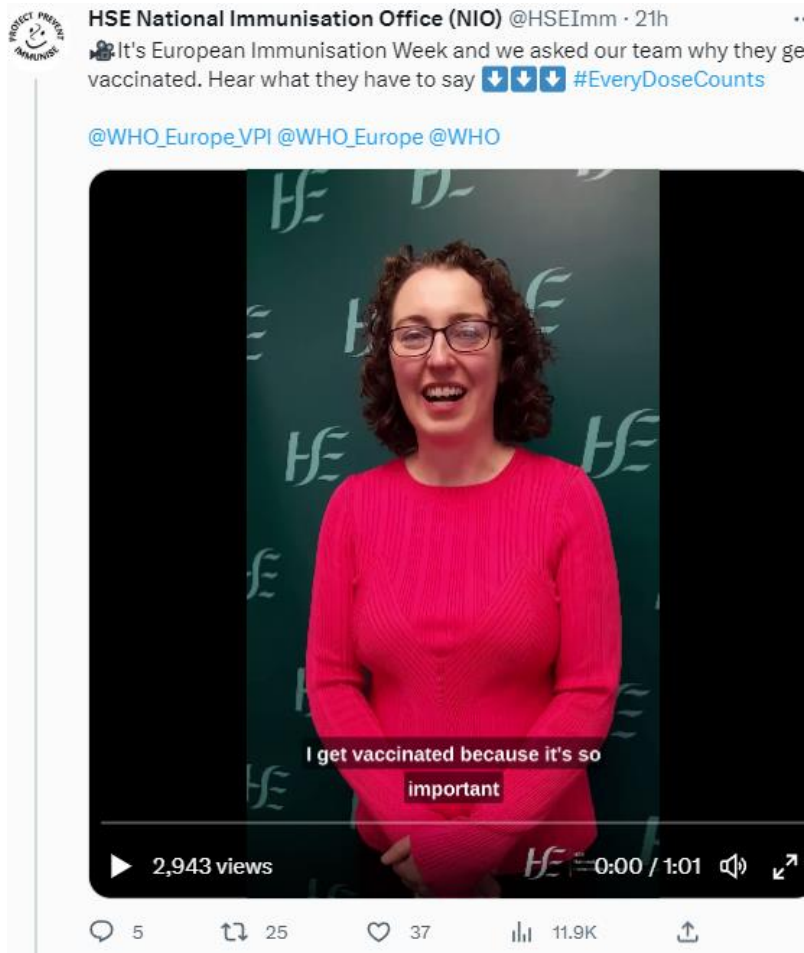
- HPV vaccine catch-up programme
- HPV vaccination programme in schools
- Materials and resources

The screenshot shows the top navigation bar of the HPV.ie website with four tabs: "HPV vaccine catch-up programme", "HPV Vaccination Programme in schools", "About HPV", and "Information Materials". Below the navigation is a breadcrumb trail: "HSE.ie > HPV". The main content area features three cards:

- HPV vaccine catch-up programme**: Includes the text "Who can get a vaccine through the Laura Brennan programme." and a "Find out more" button.
- HPV vaccine**: Includes the text "The safety of the HPV vaccine has been studied for over 16 years" and a "Find out more" button.
- HPV vaccination programme in schools**: Includes the text "Students in first year will be offered the HPV vaccine" and a "Find out more" button.



HSE NIO Digital Channels



Twitter and Instagram

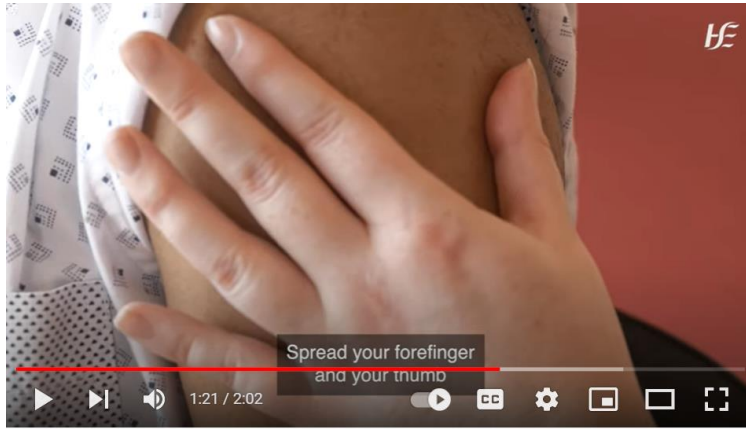
- Opportunity to
 - share the facts
 - share campaign updates – **European Immunisation Week 2023 #EveryDoseCounts**
 - point to new resources
 - highlight your work **#VaccineHeroes**

Are you following us on Twitter and Instagram?

Our account name is [@hseimm](https://twitter.com/hseimm)



HSE NIO Digital Channels



YouTube and Spotify

- Opportunity to share
 - clinical skill updates e.g. Landmarking and Administration of Vaccines
 - campaign animations e.g. cold chain delivery service
 - presentations e.g. catch up vaccination video
 - videos to support patients from Ukraine
 - Lunch and Learn webinars

Spotify

- Opportunity to share
 - Lunch and Learn webinars to listen back to



Are you following us on YouTube and Spotify?

Our account name is [National Immunisation Office](#)

HSE NIO Digital Channels



HSE National Immunisation Office

555 followers
19h • 🌐

It's European Immunisation Week. We asked our team why they get vaccinated - hear what they have to say [↓](#) [↓](#) [↓](#)

Keeping up to date with your vaccines helps keep us all safe from serious, infectious diseases. This [World Health Organization](#) European Immunisation Week, let's make sure everyone is protected.

Talk to your healthcare provider about the vaccines recommended for you and your family [#EveryDoseCounts](#)



LinkedIn

- Opportunity to
 - share campaign updates eg **European Immunisation Week #EveryDoseCounts**
 - point to new resources
 - highlight job vacancies

Are you following us on LinkedIn?

Our account name is [HSE National Immunisation Office](#)





How can you help?

- Keep up to date - do you get a copy our Immunisation Bulletin by email?
- Help us to spread the facts - are you following us on social media?
- Use the recommended techniques when answering patients queries
- Visit our website and social media channels
- **Ask questions**



Immunisation Bulletins

The National Immunisation Office issues a regular Bulletin containing important updates and sharing the most common queries received.

The latest version is shown here and you can read older versions by clicking into the **Archive** tab.

[Bulletin 61](#) 6 April 2023

In this edition we cover

- > Notice regarding Infanrix Hexa – UK packs to be supplied for a limited period
- > Comirnaty Original/Omicron BA.4-5 vaccines and primary vaccination – operationalised for those aged 5-11 only
- > Health Products Regulatory Authority (HPRA) Safety Update on COVID-19 Vaccines, Overview of National Reporting Experience, 17 February 2023 (Safety Update #19)
- > Reminder for parents and guardians to make sure their children are protected against measles
- > World Health Day 2023

