



**COVID-19 Spring Booster Vaccine
Campaign Pack**

22 April – 31 May 2024





Campaign overview

The COVID-19 vaccination programme has saved many lives and has eased pressure on the health service.

COVID-19 booster doses give people ongoing protection from serious illness, and increases their immunity against infection from COVID-19.

The 2024 COVID-19 spring booster vaccine campaign aims to encourage uptake in eligible groups.

Who can get a booster vaccine this spring 2024?

A spring COVID-19 booster vaccine is recommended for:

- People who are aged 80 and over
- People aged 5 and over who are immunocompromised
- Older adults living in residential care facilities

People aged 70 to 79 years may also request a vaccine if they so wish following discussion with their healthcare provider.

COVID-19 spring booster vaccines are available from a participating GP or pharmacy. To find out if a vaccine is recommended for you, [visit the HSE website](#) or call our HSELive team on 1800 700 700.



Key messages

- A spring booster is recommended for you if you are over 80 years old or over. It is also recommended to you if you have an immunocompromising condition or you are living in a long-term care facility for older adults.
- If you are aged 70-79 years old you can get a vaccine following a discussion with a healthcare provider.
- Your immunity against COVID-19 weakens over time. Your spring booster offers ongoing protection from serious illness, and increases your immunity against infection from COVID-19.
- The spring booster programme will finish at the end of May to allow for the recommended gap of at least three months before getting your autumn booster to protect you during the winter months.
- Speak to a participating GP or pharmacist, visit [HSE.ie](https://www.hse.ie) or call HSELive on 1800 700 700 to find out more.



Channels and assets

- Audio ads will run on national and local **radio stations**, as well as **digital audio** platforms, from 24 April. Listen to the ads below:
 - [Spring booster vaccine ad in English](#)
 - [Spring booster vaccine ad in Irish](#)
- Bilingual **press ads** (ad on the right) will appear in national and local newspapers from 29 April until the end of May.
- A range of online **digital display** messages will appear online from 24 April.
- **Social media messages** across Facebook, Instagram and X from 22 April.
- Paid search ads will run from 19 April to 31 May.

Tá sé in am do vacsaín teanndáileoige earraigh COVID-19 a fháil

It's time to get your COVID-19 spring booster vaccine

Má tá tú 80 bliain d'aois nó níos sine, nó má tá córas imdhionachta lag agat, tá sé in am dod' theanndáileog earraigh molta.

Labhair le dochtúir teaghlaigh nó cógaiseoir rannpháirteach inniu nó cuir glaoch ar ár bhfoireann HSELive ar 1800 700 700.

Tabhair cuairt ar [HSE.ie](https://www.hse.ie) chun tuilleadh eolais a fháil.

If you're aged 80 years or over, or have a weak immune system, it's time for your recommended spring booster.

Talk to a participating GP or pharmacist or call our team in HSELive on 1800 700 700.

Visit [HSE.ie](https://www.hse.ie) for more information.



Social media - supporting the campaign

Social media messages will be delivered through the HSE social media platforms.

You can support the campaign by sharing our messages as they appear on X (Twitter), Facebook and Instagram.

Please tag the HSE social media accounts in your post.

You can find the messages here:

X: <https://twitter.com/HSELive>

Facebook: <https://www.facebook.com/HSElive/>

Instagram: <https://www.instagram.com/irishhealthservice/>

Website: www.hse.ie

See the following slides for suggested social media content and images.



Social media post copy

Top-up your protection against COVID-19 this spring.

If you're 80 or over, or you have a weak immune system, it's time for your recommended spring booster:

<https://bit.ly/3NJX5KH>

#COVIDVaccine

If you're 80 or over, it's time for your recommended spring booster.

You can get the spring booster from a participating GP or pharmacy: <https://bit.ly/3NJX5KH>

#COVIDVaccine

Getting vaccinated is the best way we can protect ourselves from COVID-19.

If you have a weak immune system, it's time for your recommended spring booster: <https://bit.ly/3NJX5KH>

#COVIDVaccine



Social media assets

HE

Top-up your protection against COVID-19 with the spring booster vaccine

Vaccinate

HE

COVID-19 spring booster vaccine

80 year olds or over

Vaccinate

HE

COVID-19 spring booster vaccine

5 years or over with a weak immune system

Vaccinate



Thank you for sharing this campaign content.

If you have any queries, please contact campaigns@hse.ie