

COVID-19 Spring Booster Vaccine Campaign Pack

3 April 2025

HE Campaign overview

The COVID-19 Spring Booster Vaccine gives ongoing protection from serious illness, and increases immunity against infection from COVID-19.

The 2025 COVID-19 Spring Booster Vaccine campaign aims to encourage uptake in eligible groups.

Who can get a COVID-19 Spring Booster Vaccine?

A COVID-19 Spring Booster Vaccine is recommended for:

- · People who are aged 80 and over
- People aged 70-79 who did not get a vaccine in the last 12 months
- People aged 6 months and over who are immunocompromised
- Older adults living in residential care facilities

COVID-19 Spring Booster Vaccines are available from a participating GP or pharmacy. To find out if a vaccine is recommended for you, <u>visit the HSE website</u> or call our HSELive team on 1800 700 700.

HE Key messages

- A COVID-19 Spring Booster Vaccine is recommended for you if you are over 80 years old or over.
- You can also get a booster if you are aged 70-79 and you did not get a COVID-19 vaccine in the last 12 months.
- Anyone from the age of 6 months with an immunocompromising condition can get a COVID-19 Spring Booster Vaccine.
- It is also recommended for older adults living in a long-term care facility.
- Your immunity against COVID-19 weakens over time. Your Spring Booster Vaccine offers ongoing protection from serious illness, and increases your immunity against infection from COVID-19.
- The COVID-19 Spring Booster Vaccine programme will start on 3 April and will finish near the end of May.
- Speak to a participating GP or pharmacist, visit <u>HSE.ie</u> or call HSELive on 1800 700 700 to find out more.

HE Channels and assets

- Radio ads will run on national and local radio stations from 3 20 April. Listen to the ads below:
 - ➤ Spring booster vaccine ad in English
 - ➤ Spring booster vaccine ad in Irish
- Social media messages across Meta (Facebook and Instagram) and X (Twitter) from 3 April.
- Paid search ads will run from throughout April.

HE So

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://x.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 creatives

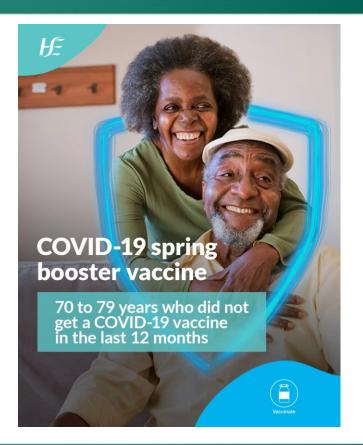






Social media creatives





HE Social media copy

- Top-up your protection against COVID-19 this spring. It's time for your recommended spring booster if you are:
 - 80 or over
 - 6 months or over with a weak immune system
 - 18 or over living in a residential care facility
 - 70 to 79 and did not get a COVID-19 vaccine in the last 12 months

For more information, visit: 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.

For more information, visit: https://bit.ly/3NJX5KH

#COVIDVaccine

HE Social media copy

• If you're 80 or over, it's time for your recommended COVID-19 spring booster vaccine. You can get the spring booster from a participating GP or pharmacy.

Find out more: https://bit.ly/3NJX5KH

#COVIDVaccine

 If you're aged 70 to 79 and you did not get a COVID-19 vaccine in the last 12 months, you can get the COVID-19 spring booster vaccine. You can get the vaccine from a participating GP or pharmacy.

For more information, visit: https://bit.ly/3NJX5KH

#COVIDVaccine



Thank you for sharing this campaign content.

If you have any queries, please contact <u>manages @hse.ie</u>