

Bright Start in Life campaign toolkit
Maternity and 0-5 immunisation campaign
July 2024

Background

This Bright Start in Life campaign launches on 8 July and will target prospective parents, pregnant women and parents/guardians of under-fives about maternity vaccines and all pre-school vaccinations (the vast majority of lifetime vaccinations are given by the age of five).

We want Bright Start in Life to **inform, educate and empower** the people in our communities whose children are not fully vaccinated, and those people who may soon become parents, to make positive decisions about vaccinations. Vaccination is an individual choice and success will be measured by the people we educate and inform around making informed decisions. The campaign is NOT about telling people to get vaccinated and driving vaccination uptake today directly.

Children in our communities become eligible for routine immunisations every day so we must educate and empower people all year round. It is not about engaging people whose children are either already vaccinated or people who are fundamentally against vaccination.

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Useful links

Campaign weblinks

- Campaign short link: <https://northeastlondon.icb.nhs.uk/BrightStart>
- Campaign website home page: <https://northeastlondon.icb.nhs.uk/health-advice/vaccinations/childhoodvaccines/>
- Interactive vaccine schedule and vaccine info: <https://staging2.northeastlondon.icb.nhs.uk/health-advice/vaccinations/childhoodvaccines/about-vaccinations-and-when-to-have-them/>
- Maternity: <https://northeastlondon.icb.nhs.uk/health-advice/vaccinations/vaccinations-during-pregnancy/>

Campaign materials G Drive

- Main G drive: https://drive.google.com/drive/folders/1PTAhfjqrYfQZBJ91TRn7WPKj2pGbJsxn?usp=drive_link
- Video files https://drive.google.com/drive/folders/1tOZGrcmdn CfhsLjU5OPsRgFFtfVRP3Mh?usp=drive_link
- Social media assets (including blanks to custom) https://drive.google.com/drive/folders/1ItSYbT3GOIs9PMP6PoeOkjxaysdKazTf?usp=drive_link
- Customised social media assets https://drive.google.com/drive/folders/1qp_QF1InisPCQyEcH76cWeTwgL2Wkx_y?usp=drive_link
- Leaflets https://drive.google.com/drive/folders/1cR3L17jjPUh-ZATDkCYvo1q2WJEjL35?usp=drive_link
- Translated leaflets https://drive.google.com/drive/folders/1vcslAye2-szdBKTE7PJoH4Nc7uyX68bV?usp=drive_link
- Maternity leaflets https://drive.google.com/drive/folders/1EUEpcMKIOjm09Nao_W7rzRzoNcmWodnI?usp=drive_link
- Posters https://drive.google.com/drive/folders/1UtlcDQgHZRs9UySvLxfh44H2u9Flr-QN?usp=drive_link
- Screens https://drive.google.com/drive/folders/1ArNKiRWxJp0MInmVzAmePIRhCsT1gX7U?usp=drive_link
- Schedule https://drive.google.com/drive/folders/19UNbR1pAkUGgLrHDTZzRRP-ZMYjCq02T?usp=drive_link
- Campaign guidelines https://drive.google.com/drive/folders/1Hx7ZzyJgflPMI7c6kcG8e9_5S9Ghb2F8?usp=drive_link

Video Youtube links

Bright Start in Life playlist <https://www.youtube.com/playlist?list=PLoTBiHRiMocnQ1ZdskoXoYK8gTCcDSfBV>

- Let's talk about childhood vaccinations – full length <https://youtu.be/XDAc-3Oc3nw>
- Let's talk about childhood vaccinations – short version 1 <https://youtu.be/sQ4dViFd8kk>
- Let's talk about childhood vaccinations – short version 2 <https://youtu.be/OGMoVNhxw20>
- Let's talk about the MMR vaccine <https://youtu.be/8xBdCK547dM>

- Let's talk about the MMR vaccine – short version 1 <https://youtu.be/V6Ev4Dtd5Ac>
- Let's talk about the MMR vaccine – short version 2 <https://youtu.be/FZJyEtNvIAc>
- Let's talk about vaccinations in pregnancy https://youtu.be/V6WWM_pUTOtI
- Let's talk about vaccinations in pregnancy – short version 1 <https://youtu.be/EgbHjheb6jQ>
- Let's talk about vaccinations in pregnancy – short version 2 <https://youtu.be/Uj7W1D7Ibps>

Key text

Key messages/web and newsletter text


Getting vaccinated is a normal part of growing up in the UK. It is one of many things people do to protect their children from serious diseases like meningitis, polio, measles, mumps and rubella.

The decision to vaccinate your children is yours and it's natural to have questions about whether it is the right thing for you and your family. Visit the new NHS North East London Bright Start in Life website where you can find all the information you need about the vaccines your child can get at every stage of their life, why they are important, and the vaccines you can have while you are pregnant.

You can also find advice from local experts, download free resources, find information on where and how to book, and hear personal stories from local people like you.







www.northeastlondon.icb.nhs.uk/BrightStart



Social media copy and asset grid



Copy	Audience	Asset	Download link
<p>Are your children up to date with their vaccines? </p> <p>Vaccines are a normal part of growing up in the UK and one of</p>	<p>Parents (0-5)</p>	<p>Video</p>	<ul style="list-style-type: none"> • https://youtu.be/sQ4dViFd8kk • https://youtu.be/OGMoVNhxw20








<p>many things people do to protect their children.</p> <p>Contact your GP to find out if your child is up to date with theirs. 📍</p> <p>northeastlondon.icb.nhs.uk/Bright Start</p>			
<p>Is your child fully protected against measles, mumps and rubella/polio/meningitis?</p> <p>Vaccines can help stop your children getting seriously ill from diseases like these.</p> <p>Contact your GP to find out if your child is up to date. 📍 northeastlondon.icb.nhs.uk/BrightStart</p>	<p>Parents (0-5)</p>		<ul style="list-style-type: none"> • https://youtu.be/V6Ev4Dtd5Ac • https://youtu.be/FZJyEtNvlAc
<p>Unsure what vaccines you can have while pregnant?</p> <p>It's okay to have questions. We want to give you the information you need to make the right decision for you and your family.</p> <p>northeastlondon.icb.nhs.uk/Bright Start for more information or speak to your GP or midwife for advice.</p>	<p>Maternity</p>		<ul style="list-style-type: none"> • https://youtu.be/EgbHjhe6jQ • https://youtu.be/Uj7W1D7lbps




<p>Are your children up to date with their vaccines? </p> <p>Vaccines are a normal part of growing up in the UK and one of many things people do to protect their children.</p> <p>Contact your GP to find out if your child is up to date with theirs. </p> <p>northeastlondon.icb.nhs.uk/Bright Start</p>	<p>Parents (0-5)</p>	 <p>Are your children up to date with their vaccines?</p>  	<p>https://drive.google.com/drive/folders/10PQMIJir2WUofmaKHRvb7hPCoK1ydQsy?usp=sharing</p>
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<p>Is your child fully protected against measles, mumps and rubella/polio/meningitis?</p> <p>Vaccines can help stop your children getting seriously ill from diseases like these.</p> <p>Contact your GP to find out if your child is up to date. 👉 northeastlondon.icb.nhs.uk/BrightStart</p>	<p>Parents (0-5)</p>	<p>Is your child fully protected against measles, mumps and rubella? </p>  <p>Is your child fully protected against meningitis? </p>  <p>Is your child fully protected against polio? </p> 	<p>https://drive.google.com/drive/folders/15-SAe8x6DJjs8yV1VQ2XIbJtYcX15i0j?usp=sharing</p>
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<p>Thinking about getting your children vaccinated?</p> <p>It's okay to have questions. We want to give you the information you need to make the right decision for you and your family.</p> <p>To find out more visit northeastlondon.icb.nhs.uk/Bright Start or speak to your GP or health visitor for advice.</p>	<p>Parents (0-5)</p>	<p>Thinking about getting your children vaccinated?</p> 	<p>Video https://drive.google.com/file/d/1ZzqwZ501CRInggXXppn-x5c5Phd2JT/view?usp=drive_link or Carousel https://drive.google.com/drive/folders/1NWNT8jzMNAyPoxZ927VWWZ4yXdZheOiv?usp=sharing or Static https://drive.google.com/drive/folders/1a_mwMxUIV4Z4gl9bHj_iNMfcKP5CeRCH?usp=sharing</p>
<p>Are your children behind on their vaccines?</p> <p>Vaccines are always free and are the best way to stop children from getting seriously ill.</p> <p>Find your nearest vaccination clinic.   https://northeastlondon.icb.nhs.uk/health-advice/vaccinations/childhoodvaccines/how-to-get-a-vaccination/</p>	<p>Parents (0-5)</p>	 <p>Are your children behind on their vaccines?</p>  	<p>https://drive.google.com/drive/folders/1CvTcea0YLyBglZL9OUJ6CsUxzq3Epwe?usp=sharing</p>

<p>There can be some confusing information that can spread about vaccinations.</p> <p>We want to give you the information you need to make the right decision for you and your family. Read more ↓</p>	<p>Parents (0-5)</p>	 <p>Thinking about getting your children vaccinated?</p>  	<p>Static https://drive.google.com/drive/folders/1a_mwMxUIV4Z4gl9bHj_iNMfcKP5CeRCH?usp=sharing or Carousel https://drive.google.com/drive/folders/1LgO6bKVyKnqhDoNLDDXn93u2wjau0_b1?usp=sharing</p>
<p>If you are worried that a vaccine contains pork gelatine, you can speak to your GP or midwife who can talk with you about possible alternatives.</p> <p>Visit ↓ for more information</p>	<p>Parents (0-5)</p>	 <p>Unsure about your child's vaccination ingredients?</p> 	<p>https://drive.google.com/drive/folders/1o2Rxdmc8FX_9MbINcjSPirnhwey5ivNF?usp=sharing</p>

<p>Is your child up to date with their vaccinations?</p> <p>Take a look at our helpful childhood vaccination schedule to make sure your child has had all of their vaccines, or if they need to catch up. </p> <p>Visit northeastlondon.icb.nhs.uk/Bright Start</p>	<p>Parents (0-5)</p>	 <p>Are your children up to date with their vaccines?</p>  	<p>Statics https://drive.google.com/drive/folders/10PQMIJir2WUofmaKHRvb7hPCoK1ydQsy?usp=sharing or Carousel https://drive.google.com/drive/folders/1LgO6bKVyKnqhDoNLDDXn93u2wjau0_b1?usp=sharing</p>
<p>Routine childhood vaccinations are free.</p> <p>If you are not registered with a GP you can find a GP near you and register.</p> <p>Find out more https://northeastlondon.icb.nhs.uk/health-services/general-practice-gp/register-with-a-local-gp/</p>	<p>Parents (0-5)</p>	 <p>Routine childhood vaccinations are free</p>  	<p>https://drive.google.com/drive/folders/1DAsxyiqQJ5kZ4IZcW2nuSizrta4zyQQ1?usp=sharing</p>

<p>CUSTOMISABLE Are your children up to date with their vaccines?</p> <p>XXX children in [area] are not fully vaccinated against [disease]</p> <p>Contact your GP to find out if your child is up to date.</p>	<p>Parents (0-5)</p>	 <p>Are your children up to date with their vaccines?</p>  	<p>Static https://drive.google.com/drive/folders/10PQMIJir2WUofmaKHRvb7hPCoK1ydQsy?usp=sharing or Carousel https://drive.google.com/drive/folders/1LgO6bKVyKnqhDoNLDDXn93u2wjau0_b1?usp=sharing</p>
<p>CUSTOMISABLE Cases of [disease] are rising in your area/London.</p> <p>Is your child fully protected?</p> <p>Contact your GP to find out if your child is up to date with their vaccines.</p>	<p>Parents (0-5)</p>	<p>Customisable assets available</p>	<p>https://drive.google.com/drive/folders/1ltSYbT3GOIs9PMP6PoeOkjxaysdKazTf?usp=sharing</p>
<p>CUSTOMISABLE Cases of [disease] are rising in your area/London.</p> <p>Is your child fully protected?</p> <p>Find your nearest vaccination clinic. northeastlondon.icb.nhs.uk/BrightStart</p>	<p>Parents (0-5)</p>	<p>Customisable assets are available</p>	<p>https://drive.google.com/drive/folders/1ltSYbT3GOIs9PMP6PoeOkjxaysdKazTf?usp=sharing</p>

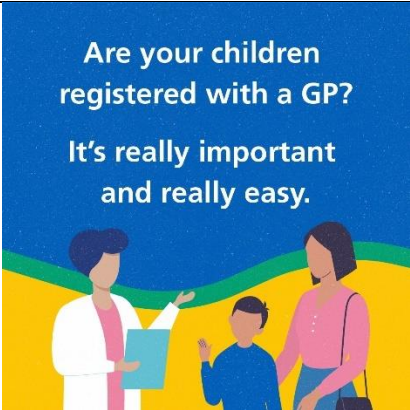
<p>Are you a new parent? 🧑🍼</p> <p>Your child's red book records important details of your child's health and can help you keep up to date with your child's vaccines so that they stay protected from serious illness.</p> <p>Visit northeastlondon.icb.nhs.uk/Bright Start for more information</p>	<p>New parents</p>	 <p>Are you a new parent?</p> 	<p>https://drive.google.com/drive/folders/1tqsMKmHhmBSY_KOAez8I9Z-gtbhbrRP8?usp=sharing</p>
<p>Is your baby due to have their routine vaccinations?</p> <p>Read our helpful hints that can make their vaccine appointment go a little smoother.</p> <p>Read more https://northeastlondon.icb.nhs.uk/health-advice/vaccinations/vaccinations-during-pregnancy/</p>	<p>New parents</p>	 <p>Is your baby due to have their routine vaccinations?</p>  	<p>https://drive.google.com/drive/folders/1zON9YBy0KxjztoX21g9SjvDcTBMW_gbQ?usp=drive_link</p>

<p>Unsure what vaccines you can have while pregnant?</p> <p>It's okay to have questions. We want to give you the information you need to make the right decision for you and your family.</p> <p>Visit northeastlondon.icb.nhs.uk/Bright Start for more information or speak to your GP or midwife for advice.</p>	<p>Maternity</p>		<p>Video https://drive.google.com/file/d/1BUvspHYmY5xEUtBaqCS0e_XIYO61bkld/view?usp=sharing or Carousel https://drive.google.com/drive/folders/1LgO6bKVyKnqhDoNLDDXn93u2wjau0_b1?usp=sharing or Static https://drive.google.com/drive/folders/12pO8ZBB98colqYBUqIU794Lw7C1UYMtB?usp=sharing</p>
<p>Is your baby protected against whooping cough?</p> <p>The best way you can protect your baby from birth is by having the whooping cough vaccine whilst pregnant.</p> <p>Contact your midwife or GP for advice or to book an appointment.  https://northeastlondon.icb.nhs.uk/health-advice/vaccinations/vaccinations-during-pregnancy/</p>	<p>Maternity</p>		<p>https://drive.google.com/drive/folders/1ndihiN8nj8HX4V1pJ71Nshn49uMnIRm?usp=sharing</p>

<p>Are you and your baby protected against flu?</p> <p>Getting the flu while pregnant can cause serious complications. The best way to protect you and your baby is having the flu vaccine whilst pregnant.</p> <p>Contact your midwife or GP for advice or to book an appointment. https://northeastlondon.icb.nhs.uk/health-advice/vaccinations/vaccinations-during-pregnancy/</p>	<p>Maternity</p>	 <p>The poster features a smiling pregnant woman in a pink dress. The NHS logo is in the top right. The text reads: "Are you and your baby fully protected against flu?"</p>	<p>https://drive.google.com/drive/folders/1Ck_ofTMhYHwaXzBVXjATx8qzJ_0zsuEe?usp=sharing</p>
<p>Are you and your baby protected against COVID-19?</p> <p>Catching coronavirus while pregnant can cause serious complications. The best way to protect you and your baby is having the COVID-19 vaccine whilst pregnant.</p> <p>Contact your midwife or GP for advice or to book an appointment. https://northeastlondon.icb.nhs.uk/health-advice/vaccinations/vaccinations-during-pregnancy/</p>	<p>Maternity</p>	 <p>The poster features a smiling pregnant woman in a grey dress. The NHS logo is in the top right. The text reads: "Are you and your baby protected against COVID-19?"</p>	<p>https://drive.google.com/drive/folders/19tDKaM3prxaPDj0FfBSOwibM_atECQbN?usp=sharing</p>

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Child GP registration

<p>Your child is not automatically registered with a GP when they are born.</p> <p>They need to be to get vital medicines and vaccinations.</p> <p>Find out how here https://northeastlondon.icb.nhs.uk/health-services/general-practice-gp/register-with-a-local-gp/</p>	 <p>Animation</p>	<p>https://drive.google.com/drive/folders/1BpS3XiCGlocnzYbwfQBdsxHWFwBYzHGP?usp=sharing</p>
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<p>Is your child registered with a GP?</p> <p>It's free and anyone can do it. You do not need any paperwork or ID.</p> <p>Find out how here https://northeastlondon.icb.nhs.uk/health-services/general-practice-gp/register-with-a-local-gp/</p>	<p>Are your children registered with a GP?</p> <p>It's really important and really easy.</p>	<p>https://drive.google.com/drive/folders/1BpS3XiCGl0cnzYbwfQBdsxHWFwBYzHGP?usp=sharing</p>
<p>Is your child registered with a GP?</p> <p>Contact your GP to register. If you don't have one you can register online or in person.</p> <p>Find out how here https://northeastlondon.icb.nhs.uk/health-services/general-practice-gp/register-with-a-local-gp/</p>	<p>Are your children registered with a GP?</p> <p>It's really important and really easy.</p>	<p>https://drive.google.com/drive/folders/1BpS3XiCGl0cnzYbwfQBdsxHWFwBYzHGP?usp=sharing</p>

Translations grid

Language	Text
English	Vaccines are the best way of protecting your children from serious diseases.

Romanian	Vaccinurile sunt cel mai bun mod de a vă proteja copiii de boli grave.
Bengali	আপনার ছেলেমেয়েকে গুরুতর রোগ থেকে রক্ষা করার সবচেয়ে ভালো উপায় হলো টিকা নেওয়া।
Urdu	آپ کے بچوں کو سنگین بیماریوں سے بچانے کا بہترین طریقہ ویکسینز ہیں۔
Punjabi-Indian	ਵੈਕਸੀਨ, ਤੁਹਾਡੇ ਬੱਚਿਆਂ ਨੂੰ ਗੰਭੀਰ ਬੀਮਾਰੀਆਂ ਤੋਂ ਸੁਰੱਖਿਅਤ ਰੱਖਣ ਦਾ ਸਭ ਤੋਂ ਵਧੀਆ ਤਰੀਕਾ ਹਨ।
Punjabi - Pakistani	تہاڈے بالوں نوں خطرناک بیماریاں توں بچاؤن دا سب توں ودھیا طریقہ ویکسینز نیں۔
Polish	Szczepionki są najlepszym sposobem ochrony dzieci przed poważnymi chorobami.
English	Vaccines save millions of lives worldwide.
Romanian	Vaccinurile salvează milioane de vieți în întreaga lume.
Bengali	টিকা বিশ্বব্যাপী লক্ষ লক্ষ জীবন বাঁচায়।
Urdu	دنیا بھر میں ویکسینز لاکھوں جانوں کو بچاتی ہیں۔
Punjabi-Indian	ਵੈਕਸੀਨ, ਦੁਨੀਆਭਰ ਵਿੱਚ ਲੱਖਾਂ ਜ਼ਿੰਦਗੀਆਂ ਬਚਾਉਂਦੇ ਹਨ।
Punjabi - Pakistani	ویکسینز دنیا بھر اچ لکھاں جاناں نوں بچاؤندیں نیں۔
Polish	Szczepionki ratują życie milionom ludzi na całym świecie.
English	Vaccines have been saving lives in the UK for decades.
Romanian	Vaccinurile salvează vieți în Regatul Unit de zeci de ani.
Bengali	টিকা কয়েক দশক ধরে যুক্তরাজ্যে জীবন বাঁচাচ্ছে।
Urdu	برطانیہ میں ویکسینز کئی دہائیوں سے جانیں بچا رہی ہیں۔
Punjabi-Indian	ਵੈਕਸੀਨ, ਦਹਾਕਿਆਂ ਤੋਂ ਯੂ.ਕੇ. (UK) ਵਿੱਚ ਜ਼ਿੰਦਗੀਆਂ ਬਚਾ ਰਹੇ ਹਨ।
Punjabi - Pakistani	برطانیہ اچ ویکسینز کئی دہائیاں توں جاناں بچا رہیاں نیں۔
Polish	Szczepionki ratują życie ludziom w Wielkiej Brytanii od dziesięcioleci.
English	Vaccination is your choice and its okay to have questions.
Romanian	Vaccinarea este alegerea dumneavoastră și este normal să aveți întrebări.
Bengali	টিকা নেওয়া আপনার পছন্দ এবং প্রশ্ন জিজ্ঞেস করতে কোনো সমস্যা নেই।

Urdu	ویکسین لگوانے کا فیصلہ آپ کا ہے، اور اس کے بارے میں سوالات کرنا بالکل عام بات ہے۔
Punjabi-Indian	ਵੈਕਸੀਨ ਲਗਵਾਉਣਾ ਤੁਹਾਡੀ ਮਰਜ਼ੀ ਹੈ ਅਤੇ ਸਵਾਲ پੁੱਛਣ ਵਿੱਚ ਕੁਝ ਗਲਤ ਨਹੀਂ ਹੈ।
Punjabi - Pakistani	ویکسین لو ان دا فیصلہ تہاڈا اے، تے ایہدے بارے وچ سوال کرنا بالکل عام گل اے۔
Polish	Szczepienie to Twój wybór i masz prawo do zadawania pytań.
English	Vaccines are a normal part of growing up in the UK and one of many things people do to protect their children.
Romanian	Vaccinurile sunt o parte normală a creșterii în Regatul Unit și unul dintre multiplele lucruri pe care le fac oamenii pentru a-și proteja copiii.
Bengali	যুক্তরাজ্যে বেড়ে ওঠার একটি স্বাভাবিক অংশ হলো টিকা নেওয়া এবং লোকজন তাদের ছেলেমেয়েকে সুরক্ষিত রাখার জন্য যেসব কাজ করে থাকে তার মধ্যে একটি।
Urdu	برطانیہ میں پرورش پانے کے دوران ویکسین لگوانا پرورش پانے کا ایک عمومی حصہ ہے نیز یہ ان بہت سے اقدامات میں سے ایک ہے جو لوگ اپنے بچوں کو محفوظ رکھنے کیلئے انجام دیتے ہیں۔
Punjabi-Indian	ਵੈਕਸੀਨ, ਯੂ.ਕੇ. ਵਿੱਚ ਵੱਡੇ ਹੋਣ ਦੌਰਾਨ ਦਾ ਸਧਾਰਨ ਹਿੱਸਾ ਹਨ ਅਤੇ ਉਹਨਾਂ ਕਈ ਚੀਜ਼ਾਂ ਵਿੱਚੋਂ ਇੱਕ ਹਨ, ਜੋ ਲੋਕ ਆਪਣੇ ਬੱਚਿਆਂ ਨੂੰ ਸੁਰੱਖਿਅਤ ਰੱਖਣ ਲਈ ਕਰਦੇ ਹਨ।
Punjabi - Pakistani	برطانیہ اچ پرورش پان دے دوران ویکسین لو انان پرورش دا اک بنیادی حصہ اے، اتے ایہہ کم انہاں بہت سارے کماں اچوں اک اے جہڑے لوکی اپنے بالوں نوں محفوظ رکھن لئی کردے نیں۔
Polish	W Wielkiej Brytanii szczepionki są naturalnym elementem procesu dorastania, a także jedną z wielu metod, dzięki której rodzice chronią swoje dzieci.
English	We want to give you the information you need to make the right decision for you and your family.
Romanian	Dorim să vă oferim informațiile de care aveți nevoie pentru a lua decizia corectă pentru dumneavoastră și familia dumneavoastră.
Bengali	আপনার ও আপনার পরিবারের জন্য সঠিক সিদ্ধান্ত নিতে আপনার প্রয়োজনীয় তথ্য আমরা আপনাকে দিতে চাই।
Urdu	ہم آپ کو اپنے اور اپنے خاندان کے لئے بہترین فیصلہ کرنے کیلئے ضروری معلومات فراہم کرنا چاہتے ہیں۔
Punjabi-Indian	ਅਸੀਂ ਤੁਹਾਨੂੰ ਉਹ ਜਾਣਕਾਰੀ ਦੇਣਾ ਚਾਹੁੰਦੇ ਹਾਂ, ਜਿਸਦੀ ਲੋੜ ਤੁਹਾਨੂੰ ਖੁਦ ਲਈ ਅਤੇ ਆਪਣੇ ਪਰਿਵਾਰ ਲਈ ਸਹੀ ਫੈਸਲਾ ਲੈਣ ਲਈ ਹੈ।
Punjabi - Pakistani	اسی تہانوں اپنے اتے اپنی فیملی لئی بہترین فیصلہ کرن لئی ضروری معلومات دینا چاہندے آن۔
Polish	Dostarczymy Ci informacji potrzebnych do podjęcia właściwej decyzji dla Ciebie i Twojej rodziny.
English	Find out more on our website or speak to your GP or health visitor.

Romanian	Aflați mai multe pe site-ul nostru sau adresați-vă medicului de familie sau infirmierei pentru asistență la domiciliu.
Bengali	আমাদের ওয়েবসাইট থেকে আরো জানুন অথবা আপনার জিপি বা হেলথ ভিজিটরের সাথে কথা বলুন।
Urdu	ہماری ویب سائٹ پر مزید معلومات ملاحظہ فرمائیں یا اپنے GP یا ہیلتھ وزیٹر سے بات کریں۔
Punjabi-Indian	ਸਾਡੀ ਵੈਬਸਾਈਟ ਤੇ ਵਧੇਰੇ ਜਾਣਕਾਰੀ ਪ੍ਰਾਪਤ ਕਰੋ ਜਾਂ ਆਪਣੇ ਜੀ.ਪੀ. (GP) ਜਾਂ ਹੈਲਥ ਵਿਜੀਟਰ ਨਾਲ ਗੱਲ ਕਰੋ।
Punjabi - Pakistani	سائڈی ویب سائٹ تے مزید معلومات ویکھو یا اپنے GP یا ہیلتھ وزیٹر نال گل کرو۔
Polish	Dowiedz się więcej na naszej stronie internetowej lub porozmawiaj ze swoim lekarzem rodzinnym lub pielęgniarzką środowiskową.

Asset list

Asset name, format and image quantity	Audience and message	Link
Videos	Parents and pregnancy	https://drive.google.com/drive/folders/1tOZGrcmdnCfhsLjU5OPsRgFFtfVRP3Mh?usp=drive_link
Social media assets and ads 3 image square meta carousel (swipe) /portrait IG story / square gif/MP4 for X Each of the three images has a parent from a diff ethnic group	Parents under 5s	https://drive.google.com/drive/folders/1NWNT8jzMNAYPoxZ927VWWZ4yXdZheOiv?usp=sharing

<p>Customisable blanks of assets above.</p> <p>3 image square meta carousel (swipe) /portrait IG story</p> <p>Versions for each ethnic group</p>	<p>Parents of under 5s</p>	<p>https://drive.google.com/drive/folders/1suFLk6qzPypHQjVnrX4LGrJisjsq--kZ?usp=sharing</p>
<p>Social media assets and ads</p> <p>3 image square meta carousel (swipe) /portrait IG story / square gif/MP4 for X</p> <p>Each of the three images has a parent from a diff ethnic group</p>	<p>Pregnant women</p>	<p>https://drive.google.com/drive/folders/1oc2g6MN_2L42D6cO97F2rJadJyo4aPbF?usp=sharing</p>
<p>Customisable blanks of above</p> <p>3 image square meta carousel (swipe) /portrait IG story</p> <p>Versions for each ethnic group</p>	<p>Pregnant women</p>	<p>https://drive.google.com/drive/folders/183y9tKlmlvL0AGACCAF3uqhZ7UxX4svX?usp=sharing</p>

<p>Customisable statics</p> <p>Landscape, square and portrait IG</p> <p>Versions for each ethnic group</p>	<p>Parents</p>	<p>https://drive.google.com/drive/folders/1VEYaZCY3jbGaPuLCvI9p7I3Ak0mrz_oa?usp=sharing</p>
<p>Customisable statics</p> <p>Landscape, square and portrait IG</p> <p>Versions for each ethnic</p>	<p>Maternity</p>	<p>https://drive.google.com/drive/folders/1PTARKSQK3ccNmqsYFOuvuRfTPfx69a3?usp=sharing</p>
<p>Display adverts</p> <p>3 sized, 3 page GIFS - 728×90, 300×100, 300×250</p>	<p>Parents</p>	<p>https://drive.google.com/drive/folders/1fIDPhmI0c5OpB7sNImFlcfzUwdMI6N4z?usp=sharing</p>
<p>Display adverts</p> <p>3 sized, 3 page GIFS - 728×90, 300×100, 300×250</p>	<p>Maternity</p>	<p>https://drive.google.com/drive/folders/1hxnd5hwdA6LATL1AivtnVcCTwvPqL6R-?usp=sharing</p>
<p>Customisable Digital screen</p>	<p>Parents</p>	<p>https://drive.google.com/drive/folders/1ArNKiRWxJp0MInmVzAmePIRhCsT1gX7U?usp=sharing</p>

Featuring people of all ethnicities		
Landscape and portrait		
Customised social media posts	Parents and pregnant women	https://drive.google.com/drive/folders/1qp_QF1InisPCQyEcH76cWeTwgL2Wkx_y?usp=sharing
Customisable poster A4/A3	Parents and pregnant women	https://drive.google.com/drive/folders/1UtlcDQgHZRs9UySvLxfh44H2u9Flr-QN?usp=sharing
Web and print		
Featuring people of all ethnicities		
Campaign guide lines PDF	Professional comms	https://drive.google.com/drive/folders/1Hx7ZzyJgflPMI7c6kcG8e9_5S9Ghb2F8?usp=sharing
Immunisation schedule web and print	Parents	https://drive.google.com/drive/folders/19UNbR1pAkUGgLrHDTZzRRP-ZMYjCq02T?usp=sharing

Leaflet print and web Versions with different ethnicities represented	Parents	https://drive.google.com/drive/folders/1cR3L17jjPUh-ZATDkCYvo1q2WJEjL35?usp=sharing
Leaflet translations Bengali Polish Urdu Punjabi Romanian	Parents	https://drive.google.com/drive/folders/1vcslAye2-szdBKTE7PJoH4Nc7uyX68bV?usp=sharing
Leaflet print and web Versions with different ethnicities represented	Maternity	https://drive.google.com/drive/folders/1EUEpcMKIOjm09Nao_W7rzRzoNcmWodnl?usp=sharing