

Sheffield community vaccination update

17 June 2021

What's been happening in Sheffield?

This week we've reached 6 months since we started vaccinating patients in Sheffield against covid-19, and what a great 6 months it has been. Over 340K people in Sheffield have had their first dose vaccination and almost 240K have had their second.

Sheffield also has the highest percent vaccine uptake, for first and second doses, out of the top 8 core cities in England. This is absolutely fantastic and is testament to the hard work of everyone involved.

We started the vaccination rollout in December, vaccinating those most at risk from covid first. Almost 95% of people aged over 70 in Sheffield have now had both vaccines, this is really good news.

This success wouldn't have been possible without your input and help so a big thank you to all of you for all you continue to do to support the vaccination campaign.

Marketing campaign to target young people

We've now moved on to vaccinating younger, healthier people. Those aged 21 and over are now eligible for vaccination with it expected to be announced that people aged over 18 will be eligible later this week.

NHS Sheffield CCG and Sheffield City Council have developed a marketing campaign targeted at people aged 18-35 to encourage them to have their covid-19 vaccination when invited.

The campaign will include adverts on Hallam FM, on-street advertising in Sheffield, social media advertising and advertising through social media influencers and adverts in the locations listed below.

- Advertisements on screens in Meadowhall and 11 pubs across the city from 17 June
- Digital screens in leisure venues from the 18 June
- 9 gyms across Sheffield will have screen advertisements from this month (date TBC)

A suite of assets, including social media graphics, digital screen images and posters, has been created. You can download them from here: <https://drive.google.com/drive/folders/1tA6oquRP-mDaohsc4OclW9kF0-zJETn?form=MY01SV&OCID=MY01SV>

Please help us to share the campaign by using the social media assets on your channels, by either sharing our posts or creating your own. If you create your own, wording to use with the images is below.

Key messages to go with social media assets:

- Vaccines let us keep the things we love and miss –pubs and parties, holidays and hugging. Get booked in today. #VaccinateSheffield
- Covid hasn't gone away. New variants are spreading in the UK. Get a vaccine to keep Sheffield open. Get booked in today. #VaccinateSheffield
- To end the pandemic and get our lives fully back, we need as many young people as possible to be vaccinated. Get booked in today. #VaccinateSheffield
- Plenty of young people end up in hospital with covid or experience long covid. Long covid can cause fatigue, anxiety, and impotence, affecting healthy people of all ages. Avoid long covid. Get booked in for your vaccine today. #VaccinateSheffield
- The vaccines didn't appear out of nowhere in 2020. These vaccines have been in development for years with similar viruses. They are safe and effective. Get booked in today. #VaccinateSheffield
- Mild side effects such as a sore arm, feeling tired and flu like symptoms from vaccines are common. Not everyone gets them – if you do, they should only last a few days. They are no worse than a hangover or late night. The effects of Covid could last much longer. Get yours booked in today. #VaccinateSheffield
- Mild side effects such as a sore arm, feeling tired and flu like symptoms from vaccines are common. Not everyone gets them – if you do, they should only last a few days. They are no worse than sleepless night with your toddler. The effects of Covid could last much longer. Get yours booked in today. #VaccinateSheffield
- Your fertility could be affected if you catch Covid, but there's no evidence that the vaccine affects fertility now or in the future. Vaccinations are safe and effective. Get booked in today. #VaccinateSheffield

Walk-in and pop-up clinics

You may have seen that we hosted a walk-in clinic at The Crucible last Saturday with the support of St John's ambulance. The clinic was really well attended, particularly with young people. We had 700 vaccines on offer on a first come, first served basis and very quickly had takers for them all. It's fantastic to see so many people keen to have the covid vaccine.

We also had arrangements in place to signpost people who came to other drop-in clinics that were taking place on Saturday, and a further 500 people who queued also received their vaccine.

We are hosting another walk-in clinic at The Crucible on Saturday 19 June. All eligible people are invited to attend, no appointment necessary. There are 700 vaccines available and will be offered first come first serve.

Darnall Primary Care Centre are offering walk-in vaccination appointments on Tuesdays – Fridays, 6.30pm – 9pm and Saturdays and Sundays, 9am – 4.30pm. The Sheffield Octagon Centre is holding walk-in appointments Monday to Sunday, 8am – 5pm. Both centres operate on a first come, first served basis.

On Friday 11 June we worked in partnership with SACMHA and Manor and Castle Development Trust to host a walk-in clinics at the Church of God of Prophecy, a black majority church on Duke Street. The clinic was aimed primarily at the black and African Caribbean communities but all were welcome. 150 people from mix of ethnicities and age ranges were vaccinated on the day.

FAQ

Q: Where can I have my vaccine?

A: There are a number of locations available across Sheffield to book your vaccination at including pharmacy led sites. For information on all the available options please see online [here](#).

Other info

For the latest info, please visit these websites:

- NHS Sheffield CCG FAQs and national leaflets
- Government website <https://www.gov.uk/>

vaccination-programme

- British Islam Medical Association statements on the vaccine <https://britishima.or>