

Updated RSV Vaccine Social Media Toolkit

The RSV social media toolkit has been updated to reflect those who are eligible but have not yet been vaccinated. The updates were made to Asset 3 and the email, newsletter and website template.

The RSV vaccination programme is being offered to eligible older adults across health boards from June - September. The vaccine is also offered to pregnant women from 28 weeks of pregnancy, all year round.

The RSV vaccine, which was first offered in Scotland last year, has been successful in reducing hospitalisations among those who are more vulnerable to serious complications of RSV infection. A study published earlier this year showed a 62% reduction in RSV related hospitalisations among the eligible older adult age groups following the vaccine's introduction in August 2024.

The vaccine is being offered to:

- people turning 75 years old on and between 1 August 2025 and 31 July 2026*
- pregnant women (from 28 weeks of pregnancy).

* Those aged 76-79 who have not been vaccinated against RSV are also eligible for vaccination. Individuals should contact their local NHS immunisation team for more information.

To help raise awareness, Public Health Scotland has developed a [social media toolkit](#) with assets and suggested captions.

We would appreciate your support by regularly feeding these [social media assets](#) into your planned activity using the hashtag **#RSVvaccineScot**. Using the hashtag is important as it allows us to monitor usage, which informs future campaigns. Please feel free to share these [resources](#) with any relevant channels or networks.

For more information visit www.nhsinform.scot/rsv-adult or www.nhsinform.scot/rsv-baby

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