

Dear Headteacher,

Flu vaccine research study

I am a PhD research student at King's College London exploring flu vaccination uptake in children of school age. I am writing to request your help to share my research study [Approved by King's College Research Ethics LRS/RGO-25/26-57651] with parents.

Influenza can be a serious illness in young children, and children are also a significant source of spreading the illness within communities. According to analysis by the Royal Society for Public Health¹, flu has a significant impact on school absences, which last winter rose to 4.5% when flu rates were highest. It is important for children to receive the vaccination, yet approximately 50% of parents do not take up the offer, despite its availability in schools.

This research study will seek to understand parents' decision-making and trust in vaccination, with results helping to support further interventions.

To support ease of sharing, please find some pre-written text and an image that can be included within a newsletter or posted on social media.

In addition, I would be very happy to provide a school pack of findings and insights following the research study, to help support your vaccination programme and reduce school absences, or create a lesson plan that can be used for your pupils.

If you receive comments or questions from parents about the study, please forward them to me (stephanie.davey@kcl.ac.uk) and my supervisor Dr Daniel Gaffiero (daniel.gaffiero@kcl.ac.uk).

Thank you for your time.

Stephanie Davey
Postgraduate Research Student
King's College London

1 Perez, F. A. (2026). The hidden cost of the flu season to England's education system. *Royal Society for Public Health*.
<https://www.rsph.org.uk/insights/the-hidden-cost-of-the-flu-season-to-englands-education-system/>

Text to share with parents

Short sentence for newsletter/social media

Flu vaccine survey – Parents of children aged 4-16 in England, please share your views and experiences about flu vaccination for your child in this short research study https://qualtrics.kcl.ac.uk/jfe/form/SV_3DCRvSraVDYLozA

Longer paragraph for newsletter/social media

Take part in flu vaccine research

Researchers at King's College London are looking for parents to take part in a study to understand more about how they make vaccination decisions on behalf of their children.

The research will explore parents' experiences of the flu vaccination programme via school, as well as what they think and believe about vaccinating their child for flu and other vaccines.

If you would like to be part of the research, and are a parent living in England with a child aged 4-16, you can access the survey link here

https://qualtrics.kcl.ac.uk/jfe/form/SV_3DCRvSraVDYLozA

Image credit: Heather Hazzan, *SELF Magazine*

Help flu research *at King's*

Give your views in an anonymous
10-15 minute survey on flu
vaccine attitudes and beliefs.

You must be:

- over 18 and living in England; and,
- an English-speaking parent of a child aged 4-16 who attends school.

Access the survey via the QR code.



For further details contact:

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