Every report counts

[The Medicines and Healthcare products Regulatory Agency](#) (MHRA) has played a key role in responding to the coronavirus pandemic. In relation to COVID-19 vaccines, the MHRA has authorised their supply following rigorous reviews of their safety, quality and effectiveness. We will continue to monitor their performance throughout their use.

On 24 February 2021 we launched our health campaign to inform the public of the MHRA Yellow Card scheme for reporting suspected side effects to any of the COVID-19 vaccines.

Overview

The [MHRA Yellow Card scheme](#) is an early warning system to protect public health through effective regulation of healthcare products.

The scheme collects and monitors information on suspected safety concerns, including suspected side effects from medicines, vaccines or medical device incidents, defective and fake products, as well as e-cigarettes.

It relies on voluntary reporting to the scheme from the public, patients and healthcare professionals.

Anyone can report a side effect from one of the COVID-19 vaccines to the scheme, whether you're reporting for yourself or on behalf of someone else, such as a patient or someone you care for. We encourage everyone to report via the dedicated [Coronavirus Yellow Card reporting site](#) (https://coronavirus-yellowcard.mhra.gov.uk).

Every report counts. By reporting suspected side effects, we can help make vaccines better for everyone.

To improve understanding of how to report a suspected side effect of the COVID-19 vaccines using the Coronavirus Yellow Card reporting site, we have produced a suite of print, digital and social media campaign resources, available to download for free from the website for partners to use.

Partners

We view all those involved in the COVID-19 vaccination deployment as campaign partners. This includes those giving vaccinations, vaccination venues or supporting and caring for the vulnerable audiences currently receiving the vaccines, as well as organisations who regularly communicate with these audiences. We would like to work with you to improve understanding of how to report to help make the vaccines better for everyone.

Please join us if you are a care home or supported living accommodation, NHS vaccination site, GP surgery or community pharmacy giving vaccinations. If you are a vaccination site such as a NHS Trust, venue, warehouse, stadium or race course, or if you are a service providing support to vulnerable people currently getting their vaccine such as care provider, older peoples' charity or community service. As well as any associations or organisations who regularly communicate with these audiences or partners.

Target audience

The campaign activity followed a phased approach to align with the vaccine deployment to the most vulnerable groups based on the Joint Committee on Vaccination and Immunisation (JCVI) priority list of people. This phased approach started with the most at-risk groups such as the elderly, frontline health and social care workers and those 16 years and older with underlying health conditions. Since the campaign launched the eligibility has significantly widened – check the NHS or gov.uk website for the latest updates.

Timeline

The campaign was phased to align with the changing timeline of vaccine deployment based on supply and the next priority group.

Although this main campaign has ended, as our partners we aim to continue our work with you to align with those prioritised or eligible for vaccination - so that they are informed just before or between their vaccine doses or boosters.

Key messages

Report side effects of Covid-19 vaccine to the MHRA Yellow Card scheme. Every report counts.

Print resource - Search: Covid-19 Yellow Card
Digital hyperlinked resource - Every report counts – Yellow Card

How you can get involved

We need your support to help everyone receiving the vaccine, know where and how to report on the Coronavirus Yellow Card reporting site. The campaign message is for everyone as reporting benefits everyone.
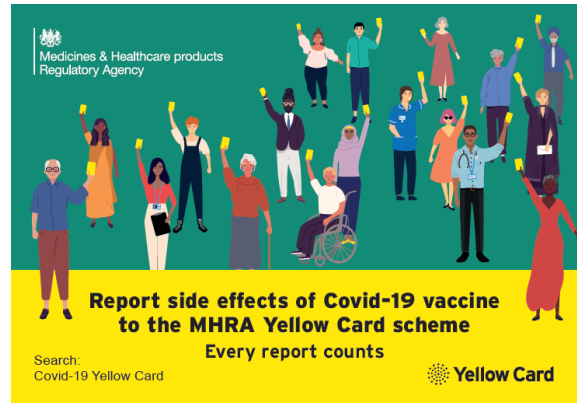
The free print and digital resources can be shared on within your organisation, networks, colleagues, friends and family, who are receiving their COVID-19 vaccination.
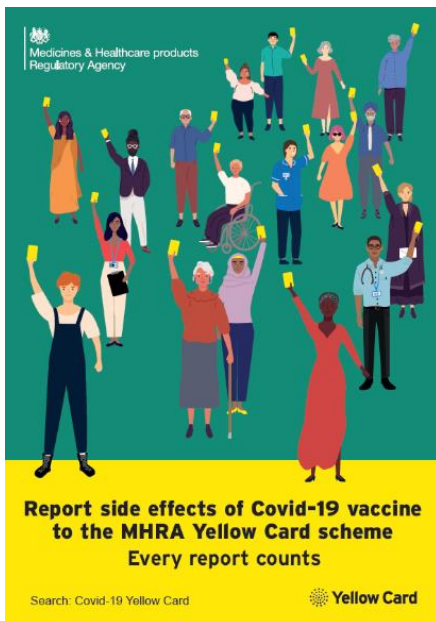
Campaign e-toolkit

Download resources to promote reporting of suspected COVID-19 side effects to the MHRA Yellow Card scheme.

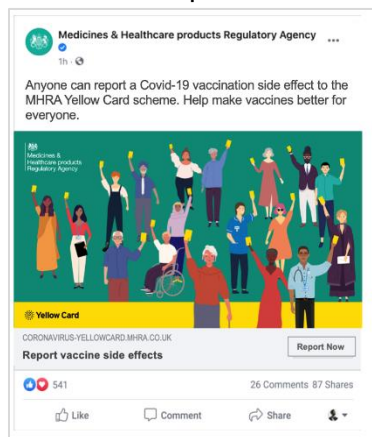The toolkit includes posters, leaflet, social media assets, email signature and digital screens.

A6 Postcard

Social media posts

A4 and A3 Poster

Digital screens

Things you could do to promote the campaign

- **Print the poster and leaflet** and display in areas where people are likely to see it e.g. care home lounge and dining rooms, community waiting areas, clinic or consultation areas - where vaccinations are given.
- **Add the digital screen** as background or screensaver on your computers, or for your waiting area screens in settings where the target audiences congregate or where there is high foot traffic.
- **Use the social media** graphic assets and suggested posts to post across Facebook, Twitter, Instagram and LinkedIn – for personal or professional accounts.
- **Add the email signature** banner or text underneath your contact details and hyperlink to the reporting site - https://coronavirus-yellowcard.mhra.gov.uk (follow email instructions e.g. Outlook)
- **Include details of the campaign** in the news section of your company website, intranet or e-newsletter.
- **Sign post your partners** to the campaign page on the Coronavirus Yellow Card reporting site.

Useful links

https://coronavirus-yellowcard.mhra.gov.uk - Coronavirus Yellow Card reporting site
https://coronavirus-yellowcard.mhra.gov.uk/about - about the site including what to report and suspected side effects
https://coronavirus-yellowcard.mhra.gov.uk/productinformation - product information on each approved COVID-19 vaccine

Thank you for all your help in supporting this campaign.