

Influenza immunisation campaign toolkit

April 2024

Objectives

- To encourage Western Australians to book an appointment so they can be immunised for influenza.
- To raise awareness about the importance of getting immunised, particularly those eligible for government-funded vaccines.

Key messages

- It's time to get immunised for influenza.
- Book your appointment now.
- Find an immunisation provider.

Target audiences

- Aboriginal people aged 6 months and over
- children aged 6 months to year 6 at primary school
- pregnant people at any stage of pregnancy
- medically at-risk eligible people aged 5 to 64 years
- people aged 65 years and over.

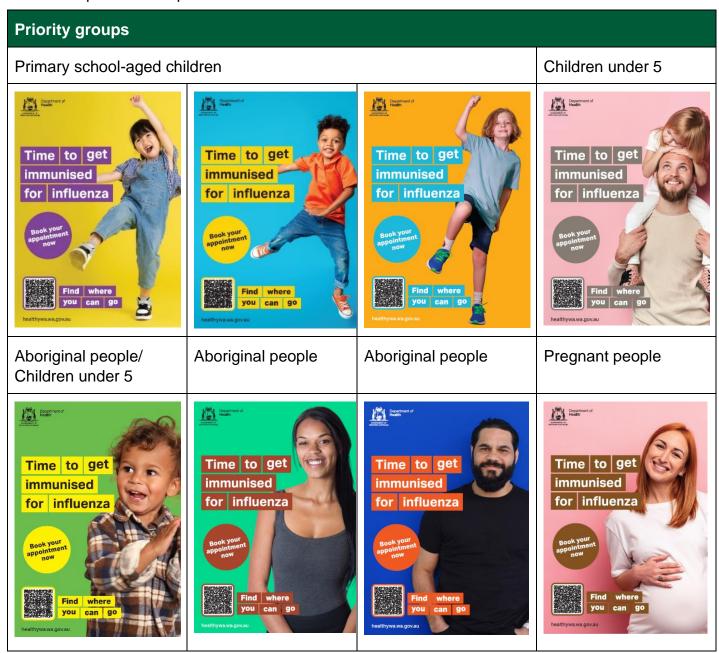
Timing

April to September 2024.

Campaign materials

Printable posters

You can print copies of the below posters from the website or supply the print PDFs with crop marks to a professional printer.



People 65 years and over





General population (12 to 64 years)











Social media

The posts and image tiles below can be published on your preferred social channels.

Images

Priority groups

Primary school-aged children















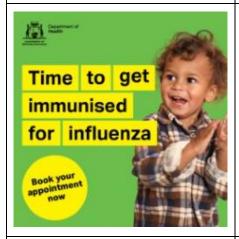




Aboriginal people/ Children under 5

Aboriginal people

Aboriginal people











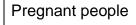


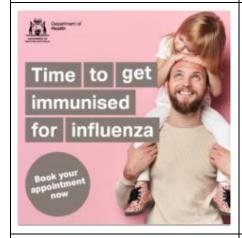






Children under 5















People 65 years and over

People 65 years and over





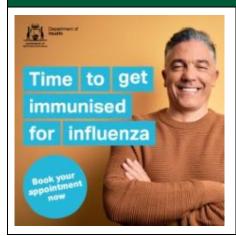








General population (12 to 64 years)































Posts

Topic	Approved text	Image	
Stages of influenza season			
Early season	Get ready for influenza season. Book your immunisation appointment now. Find where you can go: https://bit.ly/3SXEVYM	Any provided campaign image	
Early season/encourage annual behaviour	Influenza season is coming. Have you booked your immunisation appointment? Make sure you and your family are protected. Book now. Find where you can go: https://bit.ly/3SXEVYM	Any provided campaign image	
School holidays (Friday 29 March-Sunday 14 April)	While it's holidays, protect your child against influenza before they go back to school. Kids aged 6 months to year 6 at school can get a free vaccine. Protect them from getting sick and spreading it to others. Book your child's immunisation appointment now. Find where you can go: https://bit.ly/3SXEVYM	Any provided primary schoolaged child campaign image	
Peak season	It's time to get immunised for influenza. Make sure you and your family are protected. Book your appointment now. Find where you can go: https://bit.ly/3SXEVYM	Any provided campaign image	

Торіс	Approved text	Image	
Mid-season	Haven't had your immunisation yet? By getting immunised for influenza, you're helping to protect the community, especially those too young to be immunised such as small babies and people with weakened immune systems. Book your appointment now. Find where you can go: https://bit.ly/3SXEVYM	Any provided campaign image	
End of season	It's not too late to get immunised for influenza. You can still protect yourself from getting sick and spreading virus to others. Book your appointment now. Find where you can go: https://bit.ly/3SXEVYM	Any provided campaign image	
Free influenza vac	Free influenza vaccines in May and June		
Free influenza vaccines in May and June	Did you know you can get a free influenza vaccine during May and June at participating providers? Book your immunisation appointment now. (Consultation fees may apply, please check costs when booking.) Find where you can go: https://bit.ly/3SXEVYM	Any provided campaign image	
Free influenza vaccines (May)	Get your free influenza vaccine this May at participating providers. Book your appointment now. (Consultation fees may apply, please check costs when booking.) Find where you can go: https://bit.ly/3SXEVYM	Any provided campaign image	
Free influenza vaccines (June)	Get your free influenza vaccine this June at participating providers. Book your appointment now.	Any approved campaign image	

Topic	Approved text	Image	
	(Consultation fees may apply, please check costs when booking.)		
	Find where you can go: https://bit.ly/3SXEVYM		
Priority groups			
Children (6 months to 5 years)	Have you booked your child's immunisation appointment?	Any provided 'children under 5' campaign image	
	Children aged 6 months to less than 5 years can get a free influenza vaccine to protect them from getting really sick from the disease.		
	Protect your child. Book now.		
	Find where you can go: https://bit.ly/3SXEVYM		
Primary school- aged children	Did you know WA primary-school aged children can get the influenza vaccine for free?	Any provided 'primary school-aged children' campaign image	
	Protect them from getting sick and spreading it to others.		
	Book their immunisation appointment now.		
	Find where you can go: https://bit.ly/3SXEVYM		
Aboriginal people	Aboriginal people aged 6 months and over can get a free influenza vaccine.	Any provided 'Aborignal people' campaign image	
	Protect yourself and your community.		
	Book your immunisation appointment now.		
	Find where you can go: https://bit.ly/3SXEVYM		
People 65 years and over	Have you booked your appointment?	Any provided 'people 65	
	People aged 65 and over can get a free influenza vaccine.	years and over' campaign image	
	Immunisation can reduce the chances of you catching influenza and passing it on to those around you.		

Торіс	Approved text	Image	
	Find where you can go: https://bit.ly/3SXEVYM		
Medically at risk/chronic medical conditions	Eligible people aged 6 months or over who have certain medical conditions can get a free influenza vaccine.	Any provided campaign image	
	Protect yourself against influenza.		
	Talk to your immunisation provider and book your appointment now.		
	Find where you can go: https://bit.ly/3SXEVYM		
Where to get immunised			
Participating pharmacies	Did you know people aged 5 years and older can get immunised for influenza at participating pharmacies?	Any provided campaign image with children older than 5	
	Check with your local pharmacy.		
	Find out where to go: https://bit.ly/3UHCDhB		
Community health immunisation clinics (metropolitan only)	Did you know eligible kids and adolescents can get a free influenza vaccine from metropolitan community health immunisation clinics? This includes: children aged 6 months to year 6 Aboriginal people aged 6 months and over.	Any provided campaign image in the following categories: • children under 5 • primary school-aged children • Aboriginal people.	
	Find out where to go: https://bit.ly/3uxVa5x		
Community health immunisation clinics (regional only)	Did you know eligible kids, adolescents and adults can get a free influenza vaccine from regional community health immunisation clinics?	Any provided campaign image	
	This includes:		
	children aged 6 months to year 6 at school		
	Aboriginal people aged 6 months and over		

Topic	Approved text	Image
	pregnant people	
	 people aged 12 years to 64 years with certain medical conditions 	
	people 65 years and over.	
	Contact your local Community Health Services to check eligibility and find your nearest clinic: https://bit.ly/4a4m6Zs	
Aboriginal Medical Services	Did you know Aboriginal people aged 6 months and older can get immunised for influenza at participating Aboriginal Medical Services?	Any provided 'Aboriginal people' campaign image
	Find your local Aboriginal Medical Service: https://bit.ly/42XXMqd	
General practice	Protect yourself against influenza. Book your immunisation appointment now.	Any provided campaign image
	Find where you can go: https://bit.ly/48sa9eV	

Contact us

The campaign is coordinated by the immunisation team in conjunction with the Communications Directorate. Contact us if you need further information or materials in alternative formats.

Email: communications@health.wa.gov.au

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