



## 2022 Influenza prevention campaign

# Communications toolkit for stakeholders

The 2022 influenza prevention campaign encourages people to have the influenza vaccine, including those 'at risk', and to make sure they are up-to-date with their COVID-19 vaccine.

Respiratory viruses such as influenza and COVID-19 spread easily during winter and can be life-threatening. Getting vaccinated against influenza and COVID-19 will protect you and those around you. If you are offered both vaccines, it's safe to have them at the same time.

Seasonal influenza is a common, highly contagious, potentially serious, viral respiratory illness. Annual vaccination is the most effective means to prevent influenza.

People should get their seasonal influenza vaccine to optimise protection over the peak period for influenza infection in WA which is typically from July to October.

For more information see [Influenza \(flu\)](#) , [Influenza vaccine](#) and [COVID-19 vaccine](#).

## Campaign materials

This toolkit includes recommended social media graphics and messaging for you to share to help us to reach our intended target audiences.

Additional campaign assets can be viewed and shared from our campaign page at [Influenza prevention campaign \(health.wa.gov.au\)](#).

Please be in touch if you need alternative formats at [communications@health.wa.gov.au](mailto:communications@health.wa.gov.au)

Thanks for your support.

# Social media

## Facebook content – Influenza prevention campaign

For	Post content	Graphic
Over 65s	<p>People aged 65 and over are eligible for a free influenza vaccine every year.</p> <p>Vaccination can reduce the chances of catching influenza and passing it on to those around you.</p> <p>Get vaccinated against influenza and make sure you are up-to-date with your COVID-19 vaccinations.</p> <p>Find out more <a href="#">Influenza (flu) vaccine for people aged 65 years and over (healthywa.wa.gov.au)</a></p>	 <p>Protect yourself and others from <b>influenza</b> this winter</p>
Pregnant women	<p>Pregnant women who catch influenza are twice as likely to be admitted to hospital than other people who have influenza.</p> <p>Protect yourself and your baby this winter.</p> <p>Book your influenza vaccination.</p> <p>Find out more <a href="#">Influenza in pregnancy</a></p>	 <p>Protect yourself and others from <b>influenza</b> this winter</p>
Children (6 months to 5 years)	<p>Influenza is more than a cold.</p> <p>Children who are normally fit and healthy can become seriously ill if they catch the virus.</p> <p>Vaccination is the safest and best protection against influenza.</p> <p>Children aged 6 months to less than 5 years can receive the influenza vaccine for free.</p> <p>Protect yourself and your children this winter.</p> <p>Book your influenza vaccination.</p> <p>Find out more <a href="#">Influenza vaccine for children</a></p>	 <p>Protect yourself and others from <b>influenza</b> this winter</p>  <p>Protect yourself and others from <b>influenza</b> this winter</p>

For	Post content	Graphic
Primary school-aged children	<p>The influenza vaccine is free for WA primary school-aged children.</p> <p>Getting your kids vaccinated every year is the best way to protect them. It also helps to reduce the spread of influenza in the community.</p> <p>Protect your children this winter.</p> <p>Book an appointment with your immunisation provider today.</p> <p>Find out more: <a href="#">Influenza vaccine for children</a></p>	 <p>Protect yourself and others from <b>influenza</b> this winter</p>
Aboriginal people	<p>Aboriginal people aged 6 months and over can get a free influenza vaccine every year.</p> <p>Aboriginal people who catch influenza have a higher risk of serious health complications.</p> <p>Protect yourself and your community this winter.</p> <p>Get vaccinated against influenza and make sure you are up-to-date with your COVID-19 vaccinations.</p> <p>Find out more at <a href="http://www.healthywa.wa.gov.au/influenza">www.healthywa.wa.gov.au/influenza</a></p>	 <p>Protect yourself and others from <b>influenza</b> this winter</p>  <p>Protect yourself and others from <b>influenza</b> this winter</p>

For	Post content	Graphic
General public	<p>Influenza is a potentially serious disease that spreads easily.</p> <p>The annual vaccine is the safest and most effective way to protect yourself and those around you from influenza.</p> <p>Protect yourself and others this winter.</p> <p>Get vaccinated against influenza and make sure you are up-to-date with your COVID-19 vaccinations.</p> <p>Find out more at <a href="http://www.healthywa.wa.gov.au/influenza">www.healthywa.wa.gov.au/influenza</a></p>	

**This document can be made available in alternative formats on request for a person with disability.**

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