



Government of **Western Australia**  
Department of **Health**

# 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.

Priority groups			
Primary school-aged children		Children under 5	
Aboriginal people/ Children under 5	Aboriginal people	Aboriginal people	Pregnant people

## People 65 years and over

Department of Health

Time to get immunised for influenza

Book your appointment now

Find where you can go

healthywa.wa.gov.au

Department of Health

Time to get immunised for influenza

Book your appointment now

Find where you can go

healthywa.wa.gov.au

## General population (12 to 64 years)

Department of Health

Time to get immunised for influenza

Book your appointment now

Find where you can go

healthywa.wa.gov.au

Department of Health

Time to get immunised for influenza

Book your appointment now

Find where you can go

healthywa.wa.gov.au

Department of Health

Time to get immunised for influenza

Book your appointment now

Find where you can go

healthywa.wa.gov.au

Department of Health

Time to get immunised for influenza

Book your appointment now

Find where you can go

healthywa.wa.gov.au

Department of Health

Time to get immunised for influenza

Book your appointment now

Find where you can go

healthywa.wa.gov.au

## 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

Pregnant people



People 65 years and over

People 65 years and over



General population (12 to 64 years)







## Posts

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

Topic	Approved text	Image
Mid-season	<p>Haven't had your immunisation yet?</p> <p>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.</p> <p>Book your appointment now.</p> <p>Find where you can go:  <a href="https://bit.ly/3SXEVYM">https://bit.ly/3SXEVYM</a></p>	Any provided campaign image
End of season	<p>It's not too late to get immunised for influenza.</p> <p>You can still protect yourself from getting sick and spreading virus to others.</p> <p>Book your appointment now.</p> <p>Find where you can go:  <a href="https://bit.ly/3SXEVYM">https://bit.ly/3SXEVYM</a></p>	Any provided campaign image
<b>Free influenza vaccines in May and June</b>		
Free influenza vaccines in May and June	<p>Did you know you can get a free influenza vaccine during May and June at participating providers?</p> <p>Book your immunisation appointment now.</p> <p>(Consultation fees may apply, please check costs when booking.)</p> <p>Find where you can go:  <a href="https://bit.ly/3SXEVYM">https://bit.ly/3SXEVYM</a></p>	Any provided campaign image
Free influenza vaccines (May)	<p>Get your free influenza vaccine this May at participating providers.</p> <p>Book your appointment now.</p> <p>(Consultation fees may apply, please check costs when booking.)</p> <p>Find where you can go:  <a href="https://bit.ly/3SXEVYM">https://bit.ly/3SXEVYM</a></p>	Any provided campaign image
Free influenza vaccines (June)	<p>Get your free influenza vaccine this June at participating providers.</p> <p>Book your appointment now.</p>	Any approved campaign image

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

Topic	Approved text	Image
	Find where you can go: <a href="https://bit.ly/3SXEVYM">https://bit.ly/3SXEVYM</a>	
Medically at risk/chronic medical conditions	Eligible people aged 6 months or over who have certain medical conditions can get a free influenza vaccine.  Protect yourself against influenza.  Talk to your immunisation provider and book your appointment now.  Find where you can go: <a href="https://bit.ly/3SXEVYM">https://bit.ly/3SXEVYM</a>	Any provided campaign image
<b>Where to get immunised</b>		
Participating pharmacies	Did you know people aged 5 years and older can get immunised for influenza at participating pharmacies?  Check with your local pharmacy.  Find out where to go: <a href="https://bit.ly/3UHCDhB">https://bit.ly/3UHCDhB</a>	Any provided campaign image with children older than 5
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: <ul style="list-style-type: none"> <li>• children aged 6 months to year 6</li> <li>• Aboriginal people aged 6 months and over.</li> </ul> Find out where to go: <a href="https://bit.ly/3uxVa5x">https://bit.ly/3uxVa5x</a>	Any provided campaign image in the following categories: <ul style="list-style-type: none"> <li>• children under 5</li> <li>• primary school-aged children</li> <li>• Aboriginal people.</li> </ul>
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?  This includes: <ul style="list-style-type: none"> <li>• children aged 6 months to year 6 at school</li> <li>• Aboriginal people aged 6 months and over</li> </ul>	Any provided campaign image

Topic	Approved text	Image
	<ul style="list-style-type: none"> <li>pregnant people</li> <li>people aged 12 years to 64 years with certain medical conditions</li> <li>people 65 years and over.</li> </ul> <p>Contact your local Community Health Services to check eligibility and find your nearest clinic: <a href="https://bit.ly/4a4m6Zs">https://bit.ly/4a4m6Zs</a></p>	
Aboriginal Medical Services	<p>Did you know Aboriginal people aged 6 months and older can get immunised for influenza at participating Aboriginal Medical Services?</p> <p>Find your local Aboriginal Medical Service: <a href="https://bit.ly/42XXMqd">https://bit.ly/42XXMqd</a></p>	Any provided 'Aboriginal people' campaign image
General practice	<p>Protect yourself against influenza.</p> <p>Book your immunisation appointment now.</p> <p>Find where you can go: <a href="https://bit.ly/48sa9eV">https://bit.ly/48sa9eV</a></p>	Any provided campaign image

## 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](mailto:communications@health.wa.gov.au)

Last updated: 8 April 2024

© Department of Health 2024

Copyright to this material is vested in the State of Western Australia unless otherwise indicated. Apart from any fair dealing for the purposes of private study, research, criticism or review, as permitted under the provisions of the *Copyright Act 1968*, no part may be reproduced or re-used for any purposes whatsoever without written permission of the State of Western Australia.