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# STAY WELL THIS WINTER

# STAKEHOLDER PACK

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# INTRODUCTION

This winter, we know what to do to stay well.

The good news is, getting your flu shot, and staying up-to-date with your COVID-19 vaccinations, will help you, and the people around you, stay well.

Along with simple things like staying home if you're unwell, these routine winter vaccinations can protect what's most important to you.

This year, a priority audience for the campaign is parents of young kids aged 6 months to 5 years. There are additional resources included to help promote healthy hygiene habits among kids - another way that we can all stay well this winter.

# WHAT YOU CAN DO TO HELP

This pack contains information and messages tailored to different audiences. You can download the asset for the audience that best suits your network.

You can help by:

- Sharing the materials from this stakeholder kit with your community via social media and digital platforms.
- Printing and displaying posters in this pack at your local community centre, place of work or community recreational spaces.
- Promote the campaign message in your newsletter or on hold messaging
- Directing people to the Better Health Channel website for current information and updates:  
[betterhealth.vic.gov.au/stay-well-this-winter](https://betterhealth.vic.gov.au/stay-well-this-winter)
- Keeping up to date with latest influenza vaccination information by monitoring:  
[www.health.vic.gov.au/immunisation/seasonal-influenza-vaccine](https://www.health.vic.gov.au/immunisation/seasonal-influenza-vaccine)

**SOCIAL**

**OFFICIAL**

**STAY  
WELL  
THIS  
WINTER**

# SOCIAL VIDEOS

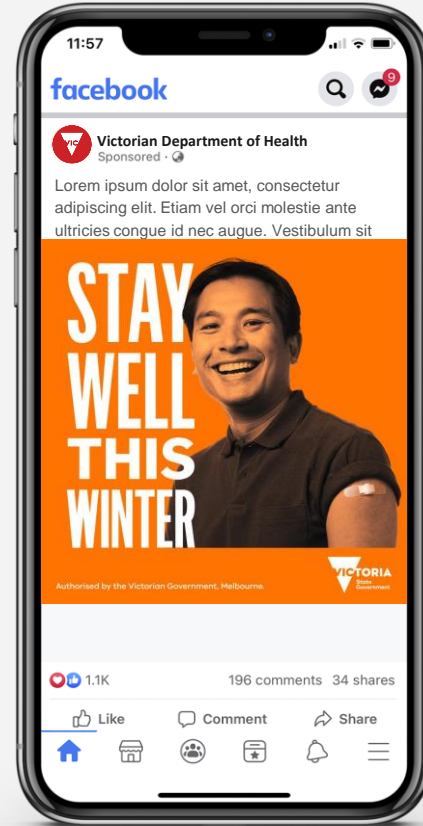
Generic - Male

## Post copy:

This winter, we know what to do to stay well against COVID and the flu.

So get your flu shot and up-to-date COVID vaccine. Book now with your pharmacist or doctor.

*Authorised by the Victorian Government, Melbourne.*



OFFICIAL

[Downloadable link](#)



# SOCIAL VIDEOS

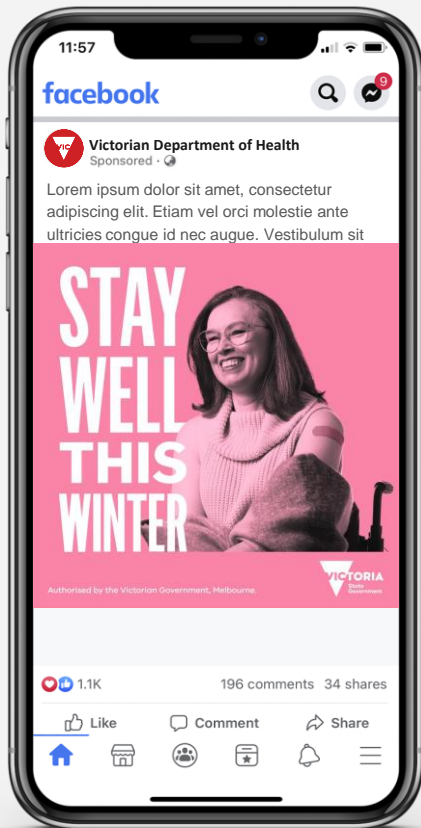
Generic - Female

## Post copy:

This winter, we know what to do to stay well against COVID and the flu.

So get your flu shot and up-to-date COVID vaccine. The good news is, you can get both vaccines at the same time. Book now with your pharmacist or doctor.

*Authorised by the Victorian Government, Melbourne.*



[Downloadable link](#)



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# SOCIAL VIDEOS

*Additional flu info*

## Post copy:

Getting your flu shot is the most effective way to stay protected from flu this winter. The flu shot is free for:

- people aged 65 and over
- people who are pregnant
- Aboriginal and Torres Strait Islander people aged 6 months and older, and
- people with medical conditions that put them at increased risk of severe flu.

Stay home if you're unwell, and if you're worried about your symptoms, speak to your doctor.

*Authorised by the Victorian Government, Melbourne.*



[Downloadable link](#)



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# SOCIAL VIDEOS

Pregnant

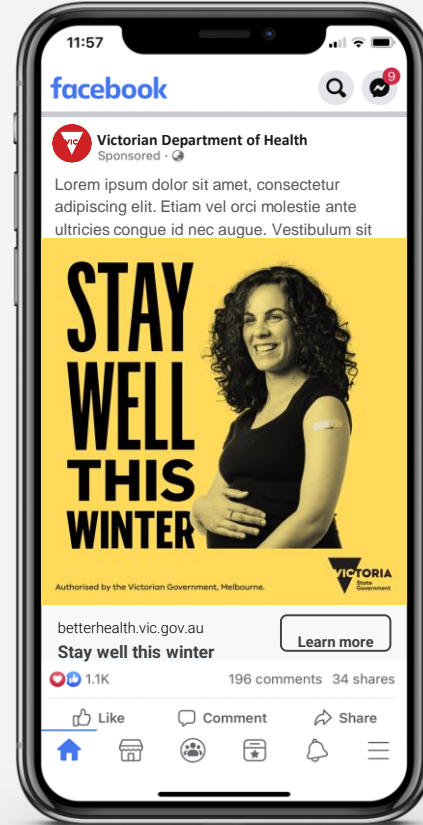
## Post copy:

This winter, we know what to do to stay well against COVID and the flu.

So get your flu shot and up-to-date COVID vaccine. The good news is, you can get both vaccines at the same time. Plus, the flu shot is free if you're pregnant.

Book now with your pharmacist or doctor.

*Authorised by the Victorian Government, Melbourne.*



[Downloadable link](#)



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# SOCIAL VIDEOS

General Female - 'No Wait'

## Post copy:

This winter, we know what to do to stay well against COVID and the flu. So get your flu shot and be up-to-date with your COVID vaccination.

The good news is, you can get vaccinated against both viruses at the same time. Book now with your pharmacist or doctor.

*Authorised by the Victorian Government, Melbourne.*



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**OFFICIAL**

**PRESS**

**STAY  
WELL  
THIS  
WINTER**

**OFFICIAL**

# PRESS

General Cohort - Female




STAY WELL THIS WINTER WITH YOUR **FLU SHOT** AND UP-TO-DATE **COVID VAX**

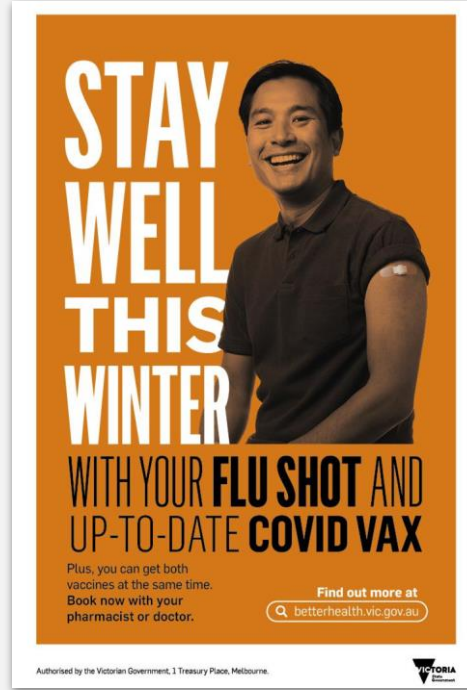
Plus, you can get both vaccines at the same time. Book now with your pharmacist or doctor.

Find out more at [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au)

Authorized by the Victorian Government, 1 Treasury Place, Melbourne.



General Cohort - Male




STAY WELL THIS WINTER WITH YOUR **FLU SHOT** AND UP-TO-DATE **COVID VAX**

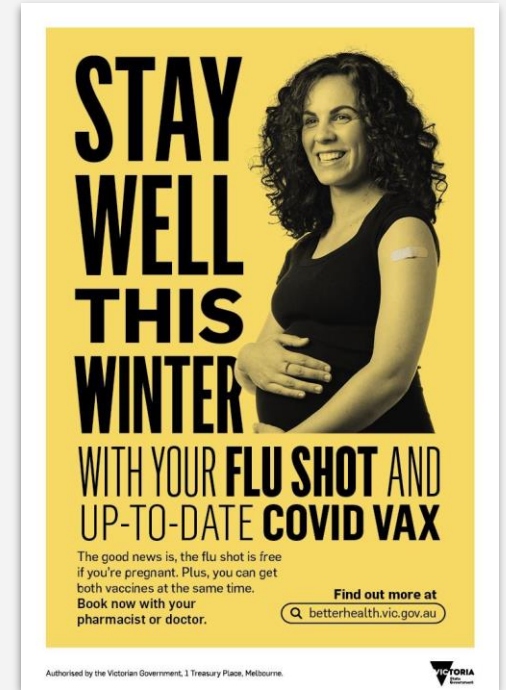
Plus, you can get both vaccines at the same time. Book now with your pharmacist or doctor.

Find out more at [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au)

Authorized by the Victorian Government, 1 Treasury Place, Melbourne.



Pregnant



STAY WELL THIS WINTER WITH YOUR **FLU SHOT** AND UP-TO-DATE **COVID VAX**

The good news is, the flu shot is free if you're pregnant. Plus, you can get both vaccines at the same time. Book now with your pharmacist or doctor.

Find out more at [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au)

Authorized by the Victorian Government, 1 Treasury Place, Melbourne.



# PRESS


Over 65s

**STAY WELL THIS WINTER**

WITH YOUR **FLU SHOT** AND  
UP-TO-DATE **COVID VAX**

The good news is, the flu shot is free for over 65s. Plus, you can get both vaccines at the same time. Book now with your pharmacist or doctor.

Find out more at [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au)

Authorised by the Victorian Government, 1 Treasury Place, Melbourne. 

Under 5s

**STAY WELL THIS WINTER**

WITH YOUR **FLU SHOT**

The good news is, the flu shot is free for kids 6 months to under 5. Book now with your doctor or your local council immunisation service.

Find out more at [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au)

Authorised by the Victorian Government, 1 Treasury Place, Melbourne. 

General Female 'No Wait'

**STAY WELL THIS WINTER**

GET YOUR **FLU SHOT** AND  
**COVID VACCINE AT THE SAME TIME**

This winter, we know what to do to stay well against COVID and the flu. Book now with your pharmacist or doctor.

Find out more at [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au)

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**VIDEO**

**STAY  
WELL  
THIS  
WINTER**

**OFFICIAL**

# VIDEO - 30"

VO:  
This winter  
we know what to do  
to stay well.

So, get your flu shot.

Stay up-to-date with your COVID vaccination.

And if you're feeling unwell, stay home.

That's how to  
stay well for  
what's most  
important to you.

You can get both vaccines at the same time.  
Book now with your pharmacist or doctor.

Go to [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au) to find out how to stay  
well this winter.

*Authorised by the Victorian Government, Melbourne*



Voice Over: **This winter...**



V.O: ...we know what to do to stay well.



V.O: So...



V.O: ...get your flu shot.



V.O: **Stay up-to-date...**



V.O: ...with your COVID vaccination.



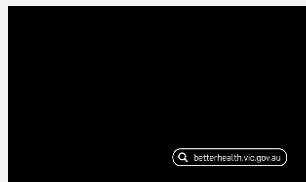
V.O: **And if you're feeling unwell, stay home.**



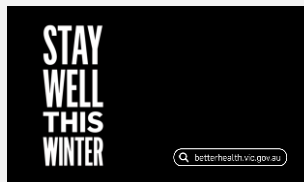
V.O: **That's how to stay well for what's most important to you.**



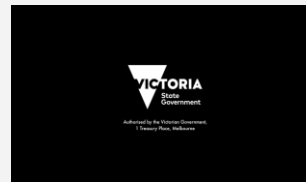
V.O: **You can get both vaccines at the same time. Book now with your pharmacist or doctor.**



V.O: **Go to betterhealth dot vic dot gov au**



V.O: **to find out how to stay well this winter.**



V.O: **Authorised by the Victorian Government, Melbourne.**



**OFFICIAL**

[Downloadable link](#)



**POSTERS**

**STAY  
WELL  
THIS  
WINTER**

**OFFICIAL**

# A3 POSTERS

Over 65s

**STAY  
WELL  
THIS  
WINTER**  
GET YOUR **VACCINES NOW**

This winter, we know what to do to stay well against the flu. Book now with your pharmacist or doctor.

Find out more at [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au)

**VICTORIA** State Government Department of Health

Under 5s

**STAY  
WELL  
THIS  
WINTER**  
WITH YOUR **FLU SHOT**

The good news is, the flu shot is free for kids 6 months to under 5. Book now with your doctor or your local council immunisation service.

Find out more at [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au)

**VICTORIA** State Government Department of Health

General Female

**STAY  
WELL  
THIS  
WINTER**  
GET YOUR **VACCINES NOW**

This winter, we know what to do to stay well against the flu. Book now with your pharmacist or doctor.

Find out more at [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au)

**VICTORIA** State Government Department of Health





# **ASSETS FOR PARENTS OF UNDER 5S**

**STAY  
WELL  
THIS  
WINTER**

**OFFICIAL**

# VIDEO - 15"

## VO:

THIS WINTER  
LET'S KEEP OUR KIDS WELL WITH A  
FLU SHOT

AND PROTECT THEM  
FROM SERIOUS ILLNESS.

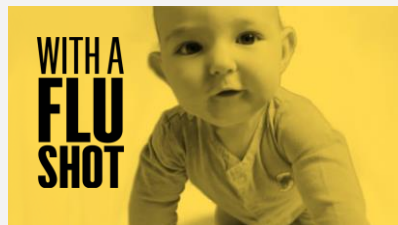
THE GOOD NEWS IS,  
IT'S FREE FOR KIDS AGED 6  
MONTHS TO UNDER 5.

Book now with your doctor or  
your local council immunisation  
service.

*Authorised by the Victorian  
Government, Melbourne*



Voice Over: **This winter, let's keep our kids well**



V.O: ...with a flu shot



V.O: ...and protect them from serious illness.



V.O: **The good news is, it's free for kids aged 6 months to under five.**



V.O: **Book now with your doctor.**



V.O: **Authorised by the Victorian Government, Melbourne.**



# SOCIAL VIDEO

## POST COPY

This winter, let's keep our kids well with a flu shot. Getting their flu shot every year is just as important as other routine childhood vaccines. The flu shot protects children from serious illness caused by the flu and can be given at the same time as other routine childhood vaccines.

Book now with your doctor or your local council immunisation service.  
*Authorised by the Victorian Government, Melbourne.*

### ALT TEXT:

*An adorable crawling baby looks up at the words:  
"Stay well this winter."*

*Then, over a picture of two sisters squeezing each other in a happy hug, more words appear:  
"The flu shot is free for kids 6 months to under 5."*

*The Victoria State Government logo.*

*And the message: "Authorised by the Victorian Government, Melbourne."*



[Downloadable link](#)



**OFFICIAL**

# DIGITAL

## GIFs



# TRANSLATED ASSETS

STAY  
WELL  
THIS  
WINTER

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# A3 POSTERS – CALD



## Available in 16 languages

- Arabic
- Chinese Simplified
- Chinese Traditional
- Croatian
- Farsi (Persian)
- Greek
- Hindi
- Italian
- Khmer
- Macedonian
- Punjabi
- Russian
- Serbian
- Spanish
- Turkish
- Vietnamese



# SOCIAL GIFS – CALD

Available in 16 languages

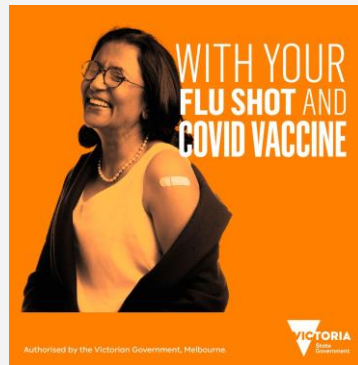
## Post copy:

This winter, we know what to do to stay well against COVID and the flu. So get your flu shot and be up-to-date with your COVID vaccination.

The good news is, you can get vaccinated against both viruses at the same time.

Book now with your pharmacist or doctor.

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Available in 16 languages

- |                       |              |
|-----------------------|--------------|
| → Arabic              | → Khmer      |
| → Chinese Simplified  | → Macedonian |
| → Chinese Traditional | → Punjabi    |
| → Croatian            | → Russian    |
| → Farsi (Persian)     | → Serbian    |
| → Greek               | → Spanish    |
| → Hindi               | → Turkish    |
| → Italian             | → Vietnamese |



# TRANSLATED INFORMATION

- Arabic  
[www.betterhealth.vic.gov.au/stay-well-this-winter-arabic](http://www.betterhealth.vic.gov.au/stay-well-this-winter-arabic)
- Chinese Simplified  
[www.betterhealth.vic.gov.au/stay-well-this-winter-chinese-simplified](http://www.betterhealth.vic.gov.au/stay-well-this-winter-chinese-simplified)
- Chinese Traditional  
[www.betterhealth.vic.gov.au/stay-well-this-winter-chinese-traditional](http://www.betterhealth.vic.gov.au/stay-well-this-winter-chinese-traditional)
- Croatian  
[www.betterhealth.vic.gov.au/stay-well-this-winter-croatian](http://www.betterhealth.vic.gov.au/stay-well-this-winter-croatian)
- Farsi (Persian)  
[www.betterhealth.vic.gov.au/stay-well-this-winter-farsi](http://www.betterhealth.vic.gov.au/stay-well-this-winter-farsi)
- Greek  
[www.betterhealth.vic.gov.au/stay-well-this-winter-greek](http://www.betterhealth.vic.gov.au/stay-well-this-winter-greek)
- Hindi  
[www.betterhealth.vic.gov.au/stay-well-this-winter-hindi](http://www.betterhealth.vic.gov.au/stay-well-this-winter-hindi)
- Italian  
[www.betterhealth.vic.gov.au/stay-well-this-winter-italian](http://www.betterhealth.vic.gov.au/stay-well-this-winter-italian)
- Khmer  
[www.betterhealth.vic.gov.au/stay-well-this-winter-khmer](http://www.betterhealth.vic.gov.au/stay-well-this-winter-khmer)
- Macedonian  
[www.betterhealth.vic.gov.au/stay-well-this-winter-macedonian](http://www.betterhealth.vic.gov.au/stay-well-this-winter-macedonian)
- Punjabi  
[www.betterhealth.vic.gov.au/stay-well-this-winter-punjabi](http://www.betterhealth.vic.gov.au/stay-well-this-winter-punjabi)
- Russian  
[www.betterhealth.vic.gov.au/stay-well-this-winter-russian](http://www.betterhealth.vic.gov.au/stay-well-this-winter-russian)
- Serbian  
[www.betterhealth.vic.gov.au/stay-well-this-winter-serbian](http://www.betterhealth.vic.gov.au/stay-well-this-winter-serbian)
- Spanish  
[www.betterhealth.vic.gov.au/stay-well-this-winter-spanish](http://www.betterhealth.vic.gov.au/stay-well-this-winter-spanish)
- Turkish  
[www.betterhealth.vic.gov.au/stay-well-this-winter-turkish](http://www.betterhealth.vic.gov.au/stay-well-this-winter-turkish)
- Vietnamese  
<http://www.betterhealth.vic.gov.au/stay-well-this-winter-vietnamese>



# NEWSLETTER CONTENT AND ON HOLD MESSAGING

**STAY  
WELL  
THIS  
WINTER**

**OFFICIAL**

# NEWSLETTER CONTENT

This winter, we know what to do to stay well against the flu and COVID. Get your flu shot and up-to-date COVID vaccine. It's the most effective way to stay protected this winter.

You can get both vaccines at the same time, and the flu shot is free if you're

- aged 65 and over
- pregnant
- an Aboriginal or Torres Strait Islander over 6 months old
- and people with medical conditions that put them at increased risk of severe flu.

Remember, the flu shot protects children from serious illness caused by the flu. Children and babies six months or older need to get the flu vaccine every year. It can be given at the same time as other routine childhood vaccines and it's free for kids aged 6 months to under 5.

Book now with your doctor.

For more information visit [betterhealth.vic.gov.au/stay-well-this-winter](https://betterhealth.vic.gov.au/stay-well-this-winter)

# ON HOLD MESSAGING (IVR)

This winter, we know what to do to stay well against the flu and COVID. Get your flu shot and up-to-date COVID vaccine. It's the most effective way to stay protected this winter. Remember, the flu shot protects children from serious illness caused by the flu. Children and babies six months or older need to get the flu vaccine every year. It can be given at the same time as other routine childhood vaccines and it's free for kids aged 6 months to under 5.

For more information visit [betterhealth.vic.gov.au/stay-well-this-winter](https://betterhealth.vic.gov.au/stay-well-this-winter)

## **ADDITIONAL RESOURCES**

**STAY  
WELL  
THIS  
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## ADDITIONAL HYGIENCE RESOURCES

### Soapy Heroes

Additional resources to help teach kids about how to wash their hands properly and become a 'Soapy Hero' can be found [here](#).



**THANK YOU**

**STAY  
WELL  
THIS  
WINTER**

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