

# Don't risk the flu and RSV maternal vaccine stakeholder toolkit 2025

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Department  
of Health

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# Purpose of this toolkit

This toolkit is for healthcare services and community organisations.

The materials are designed to be used by healthcare and community organisations to help encourage uptake of the flu vaccination and RSV maternal vaccine by Victorians. The materials are evergreen and can be used throughout winter.

## 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 health service, clinic, community centre, place of work or community recreational spaces
- Promoting the campaign message in your newsletter or on hold messaging
- Directing people to the Better Health Channel website for information [betterhealth.vic.gov.au/get-vaccinated](https://betterhealth.vic.gov.au/get-vaccinated)

## Contact

For more information contact Community and Public Health Communications  
[pph.communications@health.vic.gov.au](mailto:pph.communications@health.vic.gov.au)

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## **Section 1: Influenza**

**Don't risk the flu. Get vaccinated today.**

# Influenza (flu) key messages

## General flu key messages

Don't risk the flu. Get vaccinated today.

Flu season is here, and it can be serious. Choose to protect yourself and your loved ones with an annual flu vaccine.

The vaccine is free for eligible groups:

- Children aged 6 months to under 5 years
- Adults aged 65 years and older
- Aboriginal and Torres Strait Islander people aged 6 months and older
- Pregnant women (at any stage of pregnancy)
- Individuals with certain medical conditions that increase the risk of severe flu.

Find out more visit the [betterhealthchannel.vic.gov.au/get-vaccinated](https://betterhealthchannel.vic.gov.au/get-vaccinated)

# Don't risk the Flu campaign overview

## **Objective**

Increase flu vaccination rates in Victoria

## **Live dates**

14 April – 30 June

## **Target audience**

The paid media campaign will target parents and carers with children under 5 across:

- Metro and regional Victoria
- Aboriginal and Torres Strait Islander communities
- Culturally and Linguistically Diverse (CALD) audiences: Arabic, Cantonese, Hazaragi , Hindi , Mandarin, Punjabi, Urdu , Vietnamese

## **Paid media channels**

Social media, digital display and audio, radio, regional press, Youtube, search engine marketing, and outdoor advertising in retail spaces and health services.

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# Don't risk the flu posters



A lot of pain

or a little pain

**Don't risk the flu.  
Get vaccinated today.**

Flu season is here and it can be serious. Choose to protect yourself and your loved ones with a free annual flu vaccine.

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



**Gen-pop**  
[Download](#)



A lot of pain

or a little pain

**Don't risk the flu.  
Get vaccinated today.**

Free for children under 5.

The flu can be serious and children are among the most at risk. Choose to protect them with a free annual flu vaccine.

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



**Parents under 5**  
[Download](#)



A lot of pain

or a little pain

**Don't risk the flu.  
Get vaccinated today.**

Find out if you're eligible for a free flu vaccine.

Flu season is here and it can be serious. Choose to protect yourself and your loved ones with an annual flu vaccine, free for those over 65.

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



**Seniors (over 65)**  
[Download](#)



A lot of pain

or a little pain

**Don't risk the flu.  
Get your free jab today.**

Free for Aboriginal and Torres Strait Islander people aged six months and older.

Flu season is here, and it can be serious. Choose to protect yourself and your mob with an annual flu jab.

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



**Aboriginal and Torres Strait Islander**  
[Download](#)

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# Don't risk the flu social tiles

## Target audience:

Parents with children under 5

Download the suit of assets and adapt the suggested post copy only:

[Static assets](#)

[Animated assets \(15 sec\)](#)

[Animated stories](#)

## Department of Health channels:

- Instagram: [@VicGovDH](#)
- Facebook [@VicGovDH](#)



### Headline

Don't risk the flu

### Post copy

This flu season, what will you choose? A little discomfort getting your child vaccinated or a lot of pain if they get sick. Don't risk the flu. Make sure your family is up to date with their annual flu vaccine, free for children under 5.



### Headline

Don't risk the flu

### Post copy

The flu can be serious, and children are among the most at risk. Choose to protect them with an annual flu vaccine, free for children under 5.



### Headline

Don't risk the flu

### Post copy

Flu vaccines are safe, effective and free for children under 5. Book your flu vaccine through your doctor (GP), local council immunisation service, Aboriginal Community Controlled Health Organisation, or local pharmacy (for ages 5 years and older).

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# Don't risk the flu social tiles

Download the suit of assets and adapt the suggested post copy only:

[Static assets](#)

Department of Health channels:

- Instagram: [@VicGovDH](#)
- Facebook [@VicGovDH](#)



**Gen-pop**

**Headline**

Don't risk the flu

**Post copy**

Flu season is here, and it can be serious. Choose to protect yourself and your loved ones with an annual flu vaccine.



**Seniors (over 65)**

**Headline**

Don't risk the flu

**Post copy**

This flu season, choose to protect yourself and your loved ones with an annual flu vaccine, free for those over 65.



**Aboriginal and Torres Strait Islander**

**Headline**

Don't risk the flu

**Post copy**

Flu season is here, and it can be serious. Protect your mob with an annual flu jab, free for Aboriginal and Torres Strait Islander people aged 6 months and older.

# Don't risk the flu translated social tiles

## Download the assets and translated copy:

- [Arabic](#)
- [Chinese Simplified](#)
- [Chinese Traditional](#)
- [Hazaragi](#)
- [Hindi](#)
- [Punjabi](#)
- [Urdu](#)
- [Vietnamese](#)

## Headline

Don't risk the flu

## Post copy

This flu season, what will you choose? A little discomfort getting your child vaccinated or a lot of pain if they get sick. Don't risk the flu. Make sure your family is up to date with their annual flu vaccine, free for children under 5.

## Target audience:

Parents with children under 5



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# Don't risk the flu translated factsheets

## Factsheets

- [Arabic](#)
- [Chinese Simplified](#)
- [Chinese Traditional](#)
- [Hazaraqi](#)
- [Hindi](#)
- [Punjabi](#)
- [Urdu](#)
- [Vietnamese](#)

## **Section 2: RSV maternal vaccine**

# RSV maternal vaccine – Key messages

## Key messages

- Respiratory syncytial virus (RSV) is the leading cause of infant hospitalisation in Australia.
- But did you know vaccination during pregnancy helps protect newborns by passing on antibodies, reducing the risk of severe RSV illness in infants under 6 months by about 70%?
- As part of a world-first comprehensive Maternal and Infant Protection Program (MIPP) against RSV, eligible women from 28 to 36 weeks of pregnancy can now access a free vaccine through the National Immunisation Program (NIP).
- The vaccine can safely be given at the same time as other vaccines recommended in pregnancy, including influenza, whooping cough, and COVID vaccines.
- Maternal vaccination is the safest means of protecting our little ones against serious RSV illness.
- Speak to your health care provider or visit the Better Health Channel for more information:  
<https://go.vic.gov.au/3Epp7cy>

# RSV infants and young children

## Key messages

- From 1 April to 30 September, free immunisation is available to eligible infants entering their first respiratory syncytial virus (RSV) season.
- RSV infection is the most common cause of infant hospitalisation because it can often progress to more serious lung conditions in very young children.
- Infant RSV immunisation provides immediate protection with just one dose, reducing the risk of hospitalisation for at least five months, covering the typical RSV season (May to September in Victoria).
- You can now access the infant immunisation program through participating public and private birthing hospitals, general practices, Aboriginal Health Services and some local council immunisation clinics.
- Protect your little one and check their eligibility today <https://go.vic.gov.au/3Yc5IYR>

# RSV posters – maternal vaccine



[Download all posters here](#)

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# RSV maternal vaccine social tiles

Download the suit of assets and adapt the suggested post copy:

[Static assets](#)

Department of Health channels:

- Instagram: [@VicGovDH](#)
- Facebook [@VicGovDH](#)



## Headline

Free maternal RSV vaccine now available!

## Post copy

Respiratory syncytial virus (RSV) is the leading cause of infant hospitalisation in Australia. But did you know vaccination during pregnancy helps protect newborns by passing on antibodies, reducing the risk of severe RSV illness in infants under 6 months by about 70%?

Eligible women from 28 to 36 weeks of pregnancy can now access a free vaccine through the National Immunisation Program (NIP). The vaccine can safely be given at the same time as other vaccines recommended in pregnancy, including influenza, whooping cough, and COVID vaccines.

Maternal vaccination is the safest means of protecting our little ones against serious RSV illness. Speak to your health care provider or visit the Better Health Channel for more information: <https://go.vic.gov.au/3Epp7cy>

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# RSV Fact sheets

## RSV vaccination during pregnancy - Abrysvo®

Information for consumers

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### What is respiratory syncytial virus (RSV)?

Respiratory syncytial virus, or RSV, is a common virus that can cause respiratory infections from mild colds to severe illnesses. It affects people of all ages, but especially infants and young children.

RSV is easily spread, and most children will get an RSV infection by the time they are 2 years old. In Australia, RSV infection is the most common cause of infant hospitalisation because it can often progress to pneumonia (infection of the lungs) or bronchiolitis (inflammation of the small airways in the lungs) in very young children.

Those at greatest risk for serious RSV disease include:

- infants under 6 months of age, especially those under 3 months
- infants and young children aged 2 years and under with certain medical risk conditions for severe RSV disease
- Aboriginal and Torres Strait Islander children aged 2 years and under.

### Why should I get the RSV vaccine in pregnancy?

Maternal vaccination is the safest means of protecting infants and children against RSV.

When the Abrysvo® RSV vaccine is given in pregnancy, the mother will create protective antibodies and pass these to their baby through the placenta. This helps to protect their newborn baby from birth and in its first few months of life. Immunisation in pregnancy reduces the risk of severe RSV illness in infants under 6 months of age by around 70%.

### Is Abrysvo® RSV vaccine free under the National Immunisation Program?

Eligible women from 28 to 36 weeks of pregnancy will be able to access free Abrysvo® RSV vaccine through the National Immunisation Program (NIP) from February 2025. To get access to free NIP vaccines you must hold, or be eligible for, a Medicare card.

Some providers might charge a fee for giving the vaccine.

### How is the Abrysvo® RSV vaccine given?

A single dose of the Abrysvo® RSV vaccine, is recommended at the 28-week antenatal check, but can be given from 28 to 36 weeks of pregnancy. It is given by injection into the muscle, usually in the deltoid muscle of the upper arm.

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Fact sheet for pregnant women

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## RSV immunisation for infants and young children - nirsevimab

Information for parents and carers

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### What is respiratory syncytial virus (RSV)?

Respiratory syncytial virus, or RSV, is a common virus that can cause respiratory infections from mild colds to severe illnesses. It affects people of all ages, but especially infants and young children.

RSV is easily spread, and most children will get an RSV infection by the time they are 2 years old. In Australia, RSV infection is the most common cause of infant hospitalisation because it can often progress to pneumonia (infection of the lungs) or bronchiolitis (inflammation of the small airways in the lungs) in very young children.

Those at greatest risk for serious RSV disease include:

- infants under 6 months of age, especially those under 3 months
- infants and young children aged 2 years and under with certain medical risk conditions for severe RSV disease
- Aboriginal and Torres Strait Islander infants and young children aged 2 years and under.

### How can newborn babies get protected against RSV?

Newborn babies, the most at risk, can be protected from RSV through mothers being vaccinated during pregnancy. When the Abrysvo® RSV vaccine is given in pregnancy, the mother will create protective antibodies and pass these to their baby through the placenta. This helps to protect their newborn baby from birth and in its first few months of life. Immunisation in pregnancy reduces the risk of severe RSV illness in infants under 6 months of age by around 70%.

For infants whose mothers didn't receive RSV vaccination in pregnancy or who have risk factors for severe disease, the RSV immunisation product nirsevimab is available in Victoria.

### What is nirsevimab?

Nirsevimab (Beyfortus™) is a monoclonal antibody given to provide protection against RSV infection. Monoclonal antibodies start working within a couple of days and provide direct protection to the infant almost immediately after they are given.

Nirsevimab can provide protection against RSV for at least 5 months, reducing the risk of RSV-associated hospitalisation by almost 80 per cent among infants entering their first RSV season.



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Fact sheet for infants and young children

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## **Section 3: Vaccination myth and facts**

# Section 3: Vaccination myth and facts

## Get the facts about vaccines

Information for consumers

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**Myth:** Vaccines contain harmful ingredients

**Fact:** Vaccines are very safe and go through thorough testing before use. The ingredients in vaccines are usually found naturally in the body, the food we eat and the environment around us. They are present in such small amounts that they do not pose a risk to health.

**Myth:** You can get the disease from a vaccine

**Fact:** Most vaccines are inactivated (killed) vaccines, which makes it impossible to contract the disease from the vaccine. In some cases, a weakened live virus is used in a vaccine to stimulate an immune system response. These are safe and effective, and you are unlikely to get sick after having one.

**Myth:** Natural immunity is better than getting immunity through vaccination

**Fact:** It is always better to get vaccinated than to try to build immunity by getting sick. Vaccines are tested to ensure that our bodies develop a proper immune response that helps us fight off the viruses and bacteria that cause disease. Choosing to skip vaccination in favour of getting a disease is always extremely risky.

**Myth:** Vaccines are just about protecting the individual

**Fact:** When you get immunised, you're not only protecting yourself, but also helping to protect the whole community. Especially those who can't get vaccinated, like people who are too young or sick.

Herd immunity means enough people in the community are immunised to stop or slow the spread of disease. By getting vaccinated you are helping create herd immunity.

**Myth:** The diseases vaccines prevent are no longer a threat

**Fact:** While diseases like measles and polio are rare in Australia thanks to our vaccination program, they still exist in many parts of the world. Measles cases continue to occur in Australia, mostly in people who have travelled overseas. When a large portion of the population is vaccinated, herd immunity helps to provide protection for those most at risk if there is an outbreak.

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## Fact sheet: Get the facts about vaccines

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This fact sheet outlines common myths and facts about vaccines.

This content may be useful when responding to online comments or in generating content for web, newsletters and social media.

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