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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.
- 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)

**VIDEOS**

**STAY  
WELL  
THIS  
WINTER**

# VIDEOS - 30" AND 15"

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.**



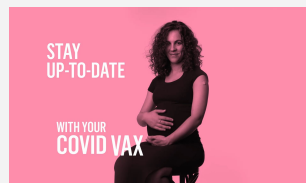
V.O: **So...**



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



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



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



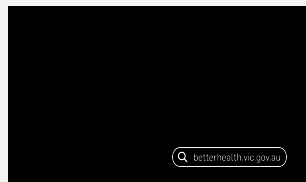
V.O: **And if you're feeling unwell, stay home.**



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.**



**PRESS**

**STAY  
WELL  
THIS  
WINTER**

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)

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

VICTORIA State Government

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)

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

VICTORIA State Government

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)

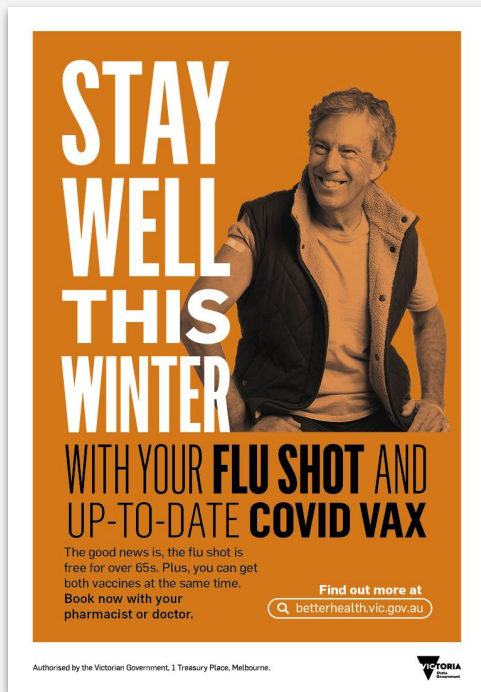
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VICTORIA State Government



# 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)

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**VICTORIA** State Government

Under 5s



STAY WELL THIS WINTER

WITH YOUR **FLU SHOT**

The good news is, the flu shot is free for kids 8 months to under 5. Book now with your doctor.

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

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**VICTORIA** State Government

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)

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

**VICTORIA** State Government







# OUT OF HOME




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

Authorised by the Victorian Government, Melbourne.




**STAY  
WELL  
THIS  
WINTER**




Book now with your  
pharmacist or doctor.

Find out more at

 [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au)

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**SOCIAL**

**STAY  
WELL  
THIS  
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# SOCIAL VIDEOS

Generic - Male

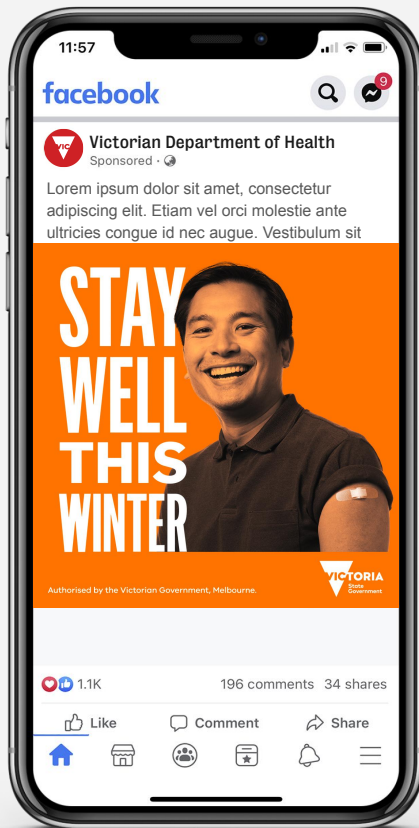
## Post copy:

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.*



[Downloadable link](#)



# SOCIAL VIDEOS

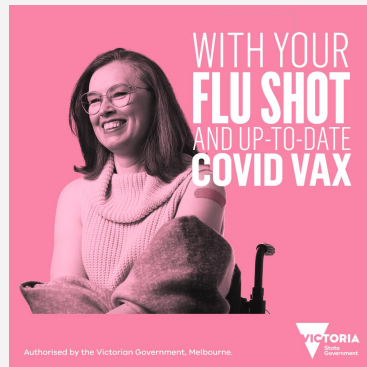
Generic - Female

## 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.*



# 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](#)



# 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](#)



# SOCIAL VIDEOS

*Under 5s*

## 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. Plus, the flu shot is free for all kids ages 6 months to under 5.

Book now with your doctor.

*Authorised by the Victorian Government, Melbourne.*





# SOCIAL VIDEOS

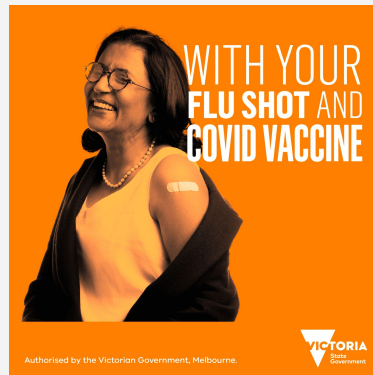
General Female - 'No Wait'

## 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.*



[Downloadable link](#)



**DIGITAL**

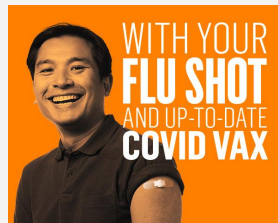
**STAY  
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# DIGITAL GIFs

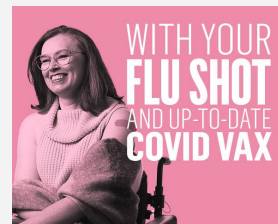
## Additional Flu Info



## Gen Pop - Male



## Gen Pop - Female



# DIGITAL GIFs

Pregnant



Under 5



General Female 'No wait'



## **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**