
STAY WELL THIS WINTER

STAKEHOLDER PACK



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

VIDEO

**STAY
WELL
THIS
WINTER**

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 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.**



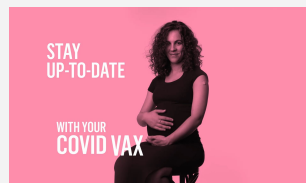
V.O: **So...**



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



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



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



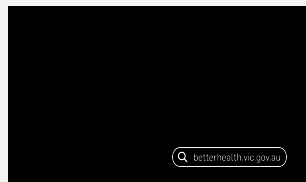
V.O: **And if you're feeling unwell, stay home.**



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

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

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.

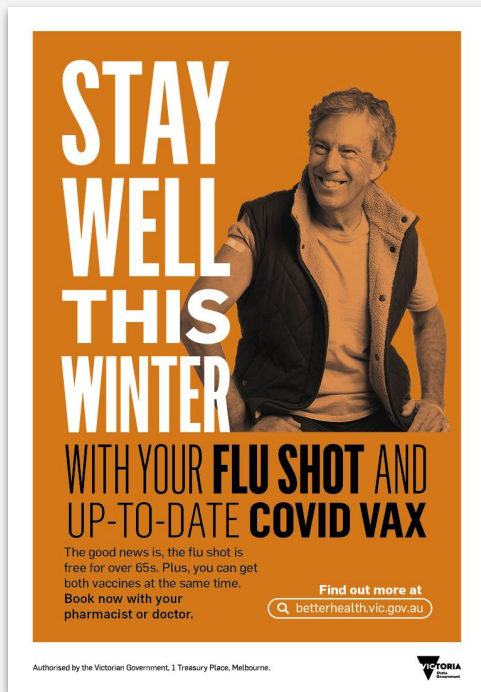
Find out more at
betterhealth.vic.gov.au

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

VICTORIA
State Government



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

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 8 months to under 5. Book now with your doctor.

Find out more at
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

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




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

Authorised by the Victorian Government, Melbourne.



SOCIAL

**STAY
WELL
THIS
WINTER**

SOCIAL VIDEOS

Generic - Male

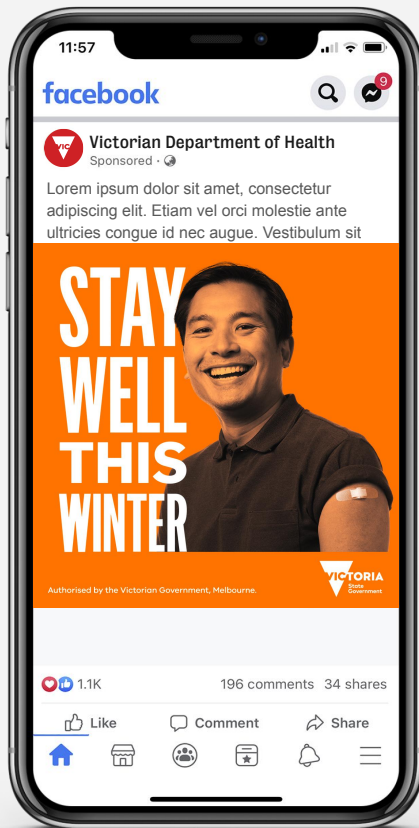
Post copy:

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.



[Downloadable link](#)



SOCIAL VIDEOS

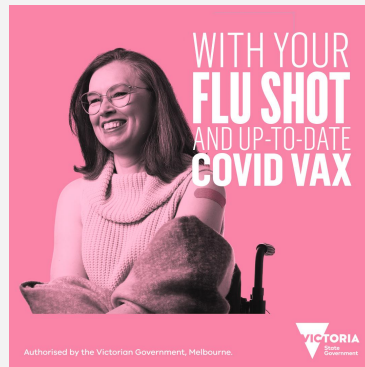
Generic - Female

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

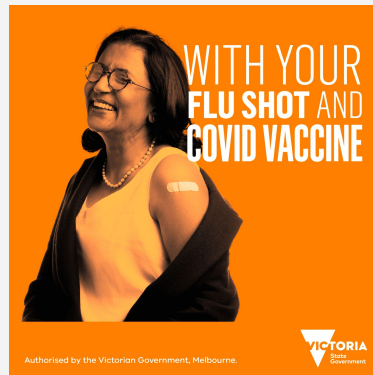
General Female - 'No Wait'

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

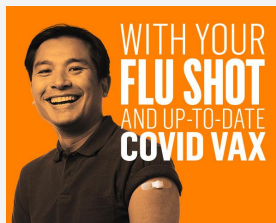
**STAY
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DIGITAL GIFs

Additional Flu Info



Gen Pop - Male



Gen Pop - Female



DIGITAL GIFs

Pregnant



Under 5



General Female 'No wait'



ADDITIONAL ASSETS FOR PARENTS OF UNDER 5S

**STAY
WELL
THIS
WINTER**

VIDEO - 15"

VO:

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

AND PROTECT THEM
FROM SERIOUS ILLNESS.

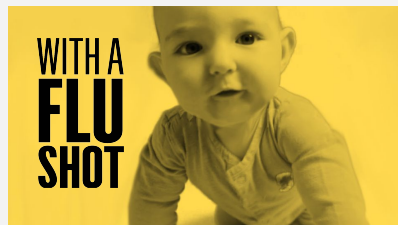
THE GOOD NEWS IS,
IT'S FREE FOR KIDS AGED 6
MONTHS TO UNDER 5.

Book now with your doctor.

*Authorised by the Victorian
Government, Melbourne*



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



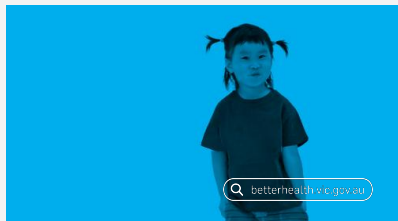
V.O: ...**with a flu shot**



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.
That's because it protects them from serious illness caused by the flu.
The good news is, the flu shot is free for kids aged 6 months to under 5.

Book now with your doctor.

Authorised by the Victorian Government, Melbourne.

ALT TEXT:

An adorable crawling baby looks up at the words:

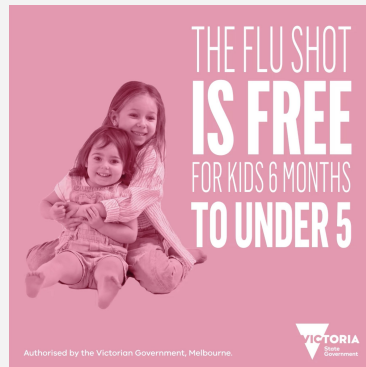
"Stay well this winter."

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."

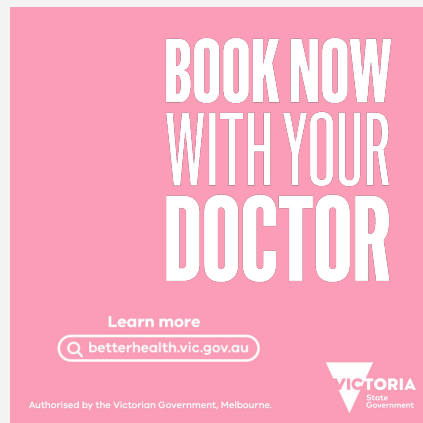
The Victoria State Government logo.

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



DIGITAL

GIFs



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**