

PROTECT OUR HEALTH SYSTEM.
GET YOUR FLU SHOT.

MULTICULTURAL CAMPAIGN

STAKEHOLDER KIT

30 APRIL 2020



PROTECT OUR HEALTH SYSTEM.
GET YOUR FLU SHOT.

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**PROTECT OUR HEALTH SYSTEM.
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INTRODUCTION

The flu is a highly contagious viral infection that can cause severe illness. It's not like the common cold, it can hit quickly and last for a few weeks. For vulnerable Victorians, like young children, the elderly, pregnant women and people with weakened immune system, the flu can have serious and devastating outcomes.

Each year the flu affects thousands of Victorians and put an enormous amount of pressure on our hospitals and health system. This year specifically the flu season might coincide with the peak of coronavirus (COVID-19) outbreak, potentially placing additional pressure on our health system.

The best way Victorians can help prevent getting and spreading the flu is with an annual flu shot.

As a key stakeholder with important connections across Victoria's multicultural communities, we ask for your support in sharing this information widely through your networks.

This pack provides links to a range of translated materials including social media content, audio recordings and animated gifs to help you share this information with your networks. Thank you in advance.

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WHAT YOU CAN DO TO HELP

You can help by:

- Sharing the materials that you can access from this stakeholder kit with your community by email, social media or through messaging apps you use like What's App, WeChat, Messenger and others.
- Directing people to the Better Health website for more information:
www.betterhealth.vic.gov.au/flu
- Advising the community that the flu shot is now available from their local GP, pharmacist and community immunisation sessions.

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SOCIAL MEDIA POSTS

You will find a series of translated images tiles available for download as part of the campaign. The tiles showcase real people and their quotes. You can combine these tiles to create Facebook and Instagram single posts, carousels or stories.

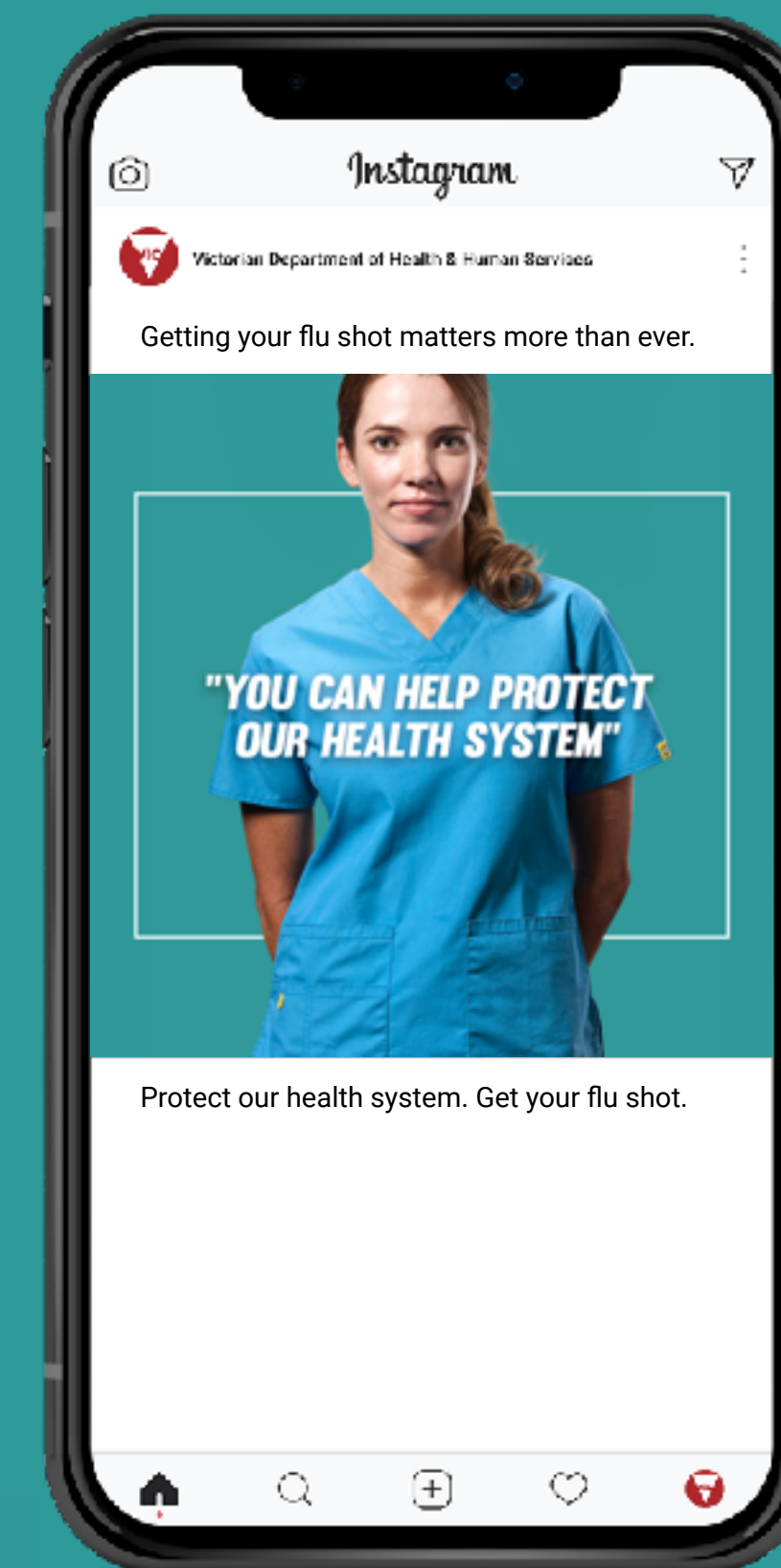
In the next pages, you will find a few examples showing possible combinations.

Social media assets are translated to the following languages:

- Dari
- Dinka
- Farsi
- Khmer
- Macedonian
- Tamil
- Turkish

DOWNLOAD SOCIAL MEDIA FILES HERE:

<https://cloud.think-hq.com.au/s/STqGPro5NFRyDjm>



Example of Instagram or Facebook single post

Image tile 1080 x 1080px

Recommended post text

Getting your flu shot matters more than ever

Headline

Protect our health system

Link description

Get your flu shot

PROTECT OUR HEALTH SYSTEM.
GET YOUR FLU SHOT.

SOCIAL MEDIA POSTS

DOWNLOAD SOCIAL MEDIA FILES HERE:

<https://cloud.think-hq.com.au/s/STqGPro5NFRyDjm>



Example of Instagram or Facebook carousel

Image tiles 1080 x 1080px



Headline:
Protect our health system.

Link description:
Get your flu shot.



Headline:
Protect our health system.

Link description:
Get your flu shot.



Headline:
Protect our health system.

Link description:
Get your flu shot.

Recommended post text
Getting your flu shot matters more than ever

Headline
Protect our health system

Link description
Get your flu shot

PROTECT OUR HEALTH SYSTEM.
GET YOUR FLU SHOT.

SOCIAL MEDIA POSTS

DOWNLOAD SOCIAL MEDIA FILES HERE:

<https://cloud.think-hq.com.au/s/STqGPro5NFRyDjm>



Example of Instagram or Facebook carousel

Image tiles 1080 x 1080px



Headline:
Protect our health system.

Link description:
Get your flu shot.



Headline:
Protect our health system.

Link description:
Get your flu shot.



Headline:
Protect our health system.

Link description:
Get your flu shot.

Recommended post text
Getting your flu shot matters more than ever

Headline
Protect our health system

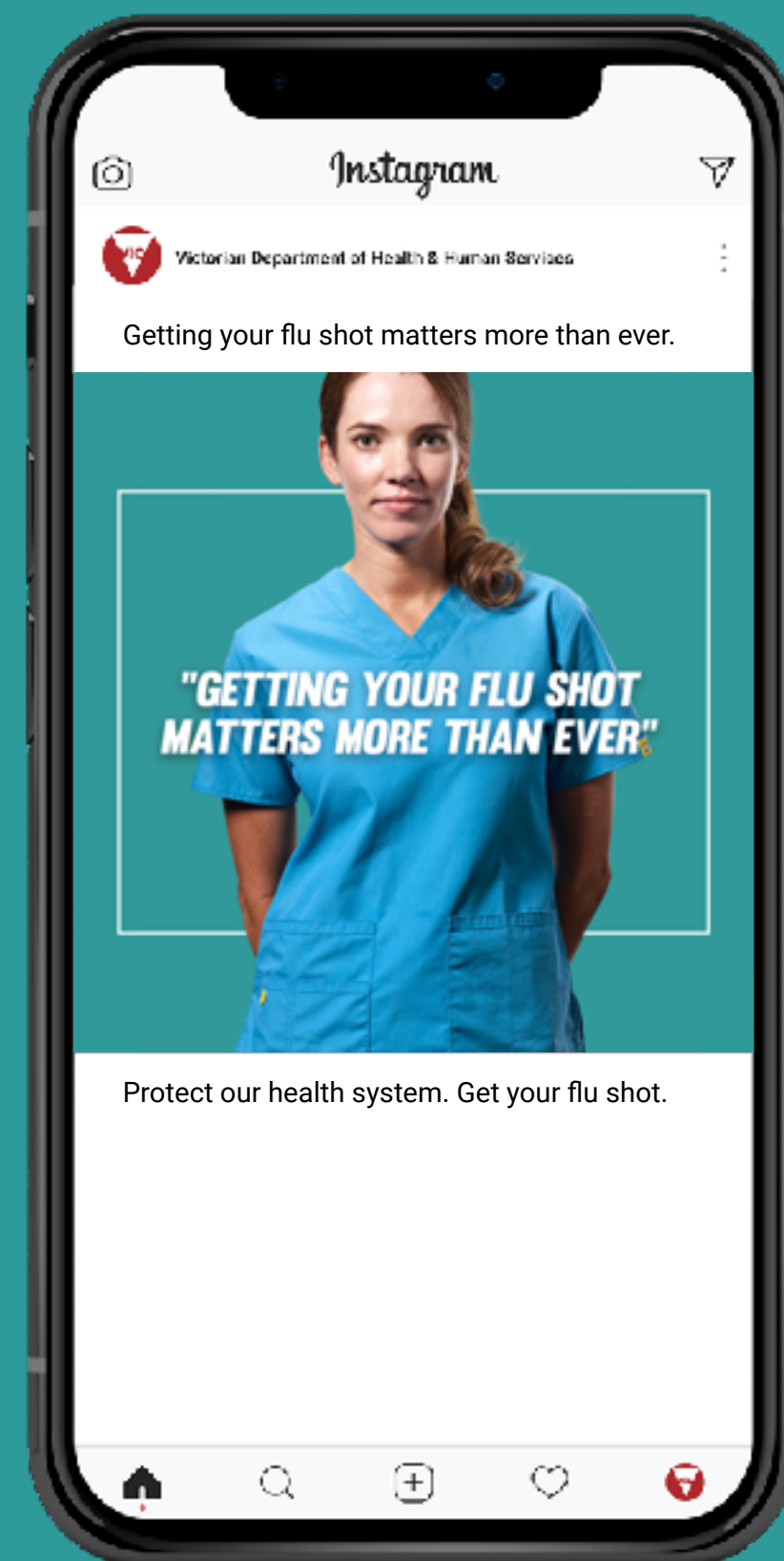
Link description
Get your flu shot

PROTECT OUR HEALTH SYSTEM.
GET YOUR FLU SHOT.

SOCIAL MEDIA POSTS

DOWNLOAD SOCIAL MEDIA FILES HERE:

<https://cloud.think-hq.com.au/s/STqGPro5NFRyDjm>



Example of Instagram or Facebook carousel

Image tiles 1080 x 1080px



Headline:
Protect our health system.

Link description:
Get your flu shot.



Headline:
Protect our health system.

Link description:
Get your flu shot.



Headline:
Protect our health system.

Link description:
Get your flu shot.

Recommended post text
Getting your flu shot matters more than ever

Headline
Protect our health system

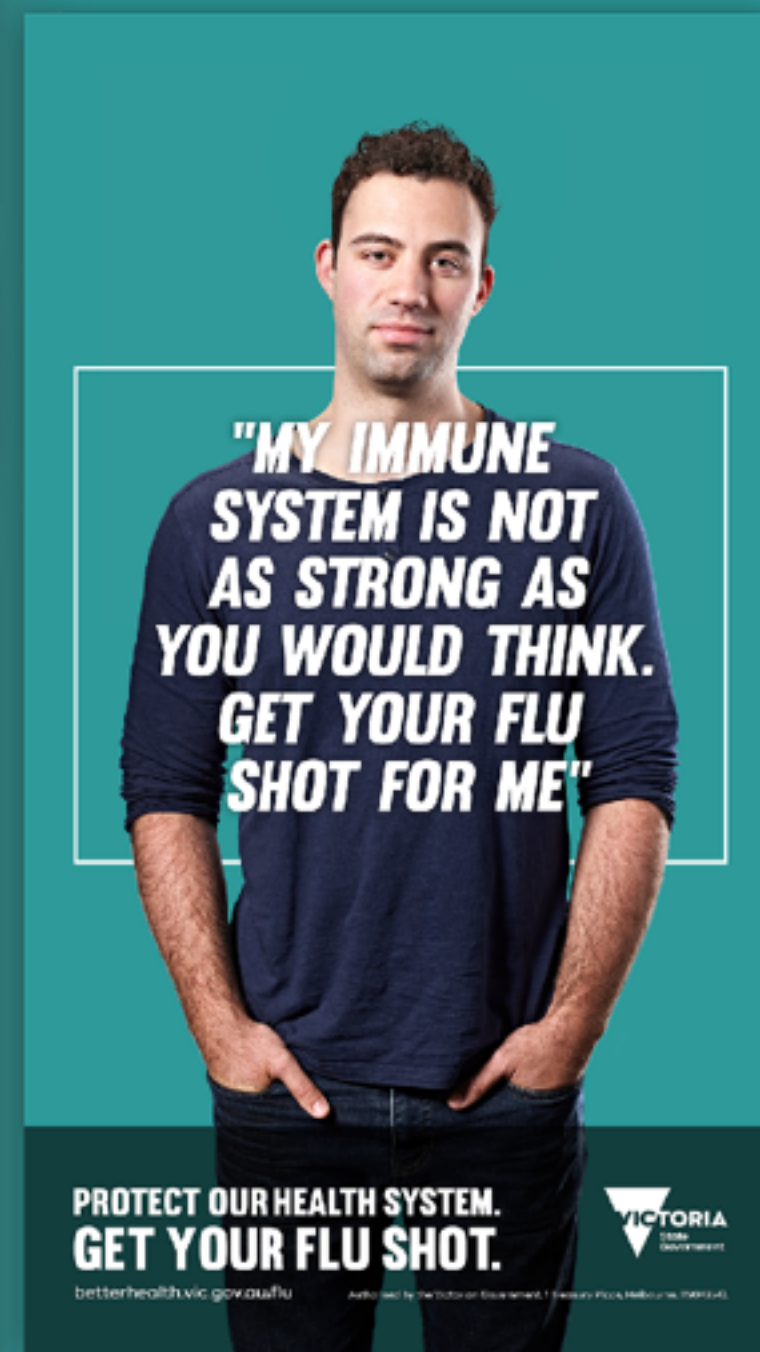
Link description
Get your flu shot

PROTECT OUR HEALTH SYSTEM.
GET YOUR FLU SHOT.

SOCIAL MEDIA POSTS

DOWNLOAD SOCIAL MEDIA FILES HERE:

<https://cloud.think-hq.com.au/s/STqGPro5NFRyDjm>



Example of Instagram or Facebook Stories

Image tiles 1080 x 1080px

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SOCIAL MEDIA POSTS

DOWNLOAD SOCIAL MEDIA FILES HERE:

<https://cloud.think-hq.com.au/s/STqGPro5NFRyDjm>



Example of Instagram or Facebook Stories

Image tiles 1080 x 1080px

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SOCIAL MEDIA POSTS

DOWNLOAD SOCIAL MEDIA FILES HERE:

<https://cloud.think-hq.com.au/s/STqGPro5NFRyDjm>



Example of Instagram or Facebook Stories

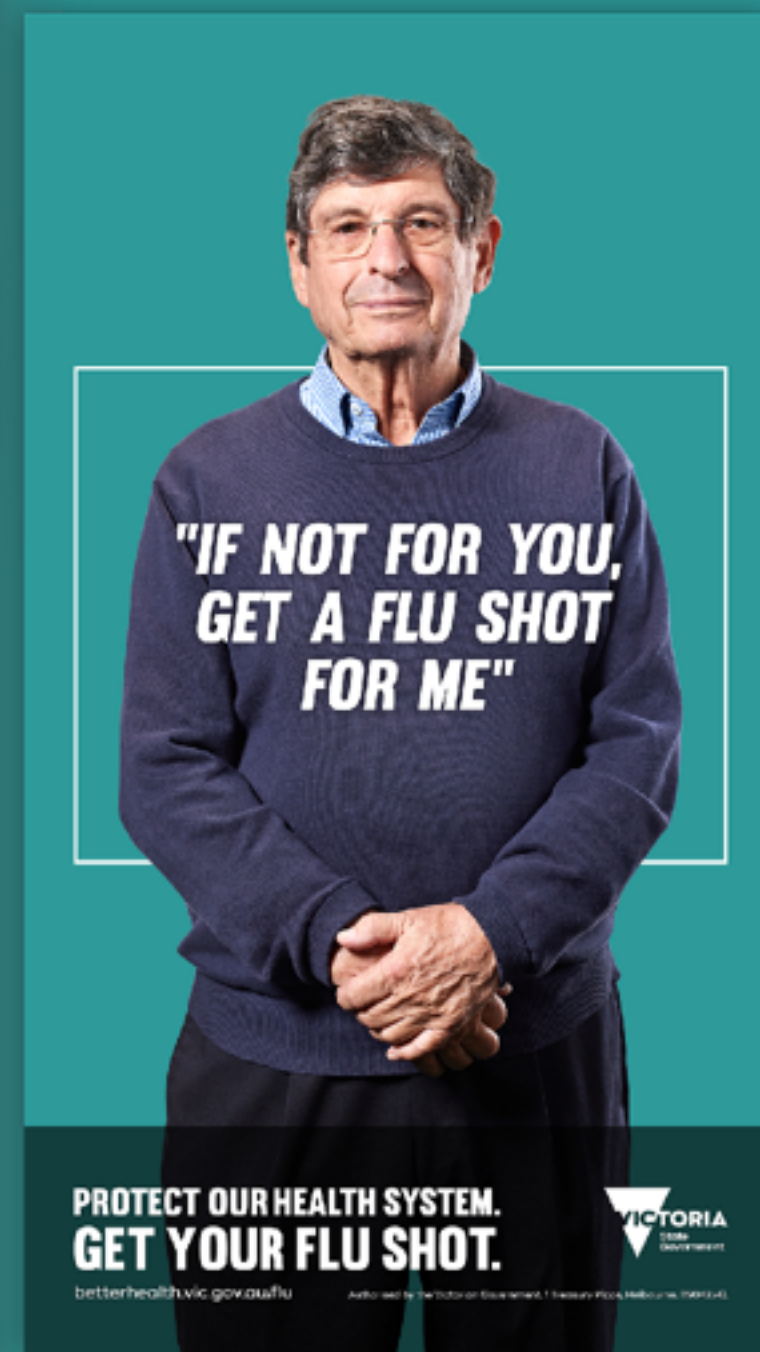
Image tiles 1080 x 1080px

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SOCIAL MEDIA POSTS

DOWNLOAD SOCIAL MEDIA FILES HERE:

<https://cloud.think-hq.com.au/s/STqGPro5NFRyDjm>



Example of Instagram or Facebook Stories

Image tiles 1080 x 1080px

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ANIMATED GIFS

DOWNLOAD ANIMATED GIF FILES HERE:

<https://cloud.think-hq.com.au/s/b5Q9j7ax8JQWydR>

ANIMATED BANNER #1
SIZE 320 x 250 px



Animated GIFs translated to the following languages:

- Arabic
- Chinese (Simplified)
- Greek
- Indonesian
- Italian
- Korean
- Spanish
- Tagalog
- Thai
- Vietnamese

ANIMATED BANNER #2
SIZE 320 x 250 px



PROTECT OUR HEALTH SYSTEM.
GET YOUR FLU SHOT.

ANIMATED GIFS

DOWNLOAD ANIMATED GIF FILES HERE:

<https://cloud.think-hq.com.au/s/b5Q9j7ax8JQWydR>



ANIMATED BANNER #3
SIZE 320 x 250 px



PROTECT OUR HEALTH SYSTEM.
GET YOUR FLU SHOT.

ANIMATED GIFS

DOWNLOAD ANIMATED GIF FILES HERE:

<https://cloud.think-hq.com.au/s/b5Q9j7ax8JQWydR>



ANIMATED BANNER #4
SIZE 320x480 px

PROTECT OUR HEALTH SYSTEM.
GET YOUR FLU SHOT.

ANIMATED GIFS

DOWNLOAD ANIMATED GIF FILES HERE:

<https://cloud.think-hq.com.au/s/b5Q9j7ax8JQWydR>



ANIMATED BANNER #5
SIZE 320x480 px

PROTECT OUR HEALTH SYSTEM.
GET YOUR FLU SHOT.

ANIMATED GIFS

DOWNLOAD ANIMATED GIF FILES HERE:

<https://cloud.think-hq.com.au/s/b5Q9j7ax8JQWydR>

GETTING YOUR
FLU SHOT
MATTERS MORE
THAN EVER

COUGH AND
SNEEZE INTO
YOUR ELBOW



WASH YOUR
HANDS
REGULARLY



GET YOUR
FLU SHOT



PROTECT OUR HEALTH SYSTEM.
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Authorised by the Victorian Government,
1 Treasury Place, Melbourne. (0904254).

ANIMATED BANNER #6
SIZE 320x480 px



**PROTECT OUR HEALTH SYSTEM.
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AUDIO MESSAGE

Radio 45"

Script: GET YOUR FLU SHOT

[Speaker 1]

The flu made me feel completely helpless. I had headaches, fever, nausea – I couldn't even eat or drink. I couldn't go to work, I couldn't do anything!

[Speaker 2]

Coronavirus makes the need to get your annual flu shot more important than ever. To help protect our health system, cough or sneeze into your elbow, wash your hands regularly, and GET YOUR FLU SHOT.

To learn more, visit betterhealth.vic.gov.au/flu

Authorised by the Victorian Government, Melbourne.

DOWNLOAD THE AUDIO FILES HERE:

<https://cloud.think-hq.com.au/s/yt8Yy2anXsDNK7W>

Recorded in the following languages:

- Arabic
- Cantonese
- Greek
- Hindi (plus tailored English)
- Italian
- Macedonian
- Mandarin
- Punjabi (plus tailored English)
- Tamil (plus tailored English)
- Vietnamese

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LINKS FOR DOWNLOADABLE ASSETS PER LANGUAGE

The following links contain all the assets available to download, grouped by language:

Arabic

<https://cloud.think-hq.com.au/s/yiSm2jKaR9PHrrg>

Chinese

<https://cloud.think-hq.com.au/s/odApWxdq8dZffY7>

Dari

<https://cloud.think-hq.com.au/s/5SwCrAFzJjpNRM6>

Dinka

<https://cloud.think-hq.com.au/s/mdsMRPc4zcagHHN>

Farsi

<https://cloud.think-hq.com.au/s/AREaWQGF93fZKBr>

Greek

<https://cloud.think-hq.com.au/s/xssJWysAwokEg2R>

Hindi

<https://cloud.think-hq.com.au/s/fQnXBNTpB8kgyDY>

Indonesian

<https://cloud.think-hq.com.au/s/yAm3epfFoWwMkxH>

Italian

<https://cloud.think-hq.com.au/s/K2Rrx7oBHEKJNyw>

Khmer

<https://cloud.think-hq.com.au/s/4Cn6y43HxEEctdB>

Korean

<https://cloud.think-hq.com.au/s/jMckjWxfZTJMk5w>

Macedonian

<https://cloud.think-hq.com.au/s/X33FStCHp6QTB7K>

Punjabi

<https://cloud.think-hq.com.au/s/is5oYmpRfc4XnmF>

Spanish

<https://cloud.think-hq.com.au/s/Hpn5dR82HzdX9Gs>

Tagalog

<https://cloud.think-hq.com.au/s/2oWob6pFmsf32Pp>

Tamil

<https://cloud.think-hq.com.au/s/FtpkH5KrJsS4ikm>

Thai

<https://cloud.think-hq.com.au/s/SonCndNWCbZ3j5g>

Turkish

<https://cloud.think-hq.com.au/s/XMAk9AfH5dER6re>

Vietnamese

<https://cloud.think-hq.com.au/s/x78TqoCYkNeesFL>

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For more information visit
www.betterhealth.vic.gov.au/flu