

INFORMATION PACK

COVID-19 Vaccine Multicultural Outreach

October 2021



www.health.gov.au



Australian Government

CONTENTS

Introduction	3
Latest updates	4
In this pack	6
What you can do to help	7
Key messages	8
Video	10
Audio	13
Social media resources	14
Poster	20
Fact sheets	24
E-kit	25
How to use social media assets	26

INTRODUCTION

The Department of Health is committed to making information about COVID-19 vaccines available to everyone in Australia, including culturally and linguistically diverse communities. This stakeholder pack includes translated resources on the latest COVID-19 vaccine information.

You are receiving this pack because you are a key stakeholder with valuable connections in your community. We encourage you to share the resources in this pack across your multicultural networks. Through your help and support, we can ensure the community stays informed about COVID-19 vaccine information through official sources.

LATEST UPDATES

TGA approves COVID-19 vaccine booster doses

On 27 October 2021 the Therapeutic Goods Administration (TGA) provisionally approved a booster dose of the Comirnaty (Pfizer) COVID-19 vaccine for individuals 18 years and older.

Booster doses will be free for everyone in Australia aged 18 years and over. This includes people without a Medicare card, overseas visitors, international students, migrant workers and asylum seekers.

Further advice on the use of boosters will be provided to government shortly by the Australian Technical Advisory Group on Immunisation (ATAGI).

When the ATAGI advice is received, the Department of Health will be developing in-language communication resources with information about booster doses. These resources will be shared with stakeholders as soon as they are available. The translated resources will also be published on the Department of Health website.

LATEST UPDATES

To the COVID-19 vaccine rollout

The Australian Technical Advisory Group (ATAGI) announced a **3rd primary dose of COVID-19 vaccine for individuals who are severely immunocompromised** on 7 October 2021.

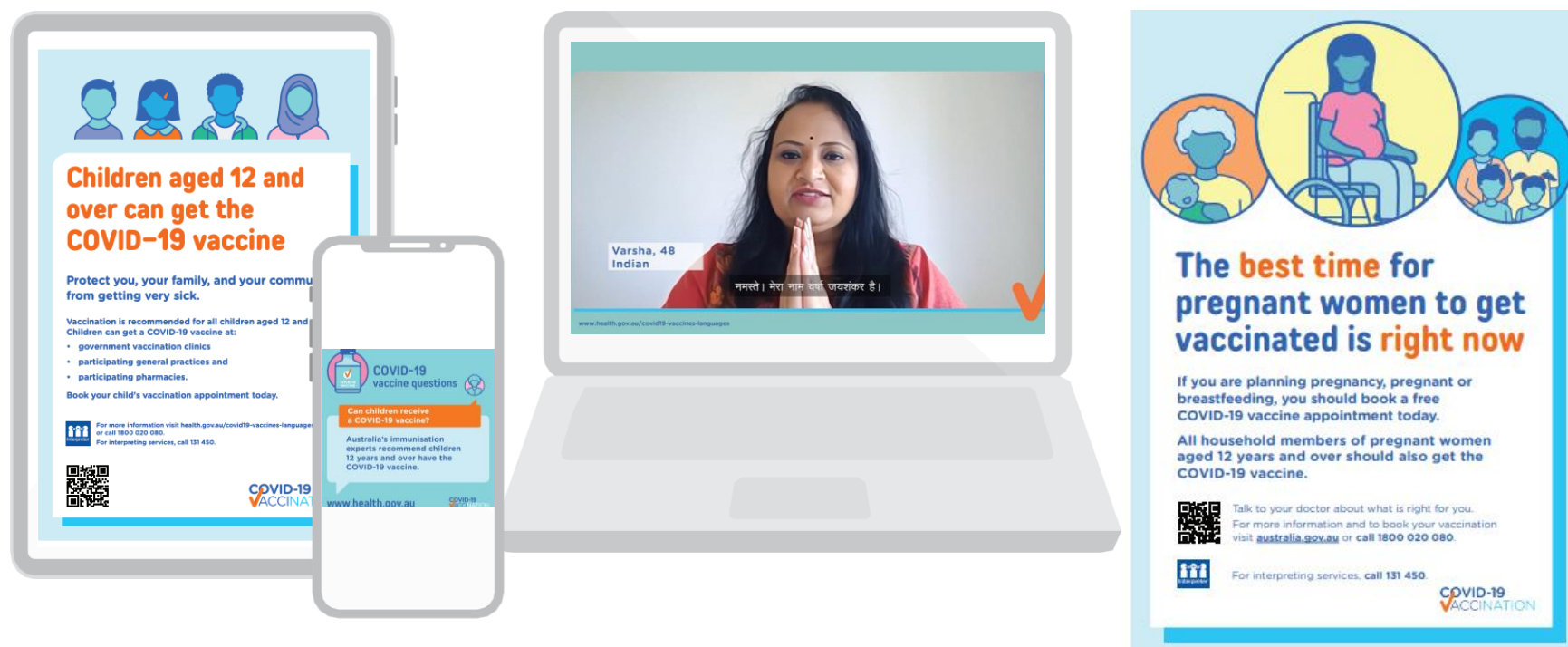
Everyone in Australia aged 12 years and over are eligible for a COVID-19 vaccine. People aged 60 years and over are now able to receive the mRNA vaccines, vaccines Comirnaty (Pfizer) and Spikevax (Moderna).

The First Thing's First advertising campaign encourages people to get vaccinated. Campaign materials including video, radio and poster are available in this pack.

Please continue to check the Department of Health translated vaccines web pages for new in-language information and communication resources, including information relating to updates to the COVID-19 vaccine rollout.

IN THIS PACK

This pack includes translated resources about recent updates to the COVID-19 vaccine rollout, information about pregnancy, breastfeeding and children and COVID-19 vaccines, videos from community members sharing why they got vaccinated, and a range of other video, audio, posters, social media tiles and fact sheets.



WHAT YOU CAN DO TO HELP



Share the email with the link to download this stakeholder pack with your network.



Share the resources in this stakeholder pack with your community by posting on social media platforms or messaging apps such as WhatsApp, Viber, WeChat, KakaoTalk or Facebook Messenger.



Print fact sheets and posters and display in your place of work, or community and migrant centres.



Encourage your community to get vaccinated to protect themselves, their families and communities.

KEY MESSAGES

COVID-19 vaccines

- COVID-19 vaccines are available and free for everyone in Australia, even if they don't have a Medicare card.
- We need the vaccine to help end the pandemic, reduce the number of cases, and stop the virus from changing.
- COVID-19 vaccines can help us get back to doing the things we enjoy.
- People aged 60 and over can now access the mRNA COVID-19 vaccines Comirnaty (Pfizer) and Spikevax (Moderna).
- Everyone aged 12 years and over is recommended to get vaccinated against COVID-19.
- It is important for pregnant women to get vaccinated. The risk of serious outcomes from COVID-19 is higher for pregnant women and their unborn baby.
- Proof of vaccination is available with your COVID-19 vaccination immunisation history statement or COVID-19 digital certificate.

KEY MESSAGES

Learn more

- It is important to stay informed about COVID-19 updates through official sources.
- If you want to talk to someone about COVID-19 vaccine, call the National Coronavirus Helpline on **1800 020 080**. The hotline is available 24 hours, 7 days a week. For phone interpreting services, call **131 450**, and ask to be connected with the help line.
- If you need in-language support to book your COVID-19 vaccine appointment, you can call 131 450 for interpreting services.
- You can find more information at the Department of Health's website. The website has translated resources in 63 languages: www.health.gov.au/covid19-vaccines-languages
- You can also speak with your doctor.

VIDEO

First Things First

These videos encourage eligible Australians to get the COVID-19 vaccine, with scenes showing people getting back to normal life. There are two versions available, each running for 30 seconds.

These videos are available in six languages on the Department of Health's website.



[Click here](#)
to access the translated resource page



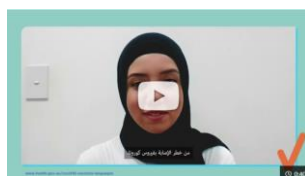
[Click here](#)
to access the translated resource page

VIDEO

Five community members share why they got vaccinated

These videos feature five community members explaining why they chose to get vaccinated, why they think it is important for the community to get vaccinated, and how they feel now that they have been vaccinated.

Click on the language buttons below to watch the translated videos on the Department of Health's website.



[Arabic](#)



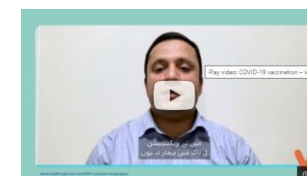
[Hindi](#)



[Indonesian](#)



[Samoan](#)



[Urdu](#)

VIDEO

Community members share why they got vaccinated

This video features the same five community members in one video explaining why they think it is important for the community to get vaccinated, and how they feel now that they have been vaccinated.. This video has been subtitled into 6 languages.

Click on the language buttons below to watch the translated videos on the Department of Health's website.



[English](#)

[Arabic](#)

[Hindi](#)

[Indonesian](#)

[Samoan](#)

[Urdu](#)

AUDIO

First Things First

This radio advertisement explains the importance of getting vaccinated so that we can get back to doing the things we enjoy. This radio ad is available in 32 languages on the Department of Health's website.



[Click here](#)
to access the translated resource page

SOCIAL MEDIA RESOURCES

Pregnancy, breastfeeding, and COVID-19 vaccines

These social media tiles encourage pregnant and breastfeeding women to get vaccinated against COVID-19 and are available in 63 languages on the Department of Health's website.



[Click here](#)
to access the translated
resource page



[Click here](#)
to access the translated
resource page



[Click here](#)
to access the translated
resource page

SOCIAL MEDIA RESOURCES

You can get vaccinated without a Medicare card



This social tile explains people who don't have a Medicare card can still get a free vaccination.

The translated resource is available on the Department of Health's website in 63 languages.

[Click here](#)
to access the translated resource page

SOCIAL MEDIA RESOURCES

Third COVID-19 vaccine doses for immunocompromised people



This social tile explains that a third dose of the COVID-19 vaccine is recommended for people who are severely immunocompromised.

The translated social media images are available on the Department of Health's website in 63 languages.

[Click here](#)
to access the translated resource page

SOCIAL MEDIA RESOURCES

People aged 60 years and over can get the Pfizer or Moderna COVID-19 vaccine



This social image explains that everyone in Australia aged 60 years and over can get the Comirnaty (Pfizer) and Spikevax (Moderna) COVID-19 vaccines.

The translated social media images are available on the Department of Health's website.

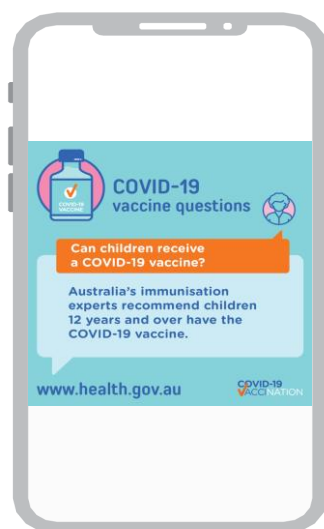
[Click here](#)
to access the translated resource page

SOCIAL MEDIA RESOURCES

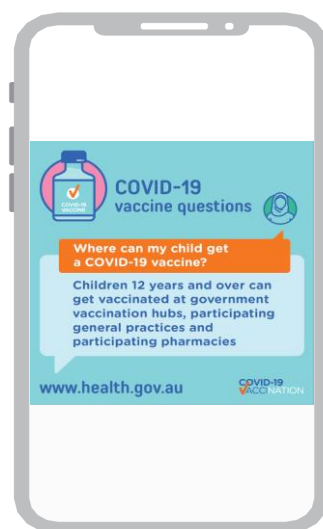
Common COVID-19 vaccine questions and answers

These social media images answer three common questions asked about COVID-19 vaccines.

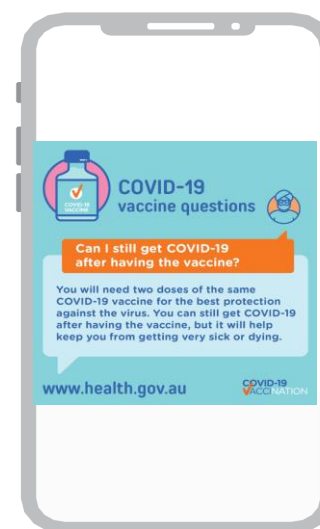
The translated social media images are available on the Department of Health's website in 63 languages.



[Click here](#)
to access the translated
resource page



[Click here](#)
to access the translated
resource page



[Click here](#)
to access the translated
resource page

POSTER

First Things First

These posters explain the importance of getting vaccinated to keep doing the things we love. They are available on the Department of Health's website.

Available in 7 languages



[Click here](#)
to access the translated
resource page

Available in 7 languages



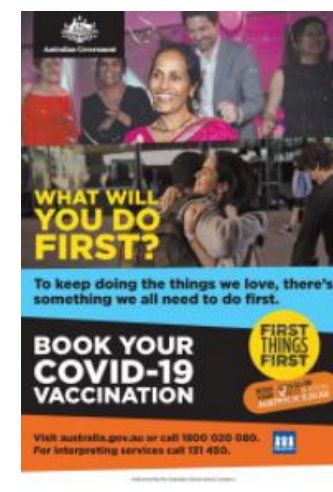
[Click here](#)
to access the translated
resource page

Available in 8 languages



[Click here](#)
to access the translated
resource page

Available in 8 languages



[Click here](#)
to access the translated
resource page

POSTER

Protect yourself and your baby by getting vaccinated



This poster explains that pregnant and breastfeeding women can protect themselves and their babies by getting the Spikevax (Moderna) or Comirnaty (Pfizer) COVID-19 vaccine.

The translated posters are available on the Department of Health's website in 63 languages.

[Click here](#)
to access the translated resource page

POSTER

The best time for pregnant women to get vaccinated is right now



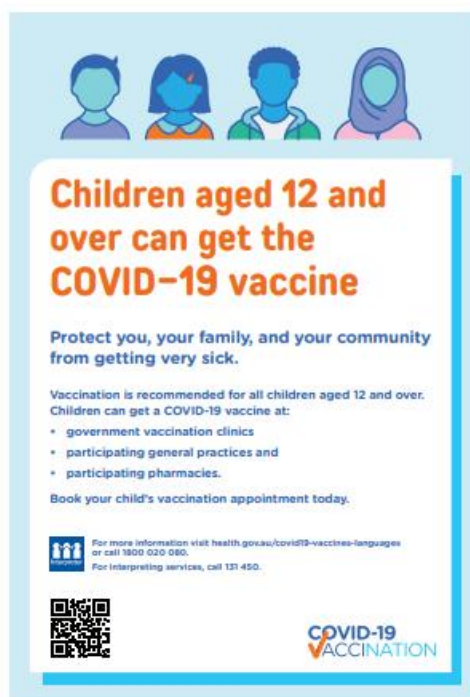
This poster explains that women who are pregnant, breastfeeding, or planning pregnancy should book a free COVID-19 vaccine appointment today.

The translated posters are available on the Department of Health's website in 63 languages.

[Click here](#)
to access the translated resource page

POSTER

COVID-19 vaccine and children aged 12 years and over



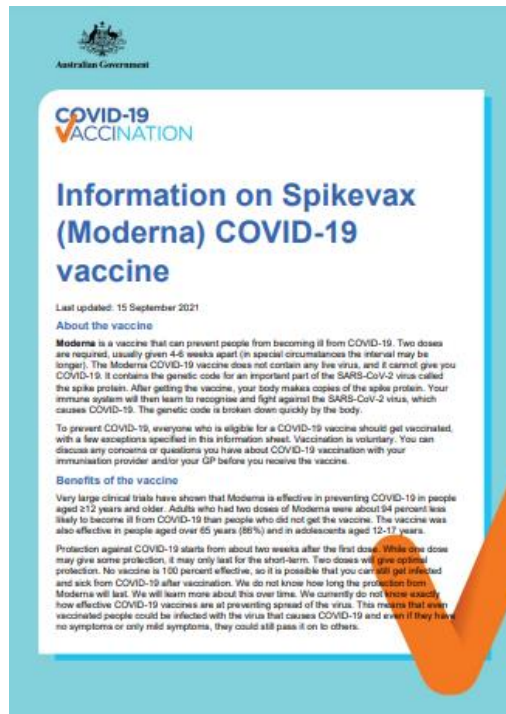
This poster promotes that children aged 12 years and over can get the vaccine, and where they can get it.

The translated posters are available on the Department of Health's website in 63 languages.

[Click here](#)
to access the translated resource page

FACT SHEET

Information on Spikevax (Moderna) COVID-19 vaccine



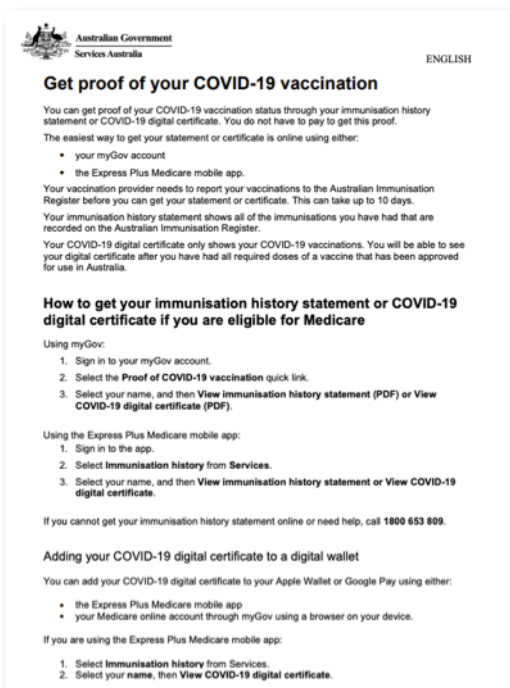
This fact sheet provides information for patients about the Spikevax (Moderna) COVID-19 vaccine.

The fact sheet has been translated into 66 languages and is available on the Department of Health's website.

[Click here](#)
to access the translated resource page

SERVICES AUSTRALIA FACT SHEET

Get proof of your COVID-19 vaccination



This fact sheet explains how people can get proof of their COVID-19 vaccination, and the options that are available for those who don't have a Medicare card.

It also explains how to add your COVID-19 digital certificate to a digital wallet.

The fact sheet has been translated into 58 languages and is available on the Services Australia's website.

[Click here](#)
to access the translated resource page

SERVICES AUSTRALIA E-KIT

COVID-19 vaccination eKit – multicultural resources



This eKit includes a range of resources including a fact sheet, PowerPoint presentation, Easy Read content, translated videos, poster and talking points to support conversations with your community.

It is available for download on Services Australia's website.

[Click here](#)
to download the eKit

HOW TO USE SOCIAL MEDIA RESOURCES

Information on this page outlines how social media assets can be used.
Follow these simple steps to upload your post:



Choose the resource in the stakeholder pack that you would like to download and click on the link.



Go to your preferred language, click the download button and the resource will save to the download folder on your device.



Check your download folder for the resource and move it to a personal folder or onto your desktop for easy access.



Open any of your social media accounts such as Facebook, Instagram, Signal or Whatsapp and upload the resource from your chosen folder.



You can use the information in this pack to write a post to go with the image.

Tips!



- You can adapt the key messages to write your post in a way that is appropriate for your community.
- Deliver the message in a helpful way that encourages your community to share your post.

For further information visit

www.health.gov.au/covid19-vaccines-languages

To find out how to book your vaccination visit

www.australia.gov.au

COVID-19
✓ VACCINATION

www.health.gov.au



Australian Government