



# STAKEHOLDER PACK

STAY WELL THIS WINTER

KEY MESSAGES AND CAMPAIGN ASSETS

**JULY 2022**

# INTRODUCTION

**This winter, we're back out there - but so are COVID-19 and the flu.**

COVID-19 rates are high, and Victoria has recorded more cases of the flu so far this year than the whole of 2020 and 2021 combined. That's why it's so important to do what we can to stay well this winter.

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.

By encouraging Victorians to stay well this winter, this campaign plays an important role in supporting our burdened healthcare system.

# WHAT YOU CAN DO TO HELP

## You can help by:

- Sharing the materials that you can access from this stakeholder kit with your community via social media and digital platforms.
- 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)

# PRESS

Available in the following 16 languages:

- Arabic
- Chinese Simplified
- Chinese Traditional
- Croatian
- Farsi
- Greek
- Hindi
- Italian
- Khmer
- Macedonian
- Punjabi
- Russian
- Serbian
- Spanish
- Turkish
- Vietnamese

To download the translated versions, please visit:

<https://cloud.ethnolink.com.au/arHYnH>



**STAY WELL THIS WINTER**

**GET YOUR FLU VACCINE AND COVID VACCINE AT THE SAME TIME**

We're back out there - but so are COVID and the flu. You can get both vaccines at the same time.

Book now with your doctor or pharmacist.

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



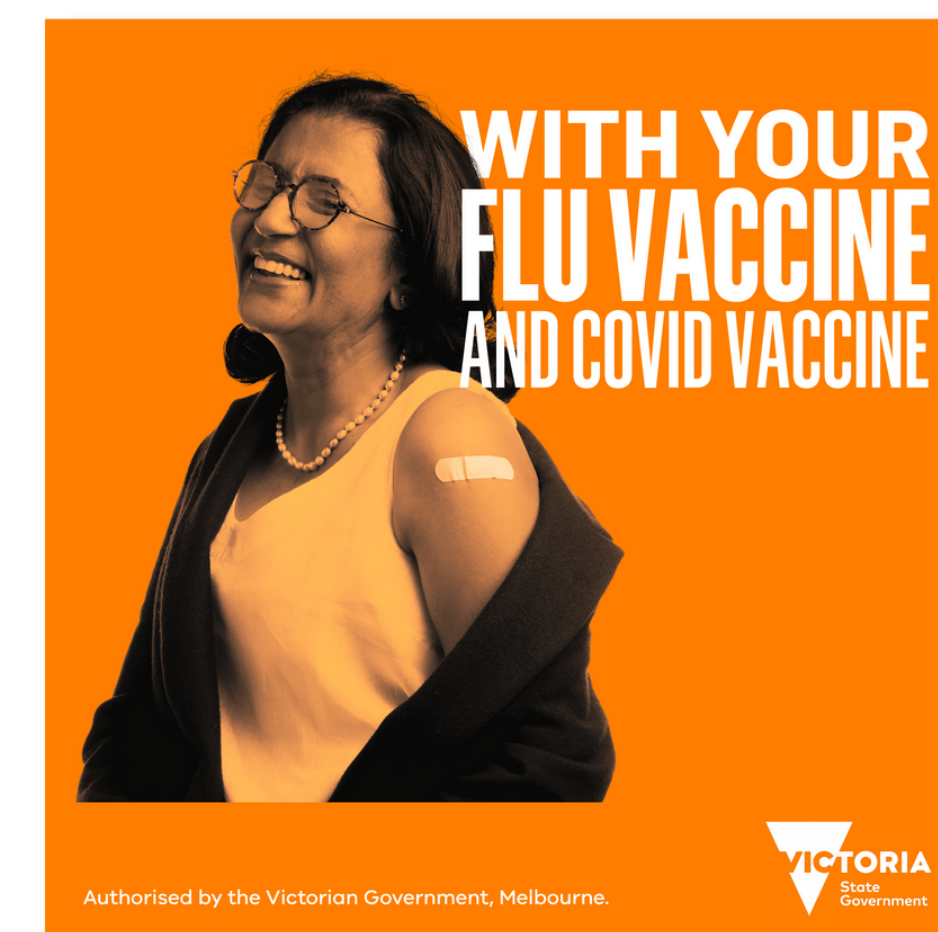
# Social GIF

Available in the following 16 languages:

- Arabic
- Chinese Simplified
- Chinese Traditional
- Croatian
- Farsi
- Greek
- Hindi
- Italian
- Khmer
- Macedonian
- Punjabi
- Russian
- Serbian
- Spanish
- Turkish
- Vietnamese

To download the translated social GIFs, please visit:

<https://cloud.ethnolink.com.au/Pgdcha>



# TRANSLATED INFORMATION



## **Arabic**

[www.betterhealth.vic.gov.au/stay-well-this-winter-arabic](http://www.betterhealth.vic.gov.au/stay-well-this-winter-arabic)

## **Chinese Simplified**

[www.betterhealth.vic.gov.au/stay-well-this-winter-chinese-simplified](http://www.betterhealth.vic.gov.au/stay-well-this-winter-chinese-simplified)

## **Chinese Traditional**

[www.betterhealth.vic.gov.au/stay-well-this-winter-chinese-traditional](http://www.betterhealth.vic.gov.au/stay-well-this-winter-chinese-traditional)

## **Croatian**

[www.betterhealth.vic.gov.au/stay-well-this-winter-croatian](http://www.betterhealth.vic.gov.au/stay-well-this-winter-croatian)

## **Farsi**

[www.betterhealth.vic.gov.au/stay-well-this-winter-farsi](http://www.betterhealth.vic.gov.au/stay-well-this-winter-farsi)

## **Greek**

[www.betterhealth.vic.gov.au/stay-well-this-winter-greek](http://www.betterhealth.vic.gov.au/stay-well-this-winter-greek)

## **Hindi**

[www.betterhealth.vic.gov.au/stay-well-this-winter-hindi](http://www.betterhealth.vic.gov.au/stay-well-this-winter-hindi)

## **Italian**

[www.betterhealth.vic.gov.au/stay-well-this-winter-italian](http://www.betterhealth.vic.gov.au/stay-well-this-winter-italian)

## **Khmer**

[www.betterhealth.vic.gov.au/stay-well-this-winter-khmer](http://www.betterhealth.vic.gov.au/stay-well-this-winter-khmer)

## **Macedonian**

[www.betterhealth.vic.gov.au/stay-well-this-winter-macedonian](http://www.betterhealth.vic.gov.au/stay-well-this-winter-macedonian)

## **Punjabi**

[www.betterhealth.vic.gov.au/stay-well-this-winter-punjabi](http://www.betterhealth.vic.gov.au/stay-well-this-winter-punjabi)

## **Russian**

[www.betterhealth.vic.gov.au/stay-well-this-winter-russian](http://www.betterhealth.vic.gov.au/stay-well-this-winter-russian)

## **Serbian**

[www.betterhealth.vic.gov.au/stay-well-this-winter-serbian](http://www.betterhealth.vic.gov.au/stay-well-this-winter-serbian)

## **Spanish**

[www.betterhealth.vic.gov.au/stay-well-this-winter-spanish](http://www.betterhealth.vic.gov.au/stay-well-this-winter-spanish)

## **Turkish**

[www.betterhealth.vic.gov.au/stay-well-this-winter-turkish](http://www.betterhealth.vic.gov.au/stay-well-this-winter-turkish)

## **Vietnamese**

[www.betterhealth.vic.gov.au/stay-well-this-winter-vietnamese](http://www.betterhealth.vic.gov.au/stay-well-this-winter-vietnamese)



**THANK YOU**