

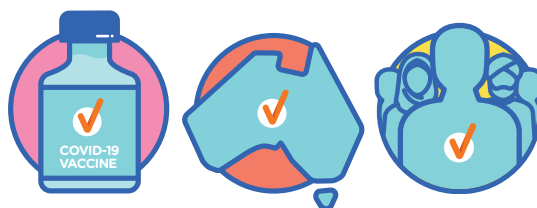
# STAKEHOLDER PACK

COVID-19 Vaccines Multicultural Outreach

May 2021

**COVID-19**  
✓ VACCINATION

[www.health.gov.au](http://www.health.gov.au)



Australian Government

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# INTRODUCTION

Australia is continuing its COVID-19 Vaccine Program, with Phase 2a currently underway. The Australian Technical Advisory Group on Immunisation have advised the Pfizer vaccine will be prioritised for people under 50 years of age across all phases. The AstraZeneca vaccine will be prioritised for people aged 50 years and over.

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 in-language communication resources on the latest COVID-19 vaccine information.

You are receiving this pack because you are a key stakeholder with important 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 everyone stays informed about COVID-19 vaccines through official sources.

# THIS UPDATE

This stakeholder pack has a range of in-language resources that you can share within your multicultural communities, including:

- **Updates on the vaccination rollout program**
- **Fact sheets and posters**
- **Audio recordings**
- **Social media resources**
- **Information on how to share social media resources**
- **How to make your own video guide**

# WHAT YOU CAN DO TO HELP

## You can help by:

- Sharing the materials available in this stakeholder kit with your community by email, social media, or via messaging apps such as WhatsApp, Viber, WeChat, Messenger and others.
- Printing fact sheets or posters and displaying them in your place of work or community organisation.
- Directing people to the Department of Health website for the latest information and updates. The website has information on COVID-19 vaccines available in 63 languages: [www.health.gov.au/covid19-vaccines-languages](http://www.health.gov.au/covid19-vaccines-languages)
- Encouraging your community to continue safe practices to stop COVID-19 from spreading. Stay 1.5 metres away from others, wash your hands regularly with soap and water, stay home when you are sick, get tested for COVID-19 and wear a mask when required.
- Advising anyone who would like more information to call the **National Coronavirus Help Line on 1800 020 080**. It operates 24 hours a day, seven days a week. People who do not speak English can access translating and interpreting services by calling **131 450**.

# KEY MESSAGES

## COVID-19 vaccines

- COVID-19 vaccines will help protect our community from getting very sick from the virus.
- The vaccines are voluntary and free.
- Everyone in Australia can get the free vaccination when it's their turn.
- You do not need a Medicare card if you get your vaccination at a Commonwealth vaccination clinic or state or territory vaccination clinics.

# KEY MESSAGES

## Vaccine safety and how they work

- The Therapeutic Goods Administration (TGA) are the scientists and medical experts who regulate and approve all vaccines, medicines, and other medical products for use in Australia. The TGA check all COVID-19 vaccines for quality, safety and effectiveness before approving them for use in Australia.
- COVID-19 vaccines teach your body to recognise and fight the COVID-19 virus. They do not contain COVID-19. You cannot get COVID-19 from having the vaccines.
- Vaccines are a safe way of building protection against the virus in the body, without causing illness.
- For the best protection, you will need two doses of the vaccines, a few weeks apart.
- COVID-19 vaccines approved for use in Australia have been shown to be very good at protecting against severe illness and death.

# KEY MESSAGES

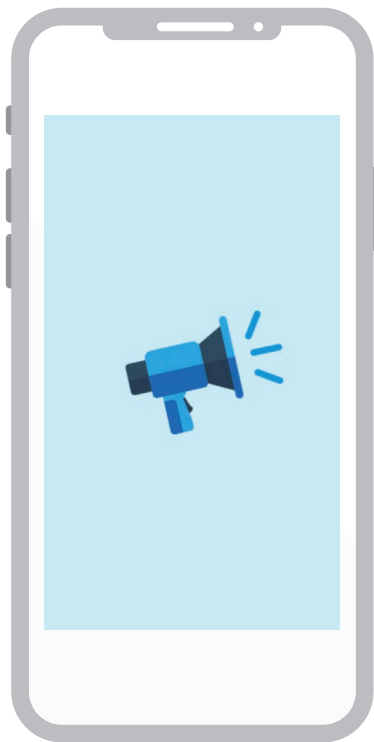
## Learn more

- It is important to stay informed through official sources.
- If you want to talk to someone about COVID-19 vaccines, or ask when it's your turn, call the National Coronavirus Helpline on **1800 020 080**. The hotline is available 24 hours every day. For the translating and interpreting Service, call **131 450**.
- You can learn more at the Department of Health's website where information is available in 63 languages [www.health.gov.au/covid19-vaccines-languages](http://www.health.gov.au/covid19-vaccines-languages)
- You can also talk to your doctor.



# AUDIO

## UPDATES TO THE COVID-19 VACCINATION PROGRAM



This audio recording provides an update on changes to the vaccination rollout program following advice from the Australian Technical Advisory Group.

In-language audio recordings are available for download from the [Department of Health website](#).

# POSTER

## WE'VE BEEN VACCINATED

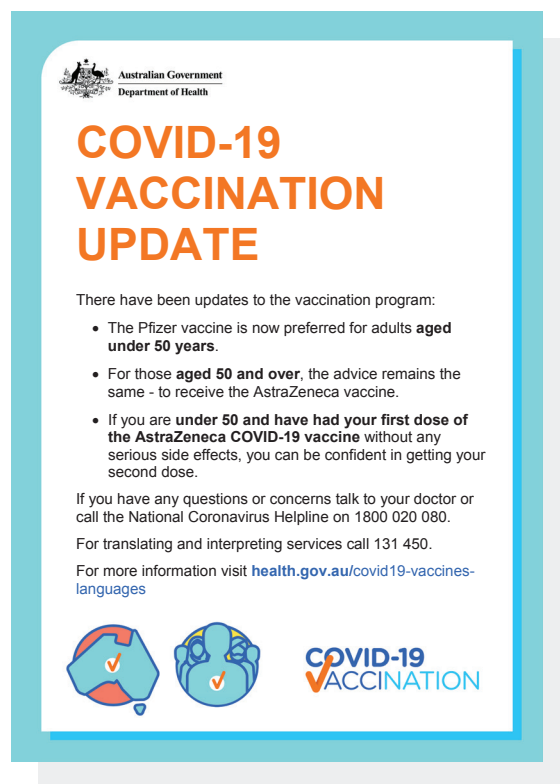


This poster features community members who have received their vaccination, alongside key information regarding COVID-19 vaccines.

The in-language poster is available for download from the [Department of Health website](#).

# POSTER

## UPDATES TO THE COVID-19 VACCINATION PROGRAM

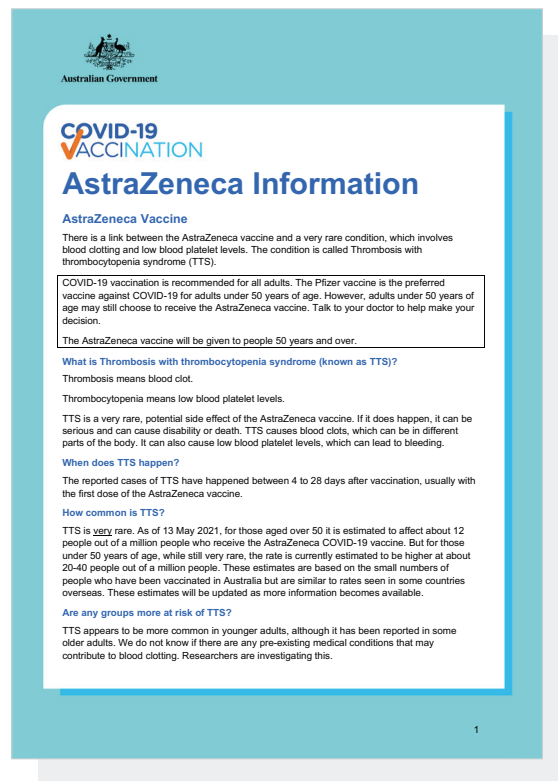


This poster provides an update on the changes to the vaccination rollout program following advice given by the Australian Technical Advisory Group on Immunisation.

The in-language poster is available for download from the [Department of Health website](https://www.health.gov.au/covid19-vaccines-languages).

# FACT SHEET

## ASTRAZENECA INFORMATION



This fact sheet provides the latest health advice on the COVID-19 AstraZeneca vaccine.

The in-language fact sheet is available for download from the [Department of Health website](#).

# SOCIAL MEDIA TILES

## DOCTORS AND HEALTHCARE PROFESSIONALS



These social media tiles feature doctors and healthcare professionals with key information regarding COVID-19 vaccines.

In-language social media tiles are available for download from the Department of Health website:

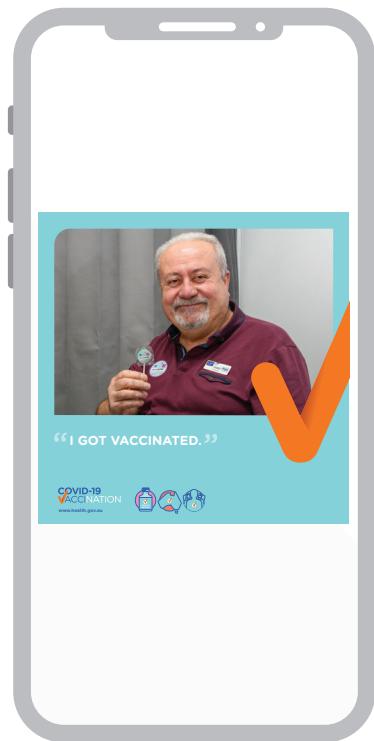
**[COVID-19 vaccines are free for everyone in Australia](#)**

**[COVID-19 vaccines are available for everyone in Australia](#)**

**[COVID-19 vaccine safety](#)**

# SOCIAL MEDIA TILES

## I GOT VACCINATED

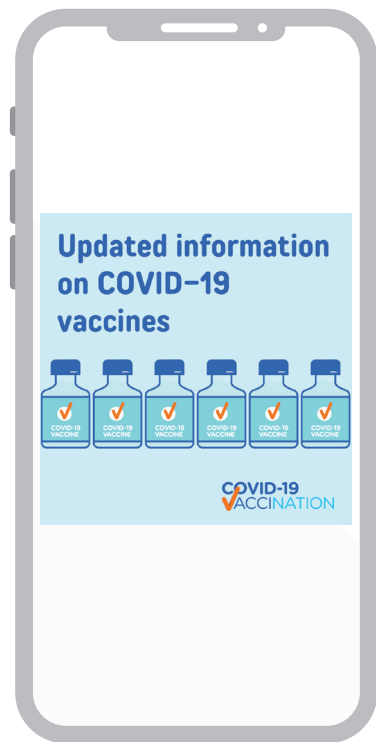


These in-language social media tiles feature community members who have participated in the vaccination program.

In-language social media tiles are available for download from the [Department of Health website](#).

# SOCIAL MEDIA TILES

## UPDATES TO THE COVID-19 VACCINATION PROGRAM



These social media tiles can be used to provide an update on the changes to the vaccination rollout program. You can use the in-language captions to go alongside the image.

The in-language social media tiles and captions are available for download from the Department of Health website:







**[New advice on the COVID-19 vaccines](#)**

**[Updated information on COVID-19 vaccines](#)**

**[Changes to the COVID-19 vaccine rollout](#)**

# HOW TO USE SOCIAL MEDIA ASSETS

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

-  Choose the resource in this stakeholder pack that you would like to download and click on the link.
-  Click on the language you would like to download the resource in.
-  Click the download button and the resource will automatically save to your 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.
-  Use the key messages provided on pages 6-8 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.



# ADDITIONAL INFORMATION IN ENGLISH

Watch this video, in English, by the Australian Academy of Science to find out what you and your community need to know about COVID-19 vaccines:

**[COVID-19 vaccine: what you need to know](#)**

The Australian Technical Advisory Group on Immunisation (ATAGI) and the Thrombosis and Haemostasis Society of Australia and New Zealand (THANZ) have released a joint statement on Thrombosis with Thrombocytopenia Syndrome (TTS) and the safe use of the COVID-19 Vaccine AstraZeneca. Read the statement, released on Sunday 23 May, at the link below:

**[Latest ATAGI/THANZ statement on the AstraZeneca vaccine](#)**

# HOW TO MAKE YOUR OWN VIDEO

Click on the link below for a guide on how to make your own video to share with your community.

This guide contains talking points for your videos, tips for filming your video and how to get involved. Your video will play an important role in getting critical health information out to your community.

The video development guide is available for download from the [Department of Health website](#).



# UNICEF AUSTRALIA PARTNERSHIP TO PROMOTE VACCINE CONFIDENCE

The Department of Health and UNICEF Australia have a partnership to help increase understanding in the Australian community about the safety and effectiveness of COVID-19 vaccines.

The Department of Health and UNICEF Australia will support communication activities such as vaccine ambassadors encouraging people to get the vaccine, ensuring people feel confident about safety of the vaccine, and driving vaccine confidence, uptake and advocacy among Australians

The partnership aims to reinforce positive COVID-19 vaccine sentiment while also reassuring those who may have questions.

Visit the [UNICEF website](#) for more information about COVID-19 vaccines.

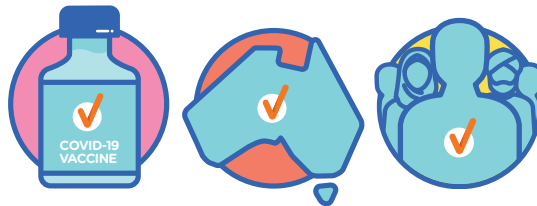


AUSTRALIA

for every child

For further information visit  
[www.health.gov.au/covid19-vaccines-languages](https://www.health.gov.au/covid19-vaccines-languages)

**COVID-19**  
**VACCINATION**  
[www.health.gov.au](https://www.health.gov.au)



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