

# 2024 RESPIRATORY ILLNESS CAMPAIGN

Influenza (flu), COVID-19 and RSV

NSW Health

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Communication toolkit

May 2024

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# Purpose of this toolkit

NSW Health is pleased to share the **2024 Respiratory Campaign Toolkit** for influenza (flu), COVID-19 and RSV. The campaign launched on 23 April and will run through until the end of winter.

The aim of this campaign is to promote flu vaccination to everyone in the NSW community by emphasising the benefits and ease of getting vaccinated, while also raising awareness and understanding of other respiratory illnesses.

The key links for the campaign are:

- Book a flu vaccine: [healthdirect.gov.au/nswfluvaccine](https://healthdirect.gov.au/nswfluvaccine)
- For more information: [health.nsw.gov.au/respiratory](https://health.nsw.gov.au/respiratory)

Thank you for your ongoing support to help protect the NSW community.

## Contacts

Stakeholder Engagement Team

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# Key messages

- Protect yourself and your loved ones this winter, so you can keep doing the things you love.
- Influenza is serious, but your yearly flu vaccine offers the best protection from getting really sick - and it is now available from your doctor or pharmacy.
- Getting a flu vaccine is quick, easy and recommended for everyone aged 6 months and over.
- Book your flu vaccine at your doctor, local pharmacy or Aboriginal Medical Service (AMS) or find your nearest provider at [www.healthdirect.gov.au/nswfluvaccine](http://www.healthdirect.gov.au/nswfluvaccine).
- Include messaging about the flu vaccine being FREE for the following groups:
  - Children aged 6 months to under 5 years
  - Pregnant women, at any stage of pregnancy
  - Aboriginal people aged 6 months and over
  - Anyone aged 65+
  - People with serious health conditions, including heart disease, chronic lung conditions (including severe asthma), kidney, liver disease and diabetes.

For additional messages for different populations, contact [MOH-StakeholderEngagement@health.nsw.gov.au](mailto:MOH-StakeholderEngagement@health.nsw.gov.au)

- For more information on respiratory illness, visit [health.nsw.gov.au/respiratory](http://health.nsw.gov.au/respiratory)

# 1

## General resources

# Factsheet and media release



NSW Health  
Influenza (flu)

**What is influenza (flu)?**  
Influenza (flu) is a highly contagious respiratory illness caused by influenza viruses. There are two main types of human influenza viruses, A and B. There are also many sub-types and strains. Flu is more serious than the common cold and severe cases can result in breathing difficulties and pneumonia. People in NSW can die from flu-related illness.

Flu can occur throughout the year but is most common in autumn and winter. In most flu seasons there is more than one strain circulating in the community.

**What are the symptoms of flu?**  
People with flu often experience some or all of the following symptoms:

- Fever and chills
- Cough, sore throat and runny or stuffy nose
- Muscle aches, joint pains, headaches and fatigue (feeling very tired)
- Nausea, vomiting and diarrhoea (more common in children than adults)

Symptoms of flu may last for more than a week. Some people only have mild symptoms for a few days, particularly if they have some immunity from a previous infection or vaccination. Other people can get very sick from the flu and may have complications such as lung infection (pneumonia) or severe breathing difficulties requiring hospitalisation. These complications can occur in anyone but are most likely in those at higher risk of severe illness.

**How is flu spread?**  
Flu is mostly spread by droplets made when people with flu cough or sneeze. It can also be spread by touching a surface or object that virus droplets have landed on from an infected person. People with influenza can spread it to others before they are sick, as well as while they are sick.

If you have flu symptoms, or have been diagnosed with flu, it is important to stay home and avoid contact with others until your symptoms have gone.

**How is flu diagnosed?**  
The only way to confirm a diagnosis of flu is to have a PCR (nose and throat swab) test. Speak with your doctor to find out if you should get a referral to have a PCR test for influenza. There are antiviral treatments that are available for people at higher risk of severe illness from flu.

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12/04/2024

How long are people infectious?  
• People with influenza are infectious from 1 day before symptoms start to 5-7 days after symptoms start.  
• People with influenza are most infectious in the first 3-5 days of illness.  
• People with influenza are less infectious after 5-7 days of illness.

When should you get a PCR test for flu?  
• People at higher risk of severe illness from flu should get a PCR test for flu if they have flu symptoms.  
• People at higher risk of severe illness from flu should get a PCR test for flu if they have been in contact with someone who has flu symptoms.  
• People at higher risk of severe illness from flu should get a PCR test for flu if they have been in contact with someone who has been in contact with someone who has flu symptoms.

Who is at higher risk of severe illness from flu?  
• People aged 65 years and over  
• People with chronic medical conditions  
• People with weakened immune systems  
• People with severe asthma, kidney, heart, lung or liver disease  
• People with diabetes, cancer, immune disorders, obesity, severe asthma, kidney, heart, lung or liver disease  
• People with serious health conditions such as diabetes, cancer, immune disorders, obesity, severe asthma, kidney, heart, lung or liver disease

How is influenza spread?  
• People with influenza are infectious from 1 day before symptoms start to 5-7 days after symptoms start.  
• People with influenza are most infectious in the first 3-5 days of illness.  
• People with influenza are less infectious after 5-7 days of illness.

How is influenza diagnosed?  
• The only way to confirm a diagnosis of influenza is to have a PCR (nose and throat swab) test.  
• Speak with your doctor to find out if you should get a referral to have a PCR test for influenza.  
• There are antiviral treatments that are available for people at higher risk of severe illness from influenza.

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12/04/2024

[Download factsheet here](#)

- A factsheet with key information about influenza and its symptoms
- Available in English, Arabic, Simplified Chinese, Farsi, Korean, Nepali and Vietnamese

**Chris Minns**  
Premier of New South Wales

**Ryan Park**  
Minister for Health  
Minister for Regional Health  
Minister for the Elderly and the South Coast

**Media Release**  
Protect yourself and your community this flu season

Tuesday, 23 April 2024

People across NSW are being urged to protect themselves against serious illness by booking in for their influenza vaccine ahead of the 2024 flu season.

The latest respiratory surveillance report shows more than 4,700 people in NSW were diagnosed with influenza in the last four weeks, a 16 per cent increase compared with the previous year.

NSW hospitals received 480 influenza-like illness admissions between the 6 January and 14 April 2024. This is compared with 254 during the same period in 2023.

The NSW Government is encouraging people to book in for the influenza vaccine through a local GP or pharmacist ahead of winter.

People who are considered to be at higher risk of severe illness from influenza are eligible for a free flu vaccine. Priority groups include:

- Children aged 6 months to under five years
- People aged 65 and over
- Aboriginal people from 6 months of age
- Pregnant women
- Those with serious health conditions such as diabetes, cancer, immune disorders, obesity, severe asthma, kidney, heart, lung or liver disease.

NSW Health also recommends considering getting a COVID-19 booster at the same time as the flu vaccination.

The Australian Technical Advisory Group on Immunisation's latest COVID-19 vaccine advice recommends:

- a COVID-19 vaccination every six months for all adults aged 75 years and over;
- a COVID-19 vaccination every 12 months for adults aged 65 - 74 years, and adults aged 18 - 64 with severe immunocompromise; these people can consider a vaccination every 6 months;
- a COVID-19 vaccination every 12 months can be considered for all other adults aged 18 - 64 years, and those aged 5-18 years with severe immunocompromise.

Some steps to help protect ourselves and our loved ones from COVID-19 and flu include:

- Stay up to date with recommended influenza and COVID-19 vaccinations.
- Stay home if you have cold or flu symptoms and wear a mask if you need to leave home.

12/04/2024  
12/04/2024  
12/04/2024

[Read media release here](#)

- Media release “Protect yourself and your community this flu season” - 23 April 2024
- Available translated into 20 languages

# Newsletter copy

## Heading:

Protect yourself and your loved ones this winter.

## Copy:

The 2024 flu vaccine is available now. Influenza (flu) is serious, but your yearly flu vaccine offers the best protection against getting really sick - so you can keep doing the things you love.

Getting a flu vaccine is quick, easy and recommended for everyone aged 6 months, and is free for:

- Children aged 6 months to under 5 years
- Pregnant women, at any stage of pregnancy
- Aboriginal people aged 6 months and over
- Anyone aged 65+
- People with serious health conditions, including heart disease, chronic lung conditions (including severe asthma), kidney, liver disease and diabetes.

Book your flu vaccine today with your doctor, local pharmacy or Aboriginal Medical Service (AMS) through [healthdirect.gov.au/nswfluvaccine](https://healthdirect.gov.au/nswfluvaccine).

Everyone aged 5 years and older can get vaccinated at their local pharmacy.

For more information, visit [health.nsw.gov.au/respiratory](https://health.nsw.gov.au/respiratory).

# Posters and brochures



Older adults

[Download here](#)



Parents and Carers

[Download here](#)



Pregnancy and influenza (flu) brochure

[Download here](#)



RSV in Children

[Download here](#)



Testing for RSV in children

[Download here](#)



# Social media

## General Population



[Download here](#)

**Suggested copy:**

Protect yourself and your family this winter.

Getting a flu vaccine is quick, easy and recommended for everyone aged 6 months and over, so you can keep doing the things you love this winter.

Influenza (flu) is serious, but your yearly flu vaccine offers the best protection against getting really sick.

Book your flu vaccine today with your doctor, local pharmacy or Aboriginal Medical Service [healthdirect.gov.au/nswfluvaccine](http://healthdirect.gov.au/nswfluvaccine)

## Parents and Carers



[Download here](#)

**Suggested copy:**

Protect your child this winter.

Influenza (flu) is serious, especially for young children. That's why the **flu vaccine is quick, easy and free for kids aged 6 months to under 5 years.**

Getting vaccinated is your child's best protection against getting really sick.

Book your child's flu vaccine with your doctor today: [healthdirect.gov.au/nswfluvaccine](http://healthdirect.gov.au/nswfluvaccine)

## Older adults



[Download here](#)

**Suggested copy:**

Protect yourself and your loved ones this winter.

Influenza (flu) is serious, especially for people aged 65 and over, but your yearly flu vaccine offers the best protection from getting really sick.

Getting a flu vaccine is quick, easy and **free** for people aged 65 and over so you can keep doing the things you love this winter.

Book your flu vaccine today at your doctor or local pharmacy: [healthdirect.gov.au/nswfluvaccine](http://healthdirect.gov.au/nswfluvaccine)

# Digital screens



General Population

[Download here](#)



Parents and Carers

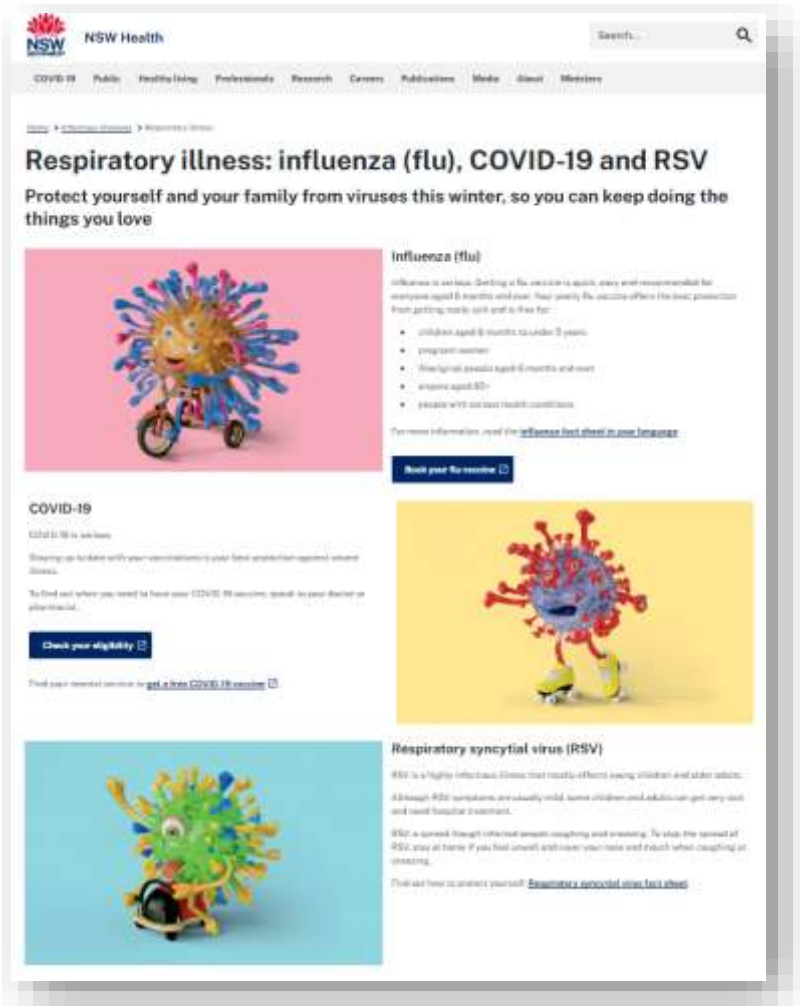
[Download here](#)



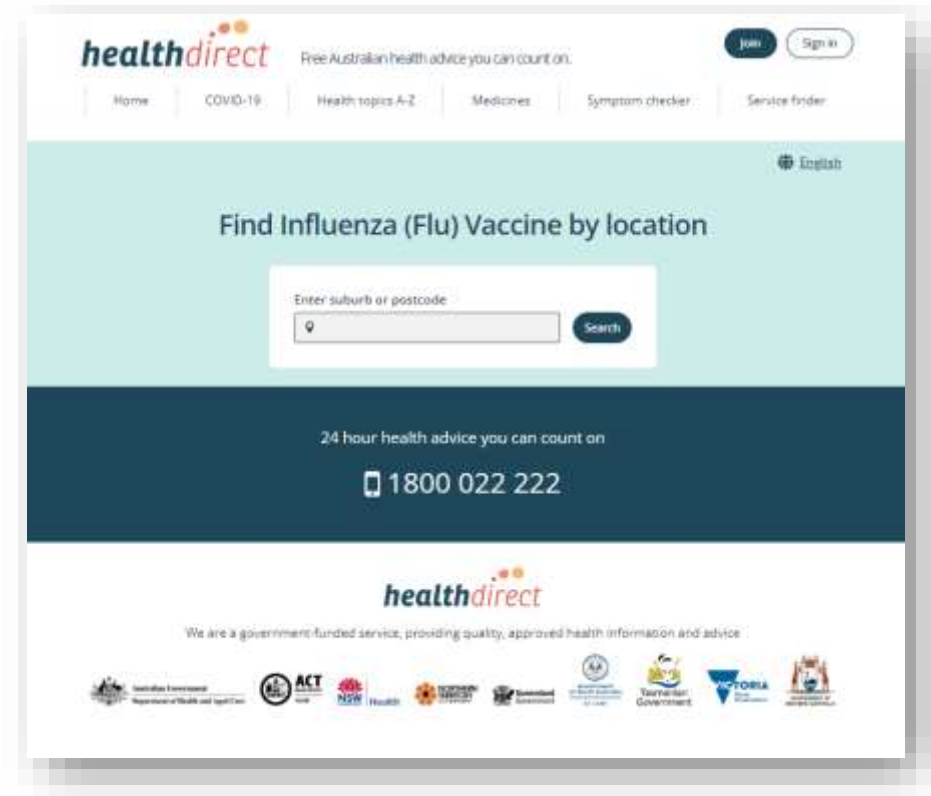
Older adults

[Download here](#)

# Key websites and links



NSW Health respiratory illness information hub:  
[health.nsw.gov.au/respiratory](https://health.nsw.gov.au/respiratory)



HealthDirect Flu vaccine service provider tool:  
[healthdirect.gov.au/nswfluvaccine](https://healthdirect.gov.au/nswfluvaccine)

# 2

## Aboriginal resources

# Newsletter copy



Heading: Keep yourself and your mob strong this winter.

Copy:

The 2024 flu vaccine is available now.

Influenza (flu) is serious. That's why the flu vaccine is free and recommended for all Aboriginal people aged 6 months and older.

Your yearly flu vaccine is quick, easy and safe and the best way to stop getting really sick.

Let's keep everyone strong this winter – so you can keep doing the things you love.

Book your flu vaccine at your doctor, local pharmacy or Aboriginal Medical Service (AMS) today using the [healthdirect online search tool](#).

For more information, visit [health.nsw.gov.au/respiratory](https://health.nsw.gov.au/respiratory).

# Poster and Digital Screen

## Poster



[Download here](#)

## Digital Screen



[Download here](#)

# Social tile and videos

## Social tile



[Download here](#)

### Suggested copy:

Let's keep everyone strong this winter – so you can keep doing the things you love.

Influenza (flu) is serious, but your yearly flu vaccine is quick, easy and safe and the best way to stop you from getting really sick.

**The flu vaccine is free for all Aboriginal people aged 6 months and older.**

Book your flu vaccine today with your doctor, local pharmacy or Aboriginal Medical Service  
[healthdirect.gov.au/nswfluvaccine](http://healthdirect.gov.au/nswfluvaccine)

## Videos



[Download here](#)

- Long influenza video – 45 secs
- Short influenza video – 20 secs

# 3

## Translated resources



# Influenza videos – in language

## Script:

Influenza, also known as flu, is serious. But you can easily protect yourself and your family with a flu vaccine. Getting vaccinated helps you stay strong and healthy so you can keep doing what you love.

Everyone 6 months and older is recommended to get an influenza vaccine, every year.

For some people the flu vaccine is FREE because they are at higher risk of getting very sick from influenza.

This includes:

- Children and babies 6 months to under 5 years
- Pregnant women
- All Aboriginal people from 6 months
- Anyone aged 65+ and
- People with serious health conditions, like diabetes, severe asthma, and heart or liver disease

It's quick and easy to get a flu vaccine. Everyone aged 5 and over can go to their doctor or local pharmacy.

Book your flu vaccine today.



## Links to videos:

- [English](#)
- [Arabic](#)
- [Cantonese](#)
- [Mandarin](#)
- [Gujurati](#)
- [Hindi](#)
- [Urdu](#)
- [Korean](#)
- [Samoan](#)
- [Tongan](#)
- [Vietnamese](#)

# Translated Influenza Factsheets

All translated factsheets are available [here](#).



Arabic

Chinese - Simplified

Farsi

Korean

Nepali

Vietnamese

# Translated media release



## Available in:

1. [Arabic](#)
2. [Assyrian](#)
3. [Chinese Simplified](#)
4. [Traditional Chinese](#)
5. [Croatian](#)
6. [Greek](#)
7. [Hindi](#)
8. [Italian](#)
9. [Khmer](#)
10. [Korean](#)
11. [Macedonian](#)
12. [Nepali](#)
13. [Punjabi](#)
14. [Serbian](#)
15. [Spanish](#)
16. [Filipino \(Tagalog\)](#)
17. [Tamil](#)
18. [Thai](#)
19. [Urdu](#)
20. [Vietnamese](#)

[Read media release here](#)

- Media release “Protect yourself and your community this flu season” - 23 April 2024

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