

Immunisation fortnightly update hui

Health Promotion activity and resources – Flu

11 March 2025

Health Promotion Activity

- **Direct Communications (from 17 March)**
 - Targeting all people 65+ eligible for a funded vaccine, prioritising Māori and Pacific 65+ in the first phase
 - Emails, SMS, physical letters
 - Start date aligns with BookMyVaccine being open to book for appointments from 1 April
- **Social Marketing Campaign (from 1 April)**
 - Initially prioritising all people 65+ and hapū māmā
 - Expanding activity from May to engage wider audiences who may wish to pay or access it via their workplace
 - Strong upweights to Māori and Pacific populations
 - Mix of mainstream, Māori and Pacific creative assets
 - Mix of TV and video on demand (VOD), digital, social, radio and out-of-home channels
- **Owned Social Media**
 - Organic social media content plan for Health NZ channels is underway to address some of the more complex messaging angles that can't be effectively delivered through mass marketing. These will be boosted to reach audiences beyond just Health NZ followers.
- **Unpaid Media Opportunities**
 - Pitched media plans are underway to support planned activity happening around World Immunisations Week in April

FLU2025 Supporting Resources

- **Updated Flu collateral**
 - 2025 logo including brand identity
 - A3 Posters
 - Flyers
 - Social tiles
 - Email signature
 - Consent forms
 - Fact sheet
- Available on Dropbox and HealthEd in mid-March.
- Available as of today to order printed copies for **FREE** via the Bluestar portal (registration needed)
- Sector mailing in mid-March with collateral sent to General practice & urgent care clinics, community pharmacies, Hauora Māori Services, Pacific providers.



Translations and alternate formats

- **Translations (from mid April)**
 - Translations of the flu collateral will be available in Te Reo, and Pacific languages (Samoan, Tongan, Niuean, Fijian, and Cook Islands Māori)
- **Alternate Formats**
 - In Braille, Easy Read, Large Print, NZ Sign Language and Audio will be available on the HNZ website from mid April to coincide with the language translations