Immunisation fortnightly update hui

Health Promotion activity and resources - Flu

11 March 2025

Te Kāwanatanga o Aotearoa New Zealand Government Health New Zealand Te Whatu Ora

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.





| | FLU2025 Protecting you and your pēpi from flu starts during pregnancy Por more information or to book your vaccine, visit info health, nz/flu | |
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FLU2025 The flu vaccine is FREE for people who are accessing some mental health or addiction services.



FLU2025 Is your child under 5 years old? Thyse with eighte for AEEE fu accord further. • a undergrafte and the starting function • a undergraft on and the starting function To back for your function. Can I get my flu vaccine at the same time as other immunisations?

es, you can. It's safe, and recommended, to ave the flu vaccine at the same time as other mmunisations, including the whooping cough, could-19 or shingles vaccines. Being up to date vith your immunisations gives you the best cossible protoction.

Ask you vaccinator to check if you're due for other immunisations.

flu vaccine? The flu vaccine is free for all people aged 65+ and many others. You can get your flu vaccine at many healthcare providers including your GP and local pharmacy. To book your vaccine visit info.health.nz/ bookavaccine

For more information about getting immunised against flu

talk to your doctor, nurse, or healthcare provider call the Vaccination Helpline on 0800 28 29 26 visit info.health.nz/flu



FLU2025

Te Käwanatanga o Aotsaroa Heolf New Zealand Government Te Who

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