



Department of  
Health

GOVERNMENT OF  
WESTERN AUSTRALIA

# Immunisation keeps our kids safe.

**BE WISE**

**IMMUNISE**



Now is the time to get immunised.

[Q access.health.wa.gov.au](https://access.health.wa.gov.au)



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## About this toolkit

This toolkit is part of WA Health's 'Be Wise. Immunise' program, supporting Western Australian primary schools to share clear, easy to use information with families about influenza vaccination.

It helps families to make informed decisions about their child's health and supports timely vaccination ahead of winter, when influenza activity typically increases.

The resources align with WA Health advice and can be easily shared through newsletters, apps, websites, and other communication channels.

The toolkit does not replace medical advice. Families are encouraged to speak with their GP or immunisation provider if they have questions about influenza vaccination.

## Need more?

For more information, visit [Access Health](#).

Please get in touch if you can't find what you need or to request alternative formats. Email [communications@health.wa.gov.au](mailto:communications@health.wa.gov.au)



# Be Wise. Immunise: influenza vaccination for children – key facts

- Influenza is different from the common cold and can cause severe complications.
- Children are at risk of severe influenza illness, including hospitalisation, even when otherwise healthy or similar.
- For children aged 6 months to Year 6, the influenza vaccine is free and recommended.
- In 2026, children aged 2 to 11 years can get the nasal spray influenza vaccine.

## Why vaccination matters

- As part of the 'Be Wise. Immunise' campaign, families are encouraged to consider annual influenza vaccination as a simple, routine way to protect children during winter.
- The influenza virus changes every year, so vaccination is needed every year.
- Vaccination helps protect children during winter and reduces the risk of severe illness.
- Influenza vaccination is recommended for everyone aged 6 months and older.

## Your role

- Children can easily spread influenza in schools and childcare, which can then spread to families and the wider community. Vaccination, hand hygiene, and staying home when unwell helps reduce this risk.
- While vaccination decisions are made by individuals and families, education and care settings can help by sharing reliable information.
- Vaccination advice, eligibility and availability may change over time, and families should seek current, trusted health advice from their immunisation provider.
- Influenza vaccination is recommended for staff working with children to help reduce the spread of illness and protect the community.



## Letter sample

Dear families,

As we head into the winter months, we're sharing information from the Western Australian Government's 'Be Wise. Immunise' campaign to help families make informed decisions about influenza (flu) vaccination for children.

Influenza is a highly contagious illness that can make children very sick, even if they are usually healthy. Each year, hundreds of children in WA are admitted to hospital due to influenza, and with many needing emergency care or a visit to their general practitioner (GP). Sadly, influenza-related deaths in children occur each year.

The influenza virus changes every year, so the influenza vaccine is updated to provide protection against the most common strains. That is why it's important to get an influenza vaccine each year.

The influenza vaccination is recommended for children aged 6 months and older, with the best time to get vaccinated being before winter, usually from April or May.

In 2026:

- the influenza vaccine is free for children aged 6 months to Year 6 (check with your provider about any consultation fees)
- children aged 2 to 11 years can now get FluMist, a needle-free nasal spray [as an alternative to an injectable influenza immunisation](#).
- WA Health has set clear influenza vaccination targets, aiming to:
  - protect 30 per cent of babies and young children under 12 years
  - lift coverage to 65 per cent for people aged 65 and over
  - set a new benchmark immunisation rate across the State, with 40 per cent of the population immunised.

Influenza vaccines used in WA have a strong safety record, are approved by the [Therapeutic Goods Administration \(TGA\)](#), and are closely monitored every year. FluMist has been safely used internationally for 20 years.

For more details on routine childhood immunisations and the diseases they protect against, see the [WA childhood immunisation schedule](#) and [Influenza \(flu\) vaccine](#).

We encourage families to speak with their GP, immunisation provider or Aboriginal Medical Service if they have questions about influenza vaccination.



# SMS notifications

## Lead-up to winter

Winter is coming. Influenza (flu) can make children very sick, even if they are usually healthy. The best time to get the influenza vaccine is around April and May, before influenza season starts. Learn more: [Influenza \(flu\) vaccine](#).

## Vaccines available

Influenza vaccines are now available. Annual influenza vaccination helps protect children during winter and is recommended for everyone aged 6 months and older. Learn more: [Influenza \(flu\) vaccine](#).

## FluMist nasal spray

Children aged 2 to 11 can now get FluMist influenza vaccine – a needle-free nasal spray vaccine as an alternative to an injectable influenza immunisation. Talk to your GP or healthcare provider to find out more about this needle-free option: [Influenza \(flu\) vaccine](#).

## Community health immunisation clinics

Some children and adolescents can get a free influenza vaccine at community health immunisation clinics. Find a clinic: [National Health Services Directory - Service Finder Widget](#).

## Keeping community well

Help keep our school community healthy this winter.

Get your child vaccinated, wash hands often and keep them home if unwell. To learn more, visit [Influenza \(flu\) vaccine](#).



## Short messages

### Influenza vaccination reminder

Dear families,

Influenza (flu) is a highly contagious virus that can cause significant illness in children, even those who are usually healthy. Symptoms usually start suddenly and may include fever, chills, headache, a dry cough, sore throat, and tiredness or weakness.

As influenza season approaches, families are encouraged to consider influenza vaccination for their child, where appropriate. The best time to be vaccinated is usually April or May, before influenza season begins.

By helping protect your child, you are also helping protect the health and wellbeing of our wider school community. If you have any questions about influenza vaccination, please speak with your GP or healthcare provider.

To learn more about why influenza vaccination is important, visit [Influenza \(flu\) vaccine](#).

### Keeping our community well

Dear families,

Supporting student health and wellbeing is a priority for our school, especially during influenza season. Good health supports students' learning, engagement, and attendance.

Simple steps such as influenza vaccination, staying home when unwell and practising good hygiene help reduce the spread of illness and protect our wider school community. Together, we can minimise the impact of seasonal illness on students learning and wellbeing.

Thank you for helping maintain a healthy learning environment for all students.

To learn more about why influenza vaccination is important for protecting your child, visit [Influenza \(flu\) vaccine](#)



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## Resources

### Print and digital resources

[FluMist fact sheet – consumers](#)

FluMist videos - [FluMist - new needle-free flu vaccine available for WA kids - YouTube](#)

[Influenza \(flu\) vaccine](#)

## Visual assets



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All Be Wise. Immunise assets can be downloaded from the campaign page on the [WA Health website](#)

### Digital assets

#### Instagram tile

1080pxX1350px



#### Facebook tile

1080pxX1080px





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# Print-ready assets

All Be Wise. Immunise assets can be downloaded from the campaign page on the [WA Health website](#)

## Print assets

**QR A3 posters**

**Print 300DPI**



**Corflute A0**

**Print 300DPI**

