



Department of
Health

GOVERNMENT OF
WESTERN AUSTRALIA

We protect ourselves against winter illnesses to protect Mum.

BE WISE

IMMUNISE



Now is the time to get immunised.

access.health.wa.gov.au



About this toolkit

This toolkit has been developed to support the rollout and promotion of the 'Be Wise. Immunise' campaign. This State Government 2026 winter immunisation campaign aims to increase awareness of influenza and respiratory syncytial virus (RSV) vaccines available in WA, the campaign helps Western Australians understand which winter illness vaccines are available and how they protect against serious disease.

It brings together free influenza vaccines, expanded respiratory syncytial virus (RSV) immunisation, the new 2026 WA Influenza Nasal Spray Vaccination Program for children, and improved access through pharmacies, general practice and community health immunisation clinics.

This toolkit provides clear, consistent and ready-to-use materials to help strengthen community awareness of timely and appropriate preventative health care.

The Be Wise. Immunise campaign delivers simple, trusted guidance on the winter immunisation options available across the state for different groups in the community. This includes information relevant to general practitioners, pharmacies, aged care providers, and WA Health workplaces.

All resources can be downloaded, copied and adapted to support your local communication needs, including newsletters, digital screens, social media, posters with QR codes, intranet content, and scripts for reception or on-hold messages.

Using these materials and discussing vaccination recommendations for influenza and RSV helps your patients and community feel confident about staying healthy this winter. As a health provider, you play a vital role in promoting early, appropriate immunisation and improving health outcomes for all Western Australians.

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



General announcement email

Dear colleagues/members/families

The State Government is encouraging Western Australians to protect themselves this winter with the launch of its Be Wise. Immunise campaign.

Designed to increase awareness of influenza and respiratory syncytial virus (RSV) vaccines available in WA, the campaign helps Western Australians understand which winter illness vaccine are available and how they protect against serious disease.

Encouraging timely immunisation ahead of peak winter illness, the campaign prompts early action so individuals and families are protected before winter illness activity peaks.

Reinforcing immunisation as a normal and routine part of staying well, clear information is provided to help people know who is eligible for vaccination and when to get vaccinated for best protection.

Immunisation is a simple, routine step Western Australians take each winter to look after themselves and other.

For 2026, 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.

The campaign incorporates:

- investments in the 2026 influenza and RSV immunisation programs
- significant funding included for the expansion of RSV immunisation
- 130,000 doses secured for children's needle-free 2026 WA Influenza Nasal Spray Vaccination Program
- pop-up influenza vaccination clinics at AFL games at Optus Stadium

You'll find adaptable assets, templates and key information for newsletters, digital screens, social media, posters with QR codes, and reception or on-hold scripts. These tools are designed to help you share consistent, up-to-date messages with your patients and networks.

By using these resources, you're helping Western Australians feel more confident about staying healthy this winter and supporting better health outcomes across the state. We encourage you to share the campaign through your networks and clinical settings.

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

Thank you for your ongoing commitment to the health and wellbeing of our community.

Sincerely

[Insert name here]



Internal news

Be Wise. Immunise launches to protect WA during winter

Winter can increase the spread of respiratory illnesses such as influenza (flu) and respiratory syncytial virus (RSV), which can cause serious illness, particularly in young children, older adults, pregnant people and those with underlying health conditions.

Immunisation is one of the safest and most effective ways for people to protect themselves and their families. Getting immunised before or early in winter can help reduce the risk of severe illness and hospitalisation.

As Western Australia heads into the colder months, the Western Australian Government has launched the Be Wise. Immunise campaign to encourage Western Australians to protect themselves and their families from influenza and RSV.

The campaign provides clear, trusted information on when and where to get immunised, and which vaccines are recommended, supporting confident immunisation decisions that help protect individuals, families and communities.

The campaign also marks the launch of a new, unified immunisation brand for WA, designed to create consistent, recognisable messaging that builds confidence in immunisation over time.

This work underpins the broader [WA Health 2026 Winter Strategy](#), which focuses on prevention, early intervention and system readiness.

Providers play a vital role in reducing the impact of seasonal illness across WA. Promoting timely immunisation helps:

- improve patient outcomes by reducing the severity and spread of winter illnesses
- ease pressure on hospitals by lowering preventable presentations
- support consistent, evidence-based conversations that build trust and informed decision-making.

For 2026, 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.

Your guidance is especially important for vulnerable groups and patients who may be hesitant about immunisation.

Your call to action

Ahead of winter:

- start the conversation – ask patients about their winter immunisations and explain the benefits of timely protection.
- share credible information – guide patients and families to [HealthyWA](#) for simple, trustworthy vaccine advice.



- use campaign materials – display ‘Be Wise. Immunise’ campaign posters and assets in clinical areas to prompt questions.
- stay informed – keep up to date with current influenza and RSV guidance, schedules and eligibility.

Provider-ready posters, digital assets, education and communications are available through this Be Wise. Immunise campaign toolkit at health.wa.gov.au

Website news

Keep healthy this winter

Winter can increase the spread of respiratory illnesses such as influenza (flu) and respiratory syncytial virus (RSV). These viruses are highly contagious and can cause serious illness, particularly for young children, older adults, pregnant people, and those with underlying health conditions.

Immunisation is a normal and routine part of staying well for many Western Australians, and one of the safest and most effective ways to protect yourself, your family and the wider community. Getting vaccinated before winter reduces the risk of severe illness, complications and hospitalisation when virus activity is at its highest.

WA Health is encouraging all Western Australians to stay protected this winter through its 2026 ‘Be Wise. Immunise’ campaign, part of the [WA Health 2026 Winter Strategy](#).

It provides clear, easy-to-understand information about which influenza and RSV vaccines are recommended, who is eligible for immunisation, when to get immunised, and where you can get immunised.

The campaign also marks the launch of a new immunisation brand for WA, designed to create consistent, recognisable messaging that builds confidence in immunisation over time.

Influenza vaccination is free for everyone aged over 6 months in Western Australia during May and June, regardless of Medicare eligibility. In 2026, eligible children aged 2 to 11 years can receive the influenza vaccine as a free needle-free intranasal spray, FluMist. Availability may vary so check with your provider.

Influenza and RSV vaccines also continue to be free for eligible people, including some children, pregnant people, older adults and people at higher risk of severe illness, through the National Immunisation Program (NIP).

[Free RSV immunisations](#) are provided for pregnant women, infants under 12 months and some young children under 24 months, as well as vulnerable adults aged 50 to 59, and 65 and over in residential aged care homes, with eligibility depending on age and risk factors.

If you’re unsure whether immunisation is recommended for you or your child, speak with your doctor, pharmacist or immunisation provider. They can advise on recommended vaccines, eligibility for free vaccines, vaccine safety and possible side effects.

Last year, WA recorded more than 32,000 influenza cases and over 4,000 related hospitalisations, with children under 12 accounting for almost 20 per cent of admissions, while adults aged 65 and over made up 40 per cent. RSV continues to pose a significant risk, particularly for infants, older adults and people with underlying health conditions.

For 2026, WA Health has set clear influenza immunisation 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.

You can help make this happen. Book your immunisation appointment now to protect yourself, your family and the wider community, and make immunisation a routine step in staying well this winter.

For easy-to-understand information about influenza and RSV vaccines, visit [Access Health WA](#).

Stakeholder newsletter content

Keep healthy this winter

Winter can increase the spread of respiratory illnesses such as influenza and respiratory syncytial virus (RSV), which can cause serious illness, particularly in young children, older adults, pregnant people and those with underlying health conditions.

Immunisation is one of the safest and most effective ways to protect yourself and your family. Getting immunised before or early in winter, or as recommended by your health professional, can help reduce the risk of severe illness and hospitalisation.

WA Health is encouraging Western Australians to stay protected this winter through the 2026 Be Wise. Immunise campaign. This forms part of the WA Health 2026 [WA Health 2026 Winter Strategy](#), which provides clear, easy-to-understand information on when and where to get immunised, and which influenza and RSV vaccines are recommended.

Influenza immunisation is free for everyone during May and June. In 2026, eligible children aged 2 to 11 years can receive the influenza vaccine as a free, needle-free nasal spray, FluMist. Availability may vary, so check with your provider when booking.

Influenza and RSV vaccines continue to be free for eligible people, including some children, pregnant women, older adults and people at higher risk of severe illness.

If you're unsure whether immunisation is recommended for you or your child, speak with us, your doctor, pharmacist or immunisation provider. They can advise on recommended vaccines, eligibility for free vaccines, safety and possible side effects.

For 2026, WA Health has set clear influenza immunisation 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.

You can help make this happen. Book your immunisation appointment now to protect yourself, your family and the wider community. Make immunisation a routine step in staying well this winter.

For easy-to-understand information about influenza and RSV vaccines, visit [Access Health WA](#).



Phone message on hold script

Stay healthy this winter by protecting yourself and your family from influenza and RSV.

These viruses spread fast and can be serious.

Immunisation is safe, effective and your best defence.

Ask us more about winter immunisation when we answer your call.

Reception/Front of House information

What is the Be Wise. Immunise campaign?

As Western Australia heads into the colder months, the Western Australian Government has launched the Be Wise. Immunise campaign to encourage Western Australians to protect themselves and their families from influenza and respiratory syncytial virus (RSV) and:

- increase awareness of influenza and RSV vaccines available in WA
- help Western Australians understand which winter illness vaccine are available and how they protect against serious disease
- support understanding of vaccine eligibility and timing.

The campaign brings together free influenza vaccines, expanded RSV immunisation, the new FluMist program for children, and improved access through pharmacies, GPs and community clinics.

It provides clear, reliable information on influenza and RSV, including the benefits of immunisation, who should be immunised and where to get immunised, vaccine safety and effectiveness, eligibility for a free vaccine, and possible side-effects.

Encouraging timely immunisation ahead of peak winter illness, the campaign prompts early action so individuals and families are protected before winter illness activity peaks.

Immunisation is reinforced as a normal and routine part of staying well, and a simple, step Western Australians take each winter to look after themselves and each other.

Why was it launched?

The campaign is part of the [WA Health 2026 Winter Strategy](#).

For 2026, WA Health has set clear influenza immunisation 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.

Where can I get information?

Ask your doctor or immunisation provider whether vaccination is recommended or free for you or visit [Access Health WA](#).



Social media posts

Stay healthy this winter, WA!

Protect yourself and your loved ones from influenza and respiratory syncytial virus (RSV) this winter. These viruses spread easily, but vaccination is safe, effective and helps reduce pressure on our hospitals.

The Be Wise. Immunise campaign helps you understand:

- ✓ When to get immunised
- ✓ Where to get immunised
- ✓ Which vaccines are recommended
- ✓ Who may be eligible for a free vaccine

👉 Get trusted info at <https://access.health.wa.gov.au/>

👉 Speak to your doctor or immunisation provider

Let's keep WA healthy this winter.

A healthy target to keep WA healthy this winter

Influenza and respiratory syncytial virus (RSV) spread easily, but immunisation is safe, effective and helps reduce pressure on our hospitals.

WA has big influenza immunisation goals for staying healthy this winter – and you're part of it.

- ✓ Protect 30 per cent of babies and young children from influenza
- ✓ Lift immunisation to 65% of people aged 65+
- ✓ Strive to set a new benchmark immunisation rate across the State – 40% of the population

You can help make this happen. Book your immunisations now and make immunisation a normal, routine step in staying well this winter. ❤️

👉 Get trusted info at <https://access.health.wa.gov.au/>

👉 Speak to your doctor or immunisation provider

Visual assets

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

Digital assets	
<p>Instagram tile 1080pxX1350px</p>	 <p>A grid of six Instagram tile assets. Each tile features a photograph of people in various settings (family, community, pregnant woman, elderly people) with a blue text overlay and the 'BE WISE IMMUNISE' logo. The text on the tiles includes: 'RSV immunisation is free for babies and pregnant women.', 'I'm immunised to protect our community.', 'Kids' flu vaccine now comes in a nasal spray.', 'My RSV Immunisation helps protect my baby.', 'I'm immunised to help protect my mum.', and 'I'm immunised against the flu so I can stay in the game!'.</p>
<p>Facebook tile 1080pxX1080px</p>	 <p>A grid of six Facebook tile assets, identical in content to the Instagram tiles. Each tile features a photograph of people with a blue text overlay and the 'BE WISE IMMUNISE' logo. The text on the tiles includes: 'I'm immunised to help protect my mum.', 'My RSV immunisation helps protect my baby.', 'Kids' flu vaccine now comes in a nasal spray.', 'I'm immunised to protect our community.', 'RSV immunisation is free for pregnant women and babies*', and 'I'm immunised against the flu so I can stay in the game!'.</p>
<p>Intranet banner 600pxX200px</p>	 <p>An intranet banner asset featuring a photograph of three elderly people sitting at a table in a dining room. A blue speech bubble overlay on the left contains the text: 'I'm immunised to help protect my mum.'</p>

Website banner

600pxX200px



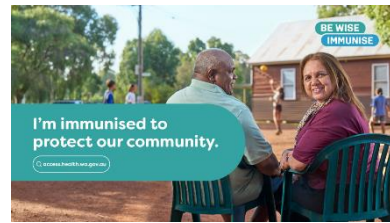
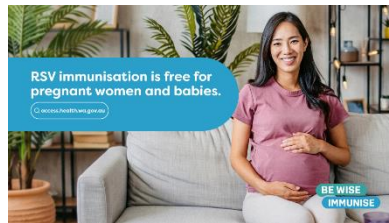
DTV split screen

370pxX520px
300PPI



QR digital screen

1920pxX1080px
72PPI



Digital screen

1920pxX1080px
72PPI



Visual assets

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

Digital assets continued	
<p>QR digital screen 1080pxX1920px 72PPI</p>	
<p>Header 640pxX177px 150PPI</p>	
<p>Computer screensaver</p>	



Department of Health

BE WISE IMMUNISE

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





Department of Health

BE WISE IMMUNISE

Corflute A0
Print 300DPI

Department of Health

RSV immunisation is **free** for pregnant women and babies*.

Now is the time to get immunised.

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

BE WISE IMMUNISE

Department of Health

Immunisation keeps our kids safe.

Now is the time to get immunised.

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

BE WISE IMMUNISE

Department of Health

Flu nasal spray vaccine is **free** for kids aged 2 to 11*.

Now is the time to get immunised.

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

BE WISE IMMUNISE

Department of Health

I'm immunised to protect our community.

Now is the time to get immunised.

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

BE WISE IMMUNISE