

Winter Wellness

Communications Resources

April 2026

Purpose

This pack has been designed to support Grampians region organisations in promoting flu prevention and winter wellness. It includes posters and social media materials that can be adapted and shared across platforms.

By working together, we can improve health outcomes and share relevant information with a wider audience.

If you'd like to discuss material suggestions or co-branding opportunities, please contact us at phu@gh.org.au

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'Don't risk the flu' Posters

When printing, please select 'fit' to ensure the entire image is visible.

Fit

Actual size

Shrink oversized pages

Custom Scale:

[Download](#)
Variant 1

A lot of pain

or a little pain

**Don't risk the flu.
Get vaccinated today.**

Flu season is here and it can be serious. Choose to protect yourself and your loved ones with a free annual flu vaccine.

Find out more at betterhealth.vic.gov.au/get-vaccinated

[Download](#)
Variant 2

A lot of pain

or a little pain

**Don't risk the flu.
Get vaccinated today.**

Free for children under 5.

The flu can be serious and children are among the most at risk. Choose to protect them with a free annual flu vaccine.

Find out more at betterhealth.vic.gov.au/get-vaccinated

[Download](#)
Variant 3

A lot of pain

or a little pain

**Don't risk the flu.
Get vaccinated today.**

Find out if you're eligible for a free flu vaccine.

Flu season is here and it can be serious. Choose to protect yourself and your loved ones with an annual flu vaccine, free for those over 65.

Find out more at betterhealth.vic.gov.au/get-vaccinated

[Download](#)
Variant 4

A lot of pain

or a little pain

**Don't risk the flu.
Get your free jab today.**

Free for Aboriginal and Torres Strait Islander people aged six months and older.

Flu season is here, and it can be serious. Choose to protect yourself and your mob with an annual flu jab.

Find out more at betterhealth.vic.gov.au/get-vaccinated

Social Media ('Don't risk the flu')

Please feel free to use the following assets on your own social media channels.

You may also wish to share directly from the Grampians Health campus page.

Suggested accompanying text

The flu can be very serious. Everyone aged 6 months and over is recommended to get flu vaccine each year.

👉 The flu vaccine reduces your risk of severe illness and helps protect you, your family, and your community.

The flu vaccine is free for eligible groups including

- Children aged 6 months to under 5 years
- Aboriginal and Torres Strait Islander people aged 6 months and older
- Adults aged 65 years and older
- Pregnant women
- People with medical conditions that increase the risk of severe flu

📅 Book with your local immunisation provider today! While the vaccine is free for eligible high-risk groups, there may be an administration cost. Ask your healthcare provider.

Learn more at my.gh.org.au/flu

Social Media ('Don't risk the flu')

Please feel free to use the following assets on your own social media channels.

You may also wish to share directly from the Grampians Health campus page.

1080 x
1080
Square

Download Variant 1 PNG



Headline
Don't risk the flu

Post copy
This flu season, what will you choose? A little discomfort getting your child vaccinated or a lot of pain if they get sick. Don't risk the flu. Make sure your family is up to date with their annual flu vaccine, free for children under 5.
Learn more at my.gh.org.au/flu

Download Variant 2 PNG



Headline
Don't risk the flu

Post copy
The flu can be serious, and children are among the most at risk. Choose to protect them with an annual flu vaccine, free for children under 5.

Learn more at my.gh.org.au/flu

Download Variant 3 PNG



Headline
Don't risk the flu

Post copy
Flu vaccines are safe, effective and free for children under 5. Book your flu vaccine through your doctor (GP), local council immunisation service, Aboriginal Community Controlled Health Organisation, or local pharmacy (for ages 5 years and older)

Learn more at my.gh.org.au/flu

Social Media ('Don't risk the flu')

Please feel free to use the following assets on your own social media channels.

You may also wish to share directly from the Grampians Health campus page.

1080 x
1080
Square

Download Variant 4 PNG



Gen-pop

Headline

Don't risk the flu

Post copy

Flu season is here, and it can be serious. Choose to protect yourself and your loved ones with an annual flu vaccine.

Learn more at my.gh.org.au/flu

Download Variant 5 PNG



Seniors (over 65)

Headline

Don't risk the flu

Post copy

This flu season, choose to protect yourself and your loved ones with an annual flu vaccine, free for those over 65.

Learn more at my.gh.org.au/flu

Download Variant 6 PNG



Aboriginal and Torres Strait Islander

Headline

Don't risk the flu

Post copy

Flu season is here, and it can be serious. Protect your mob with an annual flu jab, free for Aboriginal and Torres Strait Islander people aged 6 months and older.

Learn more at my.gh.org.au/flu

Social Media ('Stop the spread')

Please feel free to use the following assets on your own social media channels.

You may also wish to share directly from the Grampians Health campus page.

Download Variant 1 PNG



1080 x
1080
Square

Download Variant 2 PNG



1080 x
1080
Square

Download Variant 3 PNG



1080 x
1080
Square

Download Variant 4 PNG



1080 x
1080
Square

Flu Vaccination Poster (for GP clinics)

Please contact phu@gh.org.au if you wish to replace the logo with your clinic logo

When printing, please select 'fit' to ensure the entire image is visible.

- Fit
- Actual size
- Shrink oversized pages
- Custom Scale:



[Download Variant 1 PDF](#)

[Download Variant 2 PDF](#)

[Download Variant 3 PDF](#)

[Download Variant 4 PDF](#)

[Download Variant 5 PDF](#)

[Download Variant 6 PDF](#)

Social Media (for GP clinics)

Please feel free to use the following assets on your own social media channels.

→ Download social media slide here

Suggested accompanying text

The flu vaccine is available now! Don't risk the flu. Contact the clinic to book your annual flu vaccination today.



Additional Resources

Health Translations hosts Influenza fact sheets translated to Arabic, Farsi, Chinese, Korean and Vietnamese

[Translated Influenza Fact Sheets](#)

The Victorian Department of Health has a suite of resources that you may wish to use

[Access 2026 Seasonal Influenza Immunisation advice for Immunisation Providers](#)

['Don't Risk the Flu' and RSV Vaccine Stakeholder Pack \(2025 version, current\)](#)

The Australian Department of Health, Disability and Ageing has a suite of resources that you may wish to use

[Access 2026 'Stick it to the Flu' Resource Packs](#)

['Stick it to the Flu' Aboriginal and Torres Strait Islander Resource Pack](#)

The Grampians Public Health Unit have created additional targeted resources

[Access Grampians Region Education Settings \(Early Learning/Kindergarten/Schools\) Stakeholder Pack](#)

[Access Residential Aged Care Facility Stakeholder Pack](#)

Thank you