

2022 Influenza Promotional Campaign

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Campaign Overview

- Maximise the uptake of the influenza vaccine with a specific emphasis on priority equity groups.
- Campaign messaging, tone, visuals will prioritise and connect with key equity groups - Māori, Pasifika and disabled people.
- Grounded in research and insights.
- Leverage the learnings from the COVID-19 vaccination campaign.
- This year's campaign will run from 1 April to 30 June and will have two phases.

Campaign Phases

Phase One – Priority Groups

- From 1 April marketing activity will target those aged 65 and over and pregnant people.
- Will include targeted advertising (local press, niche publications, digital, social) and stakeholder engagement (e.g. Age Concern, Plunket)
- Additional activity targeting Māori, Pacific and disabled communities with whānau approach.
- Provide DHBs, GPs and Pharmacies with resources e.g. posters, flyers to have conversations with their patients.

Phase Two – All of New Zealand

- From May higher profile campaign to raise awareness of flu vaccination and including workplace vaccination using broader channel media mix.
- Continued focus on priority equity groups.

Flu Campaign Webpage

Home > Your health > Conditions & treatments > Diseases and illnesses > Influenza > Flu (influenza) vaccines

Flu (influenza) vaccines



FLU
2022

Fight the flu – Get a jab

It's more important than ever to get your flu shot before winter 2022. If you're aged 65 and over, pregnant, or have certain health conditions like diabetes – you can now get your free flu jab. Contact your GP or local pharmacy.

[Flu jab sites near you](#)

Getting a flu jab

With New Zealand's borders opening again the risk of being exposed to flu viruses are high. Getting a flu jab is your best defence.

> [Why it's important to get a flu jab](#)

> [How to get a flu jab](#)

Who should get a flu jab

Flu vaccines are free for some people who are most likely to get very sick.

> [Over 65s](#)

> [Pregnant people](#)

> [People with underlying health conditions](#)

About the flu jab

The flu jab changes each year to provide protection against new strains of flu.

> [Side effects and reactions](#)

> [How effective is the flu jab and how it works](#)

Channels and Resources

Resources	Media Channels
Flyers	Radio
Posters	Print e.g local newspapers, niche publications
Newsletter content	Out-of-home
Social tiles	Social
Teardrop banners	TV
Website	Digital

Questions



Thank you