

Queensland Health

Free Influenza Vaccination Program

Immunisation service provider stakeholder toolkit
– 2025



Queensland
Government

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Introduction

This stakeholder kit has been developed to assist in communicating important information about the 2025 free influenza vaccination program.

It includes key messages and communication materials that may assist you to share messaging through your own communication channels.

By utilising your channels and networks, you are helping to increase and broaden the reach of audiences who will hear about the free influenza vaccination program.

Background

Influenza, or the flu, is a highly contagious viral infection that infects your upper airways and lungs. You're more likely to get the flu in winter, but in tropical and subtropical areas like Queensland, it can be present all year round. Flu cases usually peak in the winter months.

Most people get better within a week, but sometimes a cough and tiredness can last longer. A small number of people get pneumonia, inflammation of the heart muscle, or have neurological problems. Although it's rare, some get encephalitis, life threatening brain inflammation.

The best way to protect yourself is to get vaccinated every year and to practice good hygiene. You need a vaccine every year because the strains can change each year. The best time to get vaccinated is before the flu season starts. Flu vaccinations are free for all Queenslanders 6 months of age and older until 30 September 2025.

Target audience

Primary audience:

- Queensland adults aged 18+

Secondary audience:

- Those at higher risk of developing complications from acute respiratory infections (ARIs), including pregnant people, First Nations people, culturally and linguistically diverse people, those with underlying medical conditions or a disability, older people, and parents of young children under 5 years of age.

Key messages

General

- Flu is highly contagious and can have serious health impacts.
- The flu vaccine is easy to access and free for all Queenslanders in 2025.
- Vaccination is a safe and effective way to help prevent the spread of flu and reduce the risk of severe illness.

- The flu vaccine can be given at the same time as other recommended vaccines such as whooping cough and COVID-19.
- Don't be complacent. Book your free flu vaccination today.
- Good hygiene habits are an important part of reducing the spread of flu.
- Wash your hands, stay at home if you're sick and cover coughs and sneezes.

Signs and symptoms

- Flu is the most common vaccine-preventable disease in Australia. Although it can be a mild disease, it can cause very serious illness in otherwise healthy people. It can require hospitalisation and can even lead to death.
- Flu is most often caused by type A or B influenza viruses that infect the upper airways and lungs.
- Flu symptoms usually appear 1 to 3 days after being infected and include fever, dry cough, muscle and joint pain, tiredness or extreme exhaustion, headache, and sore throat. In the elderly, fever may be absent, and the only signs of flu may be confusion, shortness of breath or worsening of a chronic condition. Children are more likely to have gastrointestinal symptoms (nausea, vomiting and diarrhoea).

Who can get vaccinated

- The flu vaccine is safe for Queenslanders 6 months of age and older.
- You can get the free flu vaccine if you live in Queensland, even if you do not have a Medicare card.
- Those people at greatest risk of severe disease should prioritise being vaccinated, including:
 - children aged 6 months to less than 5 years
 - pregnant people at any stage of pregnancy
 - persons 65 years or older
 - Aboriginal and Torres Strait Islander people 6 months of age and older
 - people 6 months of age and older with a medical condition or disability which increases their risk of severe influenza and its complications.
- The flu vaccine is safe for breastfeeding individuals.
- Babies under 6 months cannot be vaccinated against flu, but having the flu vaccine during pregnancy will offer some protection during their first 6 months.

Where to get vaccinated

- You can get vaccinated at your doctor (GP) or medical clinic, a community pharmacy, and other vaccination service providers (e.g. council clinic).
- Culturally safe vaccination services and practices are available through many health care providers.

Additional support

- If you have questions about vaccination, you can call 13 HEALTH (13 43 25 84).
- It's free for you to ask for an interpreter when you talk to a GP, pharmacist or call 13 HEALTH (13 43 25 84).

- People with disability can call the Disability Gateway Helpline on 1800 643 787 for support. They can make a booking for you.
- For new arrivals into Australia, the Federal Government provides a free service to translate Immunisation Passports, and previous vaccinations documents. For more information, go to the Department of Home Affairs Translating Service or call 1800 962 100.

Calls to action

- Book your **free influenza vaccination** at your local GP or pharmacy before 30 September 2025.
- Make a plan to **get your free influenza vaccination in April or May** to ensure you're protected through the winter months when flu season is at its peak.
- **For more information, visit** <https://www.vaccinate.initiatives.qld.gov.au/>

Communication materials

Communication materials are available for download from the **Queensland Health Asset Library** to support communication activities and help you share this important information through your own communication channels.

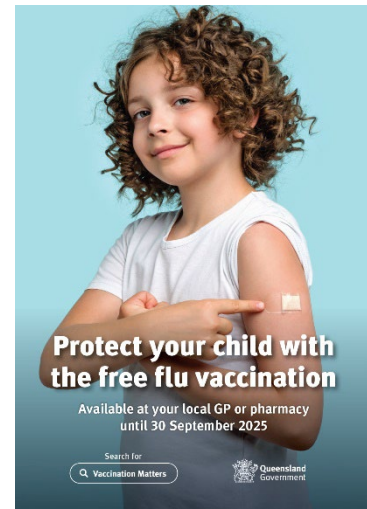
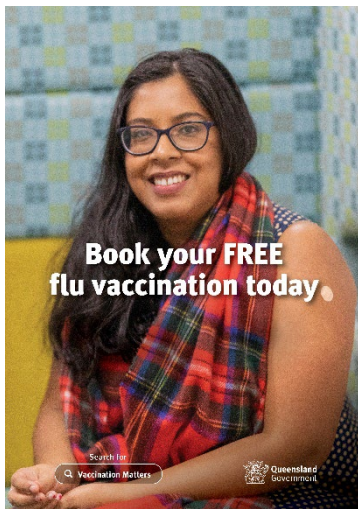
The following assets are included in this stakeholder kit:

- Posters
- Newsletter banner
- Screensaver
- Social media tiles
- Social media stories
- Web content
- Factsheets
- Translated resources

ASSET LIBRARY: [Download Stakeholder Kit](#)

Posters

[Download here](#)



Newsletter banner

[Download here](#)

This newsletter banner is compatible with Vision 6 software and can be included in any newsletters that are distributed.

Recommended newsletter text:

Free influenza (flu) vaccinations are now available to all Queenslanders 6 months of age and older. Make a plan to get vaccinated in April or May to ensure you're protected through the winter months when flu season is at its peak.

The free flu vaccine is available until 30 September 2025 from your GP, pharmacies and other vaccination service providers.



Screensaver

[Download here](#)



Social media tiles

[Download here](#)

Recommended social media post text:

Free influenza (flu) vaccinations are now available to all Queenslanders 6 months of age and older. Make a plan to get vaccinated in April or May to ensure you're protected through the winter months when flu season is at its peak.

The free flu vaccine is available until 30 September 2025 from your GP, pharmacies and other vaccination service providers. The best way to protect yourself and your loved ones from the flu is to get vaccinated. This makes it less likely you'll suffer serious illness and need to be hospitalised.

For more information, search 'Vaccination Matters'.



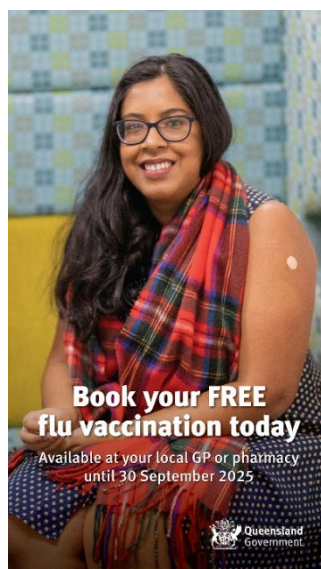


Social media stories

[Download here](#)

It is recommended that a link to Vaccination Matters is included with story posts:

<https://www.vaccinate.initiatives.qld.gov.au/what-to-vaccinate-against/influenza>



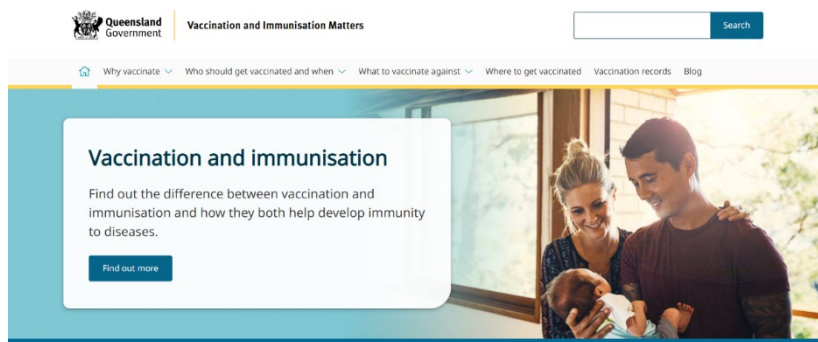
Editable resources

Editable versions of the posters and social media resources are available. This is to allow you to add customisations related to your specific area such locations of vaccine availability.

- [Editable social media tiles](#)
- [Editable posters](#)
- [Editable poster for pop-up clinics](#)

Web content

The Queensland Health website <https://www.vaccinate.initiatives.qld.gov.au/> contains the latest updates and information about influenza and the free influenza vaccination program.




Translated factsheets

These [factsheets](#) have been translated into different languages and talk about influenza and how to protect you, your family and the wider community from this serious illness.

They are available in the following languages:

- Amharic
- Arabic
- Burmese
- Chinese Simplified
- Dari
- Dinka
- English
- Filipino
- French
- Japanese
- Karen
- Khmer
- Samoan
- Swahili
- Thai
- Vietnamese

Factsheet: What is influenza?



What is influenza?









Influenza, or the flu, is highly contagious and can have serious health impacts. Influenza is very serious. It can result in people being hospitalised, especially young kids under 5 years, people over 65 years, pregnant women and those who have diabetes, lung or heart disease.

The type of influenza virus that spreads every year is different. Because of this, experts need to change the vaccine every time to make sure it gives your body the right kind of protection. This is why it's very important for you to get the flu vaccination every year. The flu vaccine is easy to access and is free for all Queenslanders in 2024.


You can lessen your chances of getting sick with influenza if you get vaccinated. The flu vaccine is safe and effective. It helps you to fight the virus and helps stop it from spreading to other people. If you do get infected with influenza, being vaccinated can help protect you from getting very sick.

Symptoms

You will usually get influenza symptoms 1 to 3 days after being infected/exposed to the virus. Some of the symptoms are:

 Fever	 Muscle or joint pain
 Sore throat	 Tiredness
 Dry cough	 Nausea (feeling sick), vomiting or diarrhoea (loose and runny poo) mostly among kids.
 Headaches	 Confusion, shortness of breath – among elderly people.

Search for
Vaccination Matters



How it spreads

Influenza can spread when infected people cough or sneeze without covering their mouth and nose with their elbow or a tissue. It can also spread when you touch dirty surfaces that have the virus and then touch your mouth, nose, or eyes afterward.

How to prevent the spread of influenza

Here are 7 steps to help fight influenza:

- | | |
|--|---|
|  Get the influenza vaccination every year. |  Keep a 1.5 metre distance from people who cough and sneeze. |
|  Wash your hands with soap and water. Or use an alcohol-based hand sanitiser. |  Clean commonly used surfaces with a clean, wet towel. Dry them after. |
|  Stay home if you are unwell. Avoid contact with others. |  Don't share items or anything which has touched the mouth or nose. |
|  Cover your cough and sneezes with a tissue or elbow. | |

Treatment

Self-care measures can help to manage symptoms of the flu, these include:

- Taking lots of rest
- Drinking plenty of water
- Taking pain medicines to help lessen your symptoms.

If you are at high risk of getting very sick, your doctor may be able to give you an antiviral medicine, please talk to your doctor if you are unwell.

Where to get your free flu vaccination

You can get your free flu vaccination from your GP, community immunisation clinic or pharmacy. You can still get the free flu vaccine if you do not have a Medicare card, as long as you live in Queensland.


Need more information?

Talk to your GP if you have any questions about getting the free flu vaccine. You can also call **13 HEALTH** on **13 43 25 84** and speak to a nurse. Ask for an interpreter if you need one. You can find out more about the free flu vaccine, and resources in your language, [here](#).

Search for
Vaccination Matters



Factsheet: Stay safe from the flu



Book your FREE flu vaccination today

Get vaccinated

The peak influenza (flu) season usually happens in winter, so it's a good idea to get your free flu vaccine ahead of the flu season.

You can get vaccinated at your local GP, community health clinic or pharmacy.

The flu vaccine is recommended for anyone over the age of 6 months. You can still get the free flu vaccine if you do not have a Medicare card, as long as you live in Queensland.

Why is vaccination important?

Influenza is a very contagious infection that can make some people very sick. It can have serious complications including hospitalisation and death.

People most at risk of hospitalisation are young children, older people, pregnant people and people with health conditions like diabetes, lung or heart problems.

It is very important to prevent influenza by ensuring that everyone gets the vaccine, particularly those at most risk.

Getting children vaccinated also helps to stop the infection spread to other people.



Immunisation for new Queenslanders

For new arrivals into Australia, the Federal government provides a free service to translate Immunisation Passports, and previous vaccination documents. For more information, go to the Department of Home Affairs Translating Service or call 1800 962 100.

Need more information?

Talk to your GP if you have any questions about getting the flu vaccine. You can also call **13 HEALTH** on **13 43 25 84** and speak to a nurse. Ask for an interpreter if you need one. You can find out more about the flu vaccine, and resources in your language, [here](#).

Search for
Vaccination Matters



Easy Read resources

The following fact sheets explain the importance of immunisation in Easy English and other languages. There are fact sheets for:

- [parents](#)
- [young adults](#)
- [older people](#)