COVID-19 vaccination 'Let's Do This'

Communication toolkit

3 September 2021

Purpose

With the increasing risk of COVID-19 in our community, we need many more people to step forward and get vaccinated now.
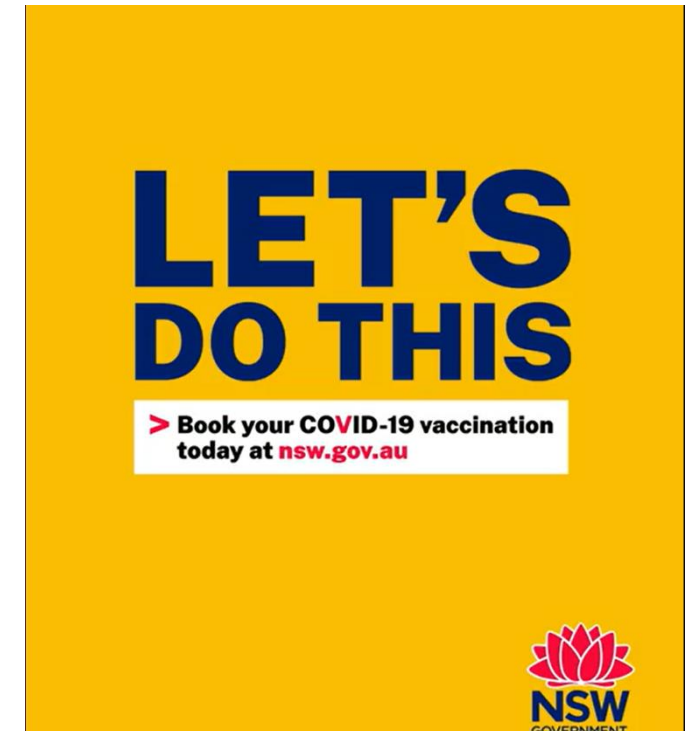
Getting vaccinated is the best way we can help stop the spread of the virus and protect ourselves, our loved ones and our community. It will also help us get back to doing the things we love.

This toolkit contains communication materials to help businesses, councils and community organisations encourage people to take up the free COVID-19 vaccine.

Visit nsw.gov.au for more information on the COVID-19 vaccine roll out, including access to priority vaccination appointments for eligible workers.

Please contact covid.communications@customerservice.nsw.gov.au if you have any questions or would like any additional collateral to help communicate with your employees, community or network.

Thank you for your support in helping protect NSW.

Click here to download 15 second video

The following messages can be used in communication material and collateral

We need to act

- COVID-19 is spreading fast in NSW and putting lives and livelihoods at risk.

- Vaccination is the best way to protect ourselves, our loved ones and our communities. It will also help us get back to doing the things that we enjoy more quickly.

- The COVID-19 vaccine program is working. Many thousands across the state are stepping up to get vaccinated every day. More than 7 million doses have been delivered already.

- But our work is not yet done. We need many more people to step forward and get vaccinated now.

Act now

- It is strongly recommended that you get vaccinated now with a COVID-19 vaccine. If you've had your first dose, make sure you get your second at the right time.

- Two doses gives you around 90% protection against hospitalisation and death from COVID-19. Two doses significantly reduces the risk of spread to people around you

- Everyone 16 and over can get a vaccine. Book today. Don't delay. COVID-19 vaccines are safe, effective and free.

- Vaccination appointments are available for people aged between 12 -15 who are National Disability Insurance Scheme (NDIS) participants, those with health conditions, people who identify as Aboriginal or Torres Strait Islander or live in rural areas.

- Protect yourself and your loved ones now. Make sure your parents and grandparents are vaccinated too, they are at greatest risk. Help protect your community now and get businesses everywhere open again.

- Appointments are available at more than 2,000 GPs, pharmacies, Aboriginal Medical Services and NSW Health vaccination clinics across NSW.

- Speak to your local GP or pharmacist or visit nsw.gov.au to make a booking.

There's good reason to act

- COVID-19 can be a very serious illness, and you can't predict who will get very unwell.

- The risk of serious illness and death increases with age. However, COVID-19 isn't just affecting the elderly – many young people are becoming very sick. Around 60% of people with COVID-19 are under 40, with some needing intensive care.

- The sooner we are protected, the sooner we can bounce back. Let's get back to our way of life. Vaccination can help get us get there.

- Let's get visitors to our regions, travel, get family back home and our state back to business. Book your vaccination today.

- Let's get back to doing the things we love. Let's do this NSW.

Newsletter/website copy

Let's do this – book your COVID-19 vaccination today

People across NSW are getting vaccinated in extraordinary numbers. Even during these challenging times, people are working together to protect themselves, their loved ones and our community. Each vaccination brings us closer to getting back to doing the things we love.

But our work is not yet done. We need many more people to step forward and get vaccinated now. COVID-19 vaccination with two doses reduces the chance of you spreading the virus to those around you and gives you around 90% protection against hospitalisation and death. It's also a way you can support our healthcare and essential workers who are caring and providing for those who need it most.

How to book your vaccination

Everyone 16 and over can get a COVID-19 vaccine. Appointments are available at more than 2,000 GPs, pharmacies, Aboriginal Medical Services and NSW Health vaccination clinics across NSW. Speak to your local GP or pharmacist or visit nsw.gov.au to make a booking. Appointments are also now available for those aged 12 - 15 who are National Disability Insurance Scheme (NDIS) participants, have health conditions, identify as Aboriginal or Torres Strait Islander or who live in a rural area.

COVID-19 vaccines are safe, effective and free.

Don't delay

The risk of COVID-19 in the community is high. It can cause serious illness and death. You can't predict who will get very unwell.

For the latest information visit nsw.gov.au or contact the National COVID-19 Vaccine Helpline on 1800 020 080, 24 hours a day, 7 days a week. For a free telephone interpreter, ring TIS National on 131 450 (24-hour helpline) and say the language you need. Ask the interpreter to connect you to the COVID-19 Vaccine Helpline.

The sooner we are protected, the sooner we can get visitors to our regions, travel, and get family back home and our state back to business. Let's do this, together.

COVID-19 VACCINATION
LET'S DO THIS.
NSW GOVERNMENT

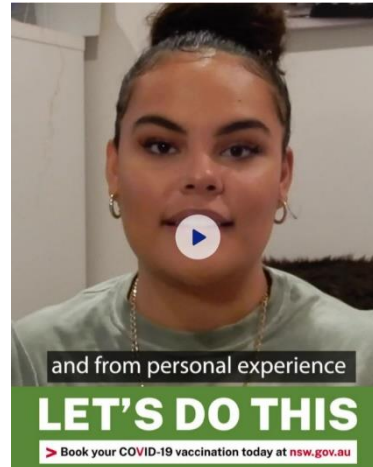Click here to download high res image

'Let's do this' social video content

Click on links to download:

15 second video
15 second video (for posting in Story)

30 second video
30 second video (for posting in Story)

30 second video

30 second video

Suggested posts to accompany videos:

Post: Book your COVID-19 vaccination now to protect yourself and your loved ones. Let's do this, NSW. Book at nsw.gov.au

Post: Book your COVID-19 vaccination today so we can all get back to doing the things we love. Let's do this, NSW. Book at nsw.gov.au

Post: Let's get back to our way of life, NSW. It's now time to book your COVID-19 vaccination. Book at nsw.gov.au

'Let's do this' social content

To download, right click on tile and select 'Save as picture' or click the link above each image for a higher resolution version

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Post: Book your COVID-19 vaccination now to protect yourself and your loved ones. Let's do this, NSW. Visit nsw.gov.au

Post: It's time to book your COVID-19 vaccination to protect yourself and your loved ones. Make sure your parents and grandparents are vaccinated too – they are at greatest risk. Make a booking today by visiting nsw.gov.au

Post: Let's do this to protect our Elders and community. Getting vaccinated will help keep our mob safe. Visit nsw.gov.au to book your COVID-19 vaccination or call 1800 020 080 for help.

'Let's do this' social content

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Post: Book your COVID-19 vaccination now to protect yourself and your loved ones. Let's do this, NSW. Visit nsw.gov.au or call 1800 020 080 for help.

Post: Let's do this, NSW. It's time to book your COVID-19 vaccination to protect yourself and your loved ones. Make a booking today by visiting nsw.gov.au

Post: Let's do this so we can protect ourselves, our Elders, communities and way of life. So, we can gather again. Get back to country. Do live music, sports, art and culture. Visit nsw.gov.au to book your COVID-19 vaccination or call 1800 020 080 for help.

'Let's do this' social content

To download, right click on tile and select 'Save as picture' or click the link above each image for a higher resolution version

Click here to download high res image

Click here to download high res image

Click here to download poster
Click here to download the social tile

Post: The older you are, the higher the risk of serious illness from COVID-19. Protect yourself and protect others. Don't delay. Book your vaccination today. Visit nsw.gov.au or call 1800 020 080 for help.

Post: Protect yourself and those around you, particularly older people who are at greatest risk of serious illness from COVID-19. Book now at nsw.gov.au or call 1800 020 080 for help.

Further resources

- nsw.gov.au has the latest information and there is a new FAQs page which is continuously updated based on the most common questions from businesses and the community

- Mental health support for businesses and individuals

- Information on the NSW Government's 2021 COVID-19 support package

- National COVID-19 Vaccine Helpline 1800 020 080

- Free translation and interpreter 24-hour helpline TIS National 131 450

- Service NSW 13 77 88

- Guidance on how to communicate about the COVID-19 vaccine from the Therapeutic Goods Administration website.