


National Immunisation Programme - comms and engagement update 20 May 2022

From: Sandy Thambiah Sandy.Thambiah@health.govt.nz

To: Sandy Thambiah Sandy.Thambiah@health.govt.nz

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 HP COVID Webinar May 2022.pdf 673 KB

Kia ora koutou,

Here are some things we have been working on this week that we thought you might be interested in. Please feel free to share with your networks.

COVID-19

Tamariki - TV advert

Just a reminder our new TV ad 'acts of aroha' went to air last Sunday. The ad aims to connect with parents and caregivers on an emotional level to 'normalise' immunisation as what parents and caregivers do to protect their kids. You may have noticed it doesn't have a specific COVID-19 call-to-action – that was a deliberate strategy. The idea was to allow time for the overarching message to be established i.e. *immunisations are what I do to protect my tamariki*, before bringing in the COVID-specific message in June. If you haven't seen it, check it out: [Acts of Aroha | Ministry of Health NZ - YouTube](#).

Tamariki – nano girl video (with te reo sub-titles)

Our Nanogirl COVID-19 vaccine video is now available with te reo subtitles. We have two YouTube links depending on which format you need:

1. [Original video link](#) with subtitles as an option (click the settings icon on the video

toolbar and select 'subtitles' then 'Māori') 

2. [Video with burned-on subtitles](#)

Primary care COVID webinar

Please circulate the attached flyer promoting next Wednesday's Care in the Community webinar. It is for primary care providers who are supporting people with COVID-19, but there will be an update on vaccination work included.

FLU

Health worker flu vaccinations

Please be sure to promote flu vaccination to your staff – we all know how important it is to protect those working with vulnerable people and to keep our people healthy and safe 😊. Unlike with COVID-19, you are not permitted to check employee flu vaccination status to do targeted promotion, so please encourage staff flu jabs in a generic manner (as you will have done in previous years).

Information for employers can be found [here](#). Please promote this opportunity widely – and don't forget to put this offer on your website and in your newsletters.

Reasons to vaccinate

To help motivate people to get vaccinated against flu you may like to share these recent media events outlining why vaccination is particularly important this year:

- Stuff panel [Covid-19: Second peak expected to hit as early as June | Stuff.co.nz](#) (shout out to NRHCC's media team for organising this)
- Director General media briefing [COVID-19 update, 13 May 2022 1pm | Ministry of Health NZ](#)

GENERAL

Update your website with new My Vaccine Pass phone number

We have changed the number we refer consumers to for proof of their vaccination status (My Vaccine Pass, My Vaccine Record and an International Travel Certificate). Please update your web content to:

- For assistance with requests for a My Vaccine Pass, International Travel Certificates or a record of your Covid-19 Vaccinations (My Vaccine Record) please call 0800 28 29 26 (8am - 8pm, 7 days a week).

Please note there is no change to the phone number for COVID-19 vaccination bookings which remains as 0800 28 29 26 (8am - 8pm, 7 days a week) and there is no change for assistance with reporting Rapid Antigen Test (RAT) results which remains 0800 222 478 and choose option 3.

Winter wellness celebrations 1 June

You will have heard there is a goal of promoting 1 June as the first day of winter and a chance to remind people about staying well during the colder months. Part of this is

getting vaccinated. DHBs have been asked to hold or promote a local event on Wednesday 1 June to mark the occasion. Here's a great idea (courtesy of a recent CCDHB event) that might get your creative juices flowing:

"The team had an info stand, offered vaccinations, and gave out winter wellness packs. The packs included a fridge magnet, box of tissues, a RAT test, throaties, Vitamin C, Vicks vaporub, stickers, pencils, and spot special giveaways."



REGULAR REMINDERS

Weekly vaccination data

- Latest Māori and Pacific COVID-19 vaccination data is now available [here](#).
- We're also now publishing weekly flu data. This week's statistics on the influenza vaccine uptake across the motu is available [here](#).

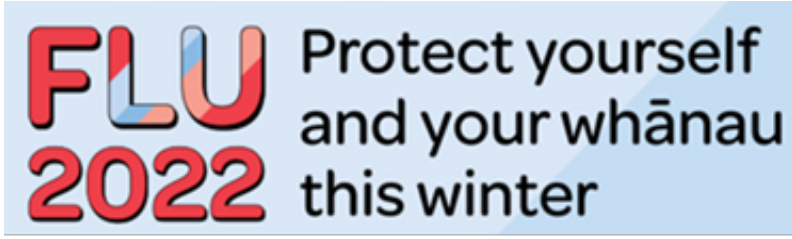
Collateral on Dropbox

Don't forget we have a range of collateral you and your providers can use to promote vaccinations. Feel free to share this link and the collateral widely: [Dropbox - Flu Vaccine Promotional Material - Simplify your life](#).

If you have any questions, please feel free to reach out to Angela Paul (angela.paul@health.govt.nz) or myself.

Ngā mihi nui,
Sandy

Sandy Thambiah (she/her) | Senior Advisor - Engagement | National Immunisation Programme



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