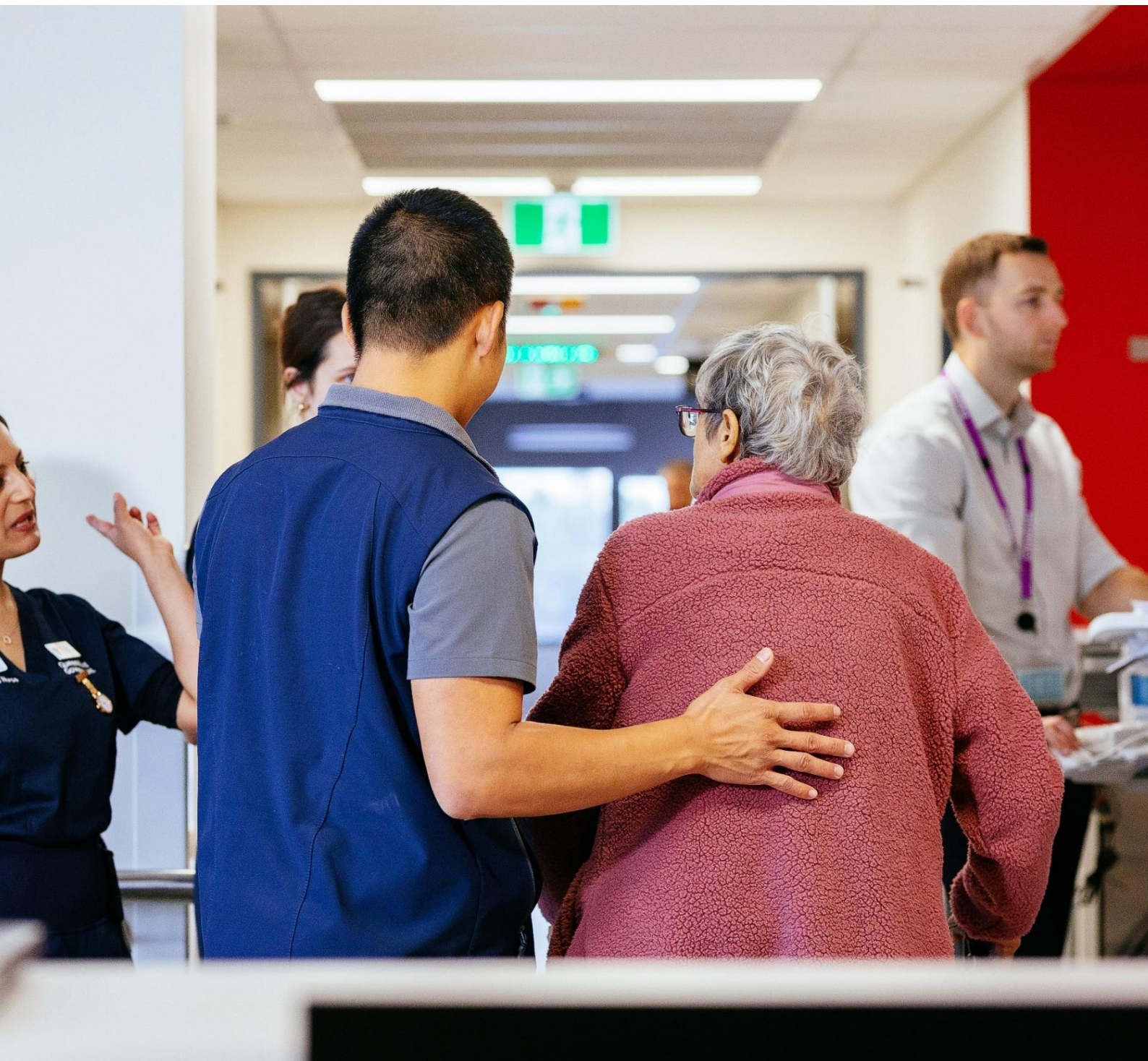




2026 Free Flu Vaccination Program

Stakeholder communications toolkit

Contents

Introduction	3
Background	3
Audiences	4
Key messages	4
Nasal spray flu vaccine for children aged 2 to 5	4
General population	4
People aged 65 years and older	4
Pregnant people	6
People with underlying medical conditions	6
People living with disability	6
First Nations people	6
Culturally and linguistically diverse people (CALD)	6
Signs and symptoms	6
Call to action	6
Newsletter content	7
Short form	7
Long form	7
Communication materials	8
Posters	8
Social media	9
Imagery	9
Captions	9
Screensavers/digital screens	10
Fact sheets	11
Translated resources	11
First Nations communication materials	12
Screensavers/digital screens	12
Posters	12
Social media	12

Introduction

This communications toolkit has been developed to assist in communicating important information about the 2026 Free Flu Vaccination Program, and this year's new Free Nasal Spray Flu Immunisation 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 flu vaccine programs.

All resources can be downloaded from the [Queensland Health Asset Library](#). We will continue to add to this collection throughout flu season, including more First Nations resources and marketing campaign assets.

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.

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 2026.

Flu is the most common vaccine preventable disease in Australia. Although it can be a mild disease, it can also cause very serious illness in otherwise healthy people. It can require hospitalisation and can even lead to death.

People at most risk are:

- children aged 6 months to less than 5 years
- people aged 65 years and over
- Aboriginal and Torres Strait Islander peoples
- pregnant women
- people with medical risk factors.

This year, the Queensland Government will offer:

- the [Free Nasal Spray Flu Immunisation Program](#) (brand name FluMist) for all children in Queensland aged 2 to 5 years old (before they turn 6)
- the [Free Flu Vaccination Program](#) for all Queenslanders over the age of 6 months from 1 March to 30 September 2026.

You don't need a Medicare card. **Search 'flu facts qld' to find out more.**

Audiences

All Queenslanders, with an emphasis on:

- parents, carers and educators of children aged 2 to 5 (nasal spray option only for this audience)
- seniors (65 years and older)
- pregnant women
- people with underlying medical conditions
- people living with disability
- First Nations people
- culturally and linguistically diverse people (CALD)
- healthcare workers.

Key messages

Nasal spray flu vaccine for children aged 2 to 5

- Queensland children aged 2 to 5 years can now get a flu vaccine as a nasal spray instead of a needle.
- This nasal spray vaccine has already been used by millions of children in countries like the UK and the US for more than 10 years.
- In Queensland, the nasal spray is free for all children aged 2 to 5 years (before they turn 6) and is an effective way to protect them from the flu.
- Young children and babies can get very sick from the flu and are often exposed to germs in places like childcare.
- To stop flu outbreaks, parents and carers are encouraged to get their children vaccinated and keep them home if they are sick.
- Young children and babies often pass the flu on to the rest of the family.

General population

- Last year in Queensland, 73% of people who went to hospital with the flu had not been vaccinated.
- The flu spreads easily and can make you very sick.
- Getting a flu vaccine is one of the best ways to stop yourself from becoming seriously ill.
- Being vaccinated helps protect not only you, but also your family, friends and workmates.
- The best time to get your flu vaccine is before the start of the flu season.
- In Queensland, flu season typically starts in May (when the weather is cooler).
- In tropical areas, the flu season is harder to predict.
- It is never too late to get your vaccine - flu can spread all year round.
- The free yearly flu vaccine will be available from March. Check with your GP, pharmacist or vaccine provider about when it will be available to you.

People aged 65 years and older

- Adults aged 65 and over are the most likely to be hospitalised or die from the flu in Australia.
- Queenslanders aged 65 and over are strongly encouraged to get a flu vaccine every year to lower their risk of getting very sick.
- The flu vaccine can prevent severe illness, helping people avoid hospital stays and recover faster.

- People aged 65 and over are more likely to develop complications like pneumonia, which can also make existing health conditions worse.

Pregnant people

- Flu is a serious disease for pregnant people and their baby.
- Babies under 6 months old cannot be vaccinated against flu, but having the flu vaccine during pregnancy will offer some protection during their first 6 months.
- The flu vaccine can be safely given at any stage of pregnancy and while breastfeeding.

People with underlying medical conditions

- Flu can be very serious for people with underlying medical conditions.
- It is recommended that people with underlying medical conditions prioritise getting their free flu vaccination.

People living with disability

- It is recommended that people living with a disability get the free flu vaccination.
- For people needing support, you can call the Disability Gateway Helpline on 1800 643 787 and they can make a booking for you.

First Nations people

- Getting a yearly flu vaccination is recommended for Aboriginal and Torres Strait Islander people aged 6 months and over.
- Culturally safe vaccination services and practices are available through many healthcare providers.

Culturally and linguistically diverse people (CALD)

- You can get the free flu vaccine if you live in Queensland, even if you do not have a Medicare card.
- New arrivals to Australia can get their immunisation records translated for free. Visit the Department of Home Affairs Translating Service or call 1800 962 100.
- Needle-based vaccines are allowed for Muslim children (halal) and Jewish children (kosher). More information is on the Institute for Vaccine Safety website.
- The nasal spray flu vaccine contains a highly processed form of gelatine derived from pigs. Families who avoid pork for religious or cultural reasons may wish to take this into account. A flu vaccine given by needle is always available as an alternative.
- Some people prefer to see female health staff. You can call your clinic to check if this is possible.

Signs and symptoms

You will usually get flu symptoms a few days after coming into contact with the virus. Symptoms may include:

- fever
- sore throat
- dry cough
- headaches
- muscle or joint pain
- tiredness
- nausea (feeling sick), vomiting or diarrhoea (loose and runny poo) mostly among kids
- confusion, shortness of breath among elderly people.

Call to action

Search 'flu facts qld' or [visit the website](#) to find out more.

Newsletter content

Short form

Let's protect what matters this flu season

Vaccination remains our strongest defence as flu season approaches. Last year, 73% of people hospitalised with flu weren't vaccinated.

This year, Queensland is expanding its free flu vaccination program, including a new needle-free nasal spray vaccine for children aged 2 to 5 (before they turn 6).

You can get your vaccination from a GP, pharmacy, community clinic or other vaccination provider.

Getting vaccinated protects you, your family and the wider community. Search 'flu facts qld' to learn more.

Long form

Let's protect what matters this flu season

As Queensland heads into winter and the flu season, getting a flu vaccination is the best way to protect yourself, your family and the community. Last year, 73% of people who were hospitalised with the flu had not been vaccinated.

This year, Queensland is strengthening its free flu vaccination program. From March, all Queenslanders aged 6 months and older can get a free flu vaccination.

A new initiative is the Queensland Nasal Spray Flu Immunisation Program, which offers a needle-free nasal spray flu vaccine for children aged 2 to 5 (before they turn 6). The nasal spray is effective and has widely been used overseas.

Getting vaccinated is the best way to reduce your risk of severe illness and protect the people around you. You can also help stop the spread of flu by washing your hands regularly, covering your coughs and sneezes, and staying home when you are sick.

You can get your vaccination from a GP, pharmacy, community clinic, or other vaccination provider.

Search 'flu facts qld' to learn more.

Communication materials

Communication materials are available for download from the [Queensland Health Asset Library](#) to help you share this important information through your own communication channels.

Please email strategiccommunications@health.qld.gov.au if you require assistance with additional flu-related communications materials.

The following assets are included in this stakeholder kit:

- Posters
- Social media content – tiles, stories and captions
- Screensavers/digital screens
- Fact sheets

Posters

[Download here](#) (more image options available via the Asset Library collection)



Portrait



Landscape

Social media

Imagery

[Download here](#) (more image and size options available via the Asset Library collection)



Captions

For healthcare staff

Vaccination helps protect our patients, colleagues and the community from the spread of flu.

As healthcare workers, we play a key role in reducing severe illness and protecting vulnerable Queenslanders.

The flu vaccine is free for all Queenslanders.

Check availability with your GP, pharmacy or vaccination provider today.

Let's protect what matters. Search "flu facts Qld" to find out where to get yours.

For the general population

Flu spreads easily and can cause serious illness.

The flu vaccine is free for all Queenslanders aged 6 months and over.

Children aged 2 to 5 (before they turn 6) can now get their flu vaccine as a needle-free nasal spray.

Vaccination helps reduce your risk of severe illness and hospitalisation, and protects the people around you.

You can get vaccinated through your GP, pharmacy or vaccination provider.

Let's protect what matters. Search 'flu facts Qld' to find out more.

For parents, carers and educators of children

Queensland children aged 2 to 5 years (before they turn 6) can now receive a needle-free nasal spray flu vaccine.

The nasal spray has been widely used overseas for more than 10 years – given to millions of children – and is just as effective as the flu injection.

Check availability with your GP, pharmacist or vaccine provider today.

Let's protect what matters. Search 'flu facts Qld' to find out more.

For seniors

Adults aged 65 years and over are at higher risk of serious flu illness and hospitalisation.

An annual flu vaccine helps reduce your risk of severe illness and hospitalisation, and protects the people around you.

The flu vaccine is free for all Queenslanders.

You can get vaccinated through your GP, pharmacy or vaccination provider.

Let's protect what matters. Search 'flu facts Qld' to find out more.

For First Nations people

The free flu vaccine is available for Aboriginal and Torres Strait Islander Queenslanders aged 6 months and over.

Flu spreads easily and can make people very sick. Getting vaccinated each year helps protect you, your family and your community.

Children aged 2 to 5 (before they turn 6) can now get their flu vaccine as a needle-free nasal spray.

You can get vaccinated through your GP, pharmacy or Aboriginal and Torres Strait Islander Community Controlled Health Service.

Let's protect what matters. Search 'flu facts Qld' to find out more.

For pregnant people

Flu can be very serious during pregnancy.

Vaccination helps protect you and your baby in their first 6 months, when they are too young to be vaccinated. The free flu vaccine can be given at any stage of pregnancy and while breastfeeding.

Check availability with your GP, pharmacy or vaccination provider today.

Let's protect what matters. Search 'flu facts Qld' to find out more.

Screensavers/digital screens

[Download here](#)



Fact sheets

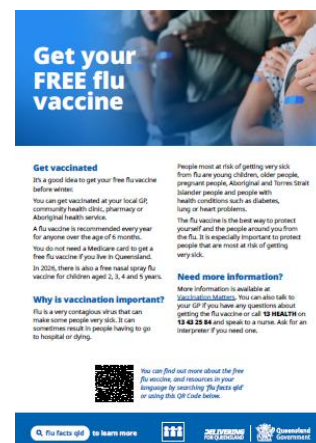
[Download here](#)



Fact sheet about the nasal spray



Fact sheet about influenza



Factsheet about the flu vaccine

Translated resources

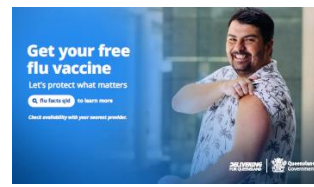
Translated and tailored resources for CALD communities and people living with disability will be available in the [Asset Library collection](#) over the coming weeks.

First Nations communication materials

The following materials are also available for use from the collection.

Screensavers/digital screens

[Download here](#) (more image options available via the Asset Library collection)



Posters

[Download here](#) (more image options available via the Asset Library collection)



Social media

[Download here](#) (more image and size options available via the Asset Library collection)



If you would like more templates or bespoke materials, contact strategiccommunications@health.qld.gov.au.