

Winter vaccinations

Information kit for health professionals
June 2026



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Background

Vaccination is the most effective way to protect against common winter respiratory viruses, including influenza (flu), COVID-19 and respiratory syncytial virus (RSV), particularly for people aged 65 years and over who have a higher risk of severe illness and hospitalisation.

The Department of Health, Disability and Ageing has developed this 2026 Winter vaccinations information kit to support health professionals in their discussions with older adults about winter vaccinations.

How to use this information kit

Health professionals play a critical role in recommending and administering vaccines to protect people and communities from serious respiratory illness.

You can share the information and resources in this kit with adults aged 65 and over – including patients, clients, staff, members, networks, and/or local community – to let them know about the importance of getting vaccinated against flu, COVID-19 and RSV this winter.

The information and resources in this kit can be displayed in reception or waiting areas, shared on websites and social media channels, and/or in publications, such as newsletters.

This kit contains:

- resources for sharing with patients
- resources to support discussions with patients
- website/newsletter article
- sample social media posts.

Further information

For more information visit health.gov.au/winter-vaccinations.

If you would like to order printed materials, or if you have any queries about the resources in this kit, please contact health@fenton.com.au.

Resources

The table below outlines the resources available to support communication with older adults about winter vaccinations, including the risks of influenza, COVID-19 and RSV, and the benefits of vaccination.

If you would like to order printed materials for your health service, please email health@fenton.com.au with the quantity and mailing address.

Resource title	Suggested use	Preview
Health professional fact sheet	Provide to staff and your networks to support conversations with patients about winter vaccinations.	 This fact sheet provides a clear overview of the 2026 Winter Vaccination Program, detailing the importance of influenza, COVID-19, and RSV vaccinations for older adults. It includes eligibility criteria, where to get vaccinated, and the benefits of staying up-to-date with these vaccines.
Poster	Print and display poster in reception or waiting areas.	 A vibrant poster featuring a smiling older woman and a young child, emphasizing the theme of family and community protection. The text 'WINTER VACCINATIONS ARE YOUR BEST PREPARATION' is prominently displayed, along with information about the 2026 program and a QR code for more details.
Bookmark	Print and provide bookmark to patients as a reminder to make their vaccination appointment.	 A vertical bookmark featuring the same smiling woman and child as the poster. It includes the program title and a QR code, designed to be easily carried and referenced by patients.

Consumer fact sheet	Print and provide fact sheet to patients seeking more information on winter vaccinations.	
Consumer frequently asked questions (FAQs)	Provide to staff and your networks to support conversations with patients about winter vaccinations.	
Winter vaccination advertisement – 30 seconds	Download and display in waiting room, on communal area screens, or share on social media channels.	
Winter vaccination advertisement – 15 seconds	Download and display in waiting room, on communal area screens, or share on social media channels.	
Community voices video	Download and display in waiting room, on communal area screens, or share on social media channels.	
Community voices video	Download and display in waiting room, on communal area screens, or share on social media channels.	
Health professional video – Dr Ines Rio	Download and display in waiting room, on communal area screens, or share on social media channels.	

Website/newsletter article

This article can be published in your newsletter or on your website.

Winter vaccinations are your best preparation

Vaccination is the most effective way to protect yourself against common winter respiratory viruses, including influenza (flu), COVID-19 and respiratory syncytial virus (RSV).

Older adults are at greater risk of becoming seriously ill or needing hospital treatment from these respiratory illnesses, but staying up to date with recommended vaccinations reduces your risk.

Peak winter virus season is usually June to September. It's best to get vaccinated each year when the vaccines become available to be protected before peak season – but it's never too late to get vaccinated.

Australia's Chief Medical Officer, Professor Michael Kidd AO, has called on older Australians who have not yet had their winter vaccinations to make the appointment and get protected.

"Vaccinations save lives, and are important for older Australians in order to help keep people well and to prevent serious illness related to common respiratory illnesses," said Professor Kidd.

To help protect people at higher risk, the National Immunisation Program (NIP) offers free vaccinations to eligible people:

- Flu vaccine is free for people aged 65 and over, and for Aboriginal and Torres Strait Islander people aged 6 months and over.
- RSV vaccine is now free for people aged 75 and over, and for Aboriginal and Torres Strait Islander people aged 60 and over.

The COVID-19 vaccine is free for adults in Australia, regardless of Medicare or visa status.

Flu and COVID-19 viruses continue to change over time, so vaccines are regularly updated to protect against the latest variants.

Annual vaccination is recommended, including a COVID-19 vaccine dose every 6 months for people aged 75 and over.

Currently, a single dose of RSV vaccine is recommended, and protection is expected to last for at least 2 years.

Speak with your health professional and book your vaccinations today. For more information visit health.gov.au/winter-vaccinations.

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Social media posts

These posts can be shared on your social media channels to encourage older adults to book their vaccinations and reduce their risk of serious illness this winter.

You can download social tiles and videos [here](#).

Focus	Copy	Image or video
Book now	If you're over 65 you're at greater risk from winter viruses like flu, COVID-19 and RSV. By staying up to date with recommended vaccinations, you can reduce your risk of serious illness and stay well for the moments that matter most. Speak to your trusted health professional and book your vaccinations today. For more information visit health.gov.au/winter-vaccinations.	 A social media tile with a purple header that says 'BOOK YOUR APPOINTMENT TODAY'. Below the header is a calendar for May 2026. At the bottom are the Australian Government Department of Health, Disability and Aging logo and the National Immunisation Program logo.
National Immunisation Program (NIP)	It's not too late to get your winter vaccinations to protect yourself against respiratory viruses like flu, COVID-19 and respiratory syncytial virus (RSV). Vaccination is one of the best ways to prepare for the winter season and help prevent serious illness and hospitalisation. To help protect people at higher risk, the National Immunisation Program (NIP) offers vaccinations FREE to eligible people – including the RSV vaccine which is now free for people aged 75+ and for Aboriginal and Torres Strait Islander people aged 60+. Speak to your health professional about winter vaccinations or visit health.gov.au/winter-vaccinations.	 A social media tile with a photo of an older woman smiling in a swimming pool, holding purple pool noodles. A purple text box on the left says 'WINTER VACCINATIONS ARE YOUR BEST PREPARATION'. At the bottom are the Australian Government Department of Health, Disability and Aging logo and the National Immunisation Program logo.
Health professional advice	"Is it safe to be vaccinated against flu, COVID-19, and RSV at the same time?" GP Dr Ines Rio answers questions about the safety and effectiveness of vaccinations for older Australians. It's never too late to get vaccinated. In Australia, flu and respiratory syncytial virus (RSV) seasons usually peak between June and September. Speak to your health professional to book in today. For more information visit health.gov.au/winter-vaccinations.	 A social media tile featuring a portrait of Dr Ines Rio, GP. Below her name is a small text box identifying her as the Chief Medical Officer, Monash University, and a Vaccines Committee member. At the bottom are the Australian Government Department of Health, Disability and Aging logo and the National Immunisation Program logo.

Peer advice	“People don’t realise how debilitating these illnesses can be.” If you’re older and you’re not vaccinated against flu, COVID-19 and respiratory syncytial virus (RSV), the chance of getting seriously ill or being hospitalised from infection is much higher. Vaccines for flu, COVID-19 and RSV are safe and effective, and they’re free for eligible older Australians. Speak to your health professional about getting vaccinated or visit health.gov.au/winter-vaccinations.	
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