

School-based Immunisation Programme

2019 Communications Pack



our best protection





their best protection

Kia ora,

This is a communications pack to help support promotion of the school immunisation programme. The pack includes a range of helpful resources for you to promote the programme and help remind parents in your community that their child can be immunised at school.

A campaign promoting the school immunisation programme will be in market from 17 February until 17 March 2019 and will include TV OnDemand, YouTube, online and search advertising.

If you have any queries or need help with any of the resources, please contact me on r.buckley@hpa.org.nz.

Noho ora mai,
Robyn

School information videos



Year 7 & 8: information videos



1. **Year 7** School Immunisation Video: Boostrix Immunisation [YouTube](#)
2. **Year 8** School Immunisation Video: HPV Immunisation [YouTube](#)
3. **Year 7 & 8** School Immunisation Video: Te Kano Ārai Mate ā-kura [YouTube](#)

Please email [Robyn](#) for a download link

Year 8: HPV information videos



1. The Story of HPV (6 videos) [YouTube](#)
2. HPV Immunisation for boys and girls: Health professionals explain why it's important to be protected against HPV (2017) [YouTube](#)

Please email [Robyn](#) for a download link

Informational videos



Here are two informational videos, from the 'Why Immunise' series, that may also be helpful for parent or school information evenings.

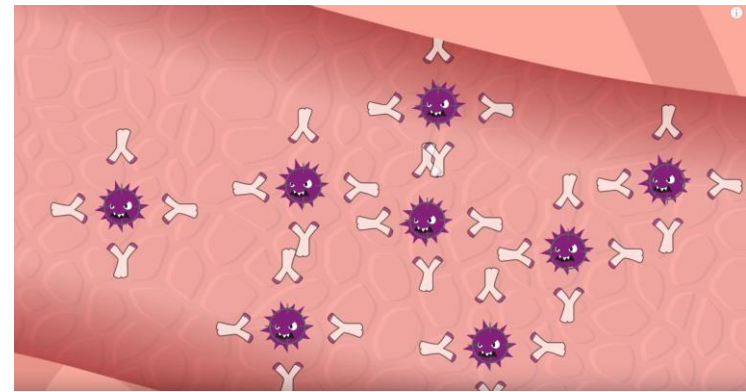
Common questions answered



[YouTube](#)

Please email [Robyn](#) for a download link

How immunisation works



[YouTube](#)

Please email [Robyn](#) for a download link

Promotional videos



Year 7 & 8: Consent form reminder ad



[YouTube](#)

[DOWNLOAD HERE](#)

Year 8: HPV consent form reminder ad

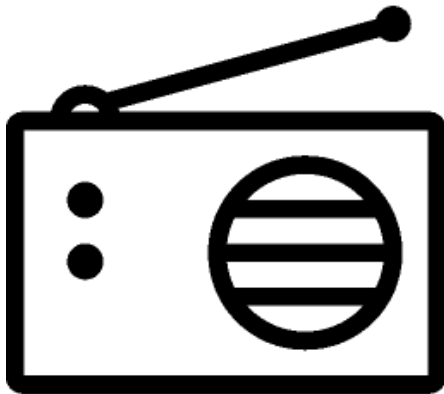


[YouTube](#)

[DOWNLOAD HERE](#)

Radio

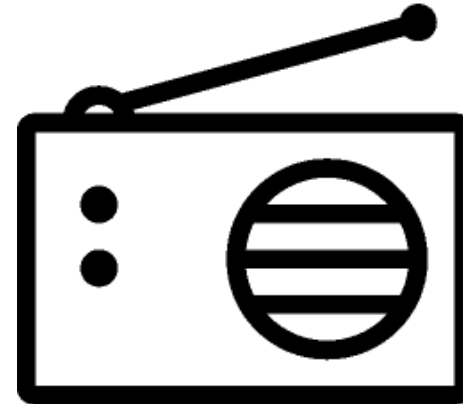
Year 7 & 8 ad



[DOWNLOAD HERE](#)

Year 8 HPV ads

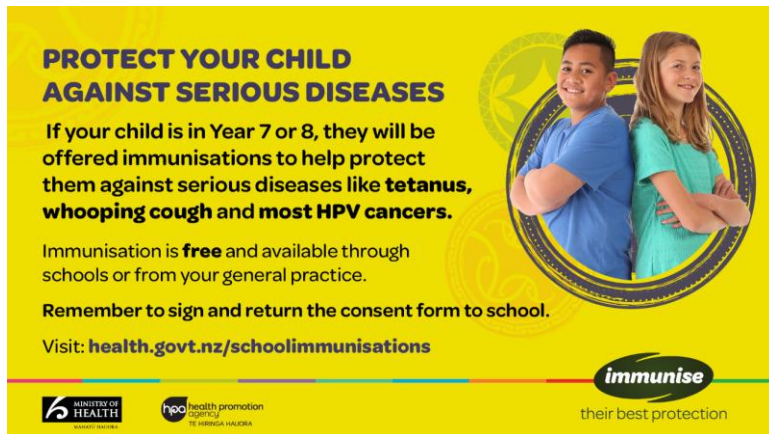
(Parent & Protect ads)



[DOWNLOAD HERE](#)

Posters

Year 7 & 8 poster

The poster features a yellow background with a circular frame containing a photo of two children, a boy and a girl, standing back-to-back. The text is in black and white, with 'It's free' in a small orange circle. Logos for the Ministry of Health and the Health Promotion Agency are at the bottom.

**PROTECT YOUR CHILD
AGAINST SERIOUS DISEASES**

If your child is in Year 7 or 8, they will be offered immunisations to help protect them against serious diseases like **tetanus, whooping cough and most HPV cancers.**

Immunisation is **free** and available through schools or from your general practice.

Remember to sign and return the consent form to school.

Visit: health.govt.nz/schoolimmunisations

immunise
their best protection

Year 8 HPV poster

The poster features a yellow background with a circular frame containing a photo of a group of six children. The text is in black and white, with 'It's free' in a small orange circle. Logos for the Ministry of Health and the Health Promotion Agency are at the bottom.

**PROTECT YOUR CHILD
AGAINST MOST HPV
CANCERS**

Immunise them at age 11 or 12 to protect against a range of cancers caused by HPV.

Immunisation is available for boys and girls through schools, or visit your general practice.

Visit: health.govt.nz/hpv

immunise
their best protection

1. A2 Poster (print ready file): download [here](#)
2. Digital Poster (1920x1080): download [here](#)

1. A3 Poster (print-ready file): download [here](#)
2. A3 Kura Kaupapa Poster (print-ready file): download [here](#)
3. Digital Poster (1920x1080): download [here](#)

Newsletter inserts



Year 7 & 8 reminder

Protect your child against serious diseases

If your child is aged 11 or 12, they will be offered free immunisations at school to help protect them against serious diseases such as **diphtheria, tetanus, whooping cough and most HPV cancers.**

Your child will bring home a Parent Consent Form which has more information. To make sure your child receives their school immunisations, remember to sign and return the consent form to school.

For more information:
visit health.govt.nz/immunisation-older-children
or call **0800 IMMUNE**



immunise

their best protection



1. School newsletter insert: download [here](#)
2. Kura kaupapa newsletter insert: download [here](#)

Year 8 HPV reminder

Protect your child against most HPV cancers

If your child is aged 11 or 12, they will be offered free HPV immunisations to help protect them against HPV infection which can lead to a range of cancers later in life.

Your child will bring home a Parent Consent Form which has more information.

Please complete the consent form and return it to school.

For more information:
visit health.govt.nz/hpv
or call **0800 IMMUNE**



immunise

their best protection



1. School newsletter insert: download [here](#)
2. Kura kaupapa newsletter insert: download [here](#)

Digital banner ads

Year 7 & 8 banners



1. Y7/Y8 banners: download [here](#)
(Static & animated banners)

Year 8 HPV banners



1. HPV banners: download [here](#)
(Static & animated banners)
2. Kura kaupapa banners: download [here](#)
(Static & animated banners)

Social media banners

Year 7 & 8 social media



1. Y7/Y8 Twitter banner: download [here](#)

Year 8 HPV social media



1. HPV Twitter banner: download [here](#)

Extra campaign materials

Year 7 & 8 thumbnail



1. Thumbnail image: download [here](#)

Year 7 & 8 website banners



1. Website banner: download [here](#)
2. Mobile banner: download [here](#)

Questions?



Contact Robyn: r.buckley@hpa.org.nz

For more information about the programme, visit:
health.govt.nz/schoolimmunisations

For more information about the campaign, visit:
hpa.org.nz/campaign/school-immunisations

