

Aboriginal and Torres Strait Islander Communications

- Regular stakeholder engagement has been a vital part of the communication strategy for Aboriginal and Torres Strait Islander Vaccine information.
- The Department established a COVID-19 Aboriginal and Torres Strait Islander Advisory Group in March 2020. The Advisory Group is co-chaired by National Aboriginal Community Controlled Health Organisation (NACCHO) and the Department of Health.
- They have been consulted during the development of communication and advertising materials to ensure they are culturally safe and appropriate.
- National campaign advertising materials are adapted for Aboriginal and Torres Strait Islanders, including creation of custom designs and relevant assets by using original Indigenous artwork.
- The most recent campaign 'Arm Yourself' has been tailored for Aboriginal and Torres Strait Islander audiences and is called "Protect Yourself". Indigenous adaptation includes TVC, radio and social media ads, and have been in market since 11 July 2021.
- The 'Protect Yourself' radio ad is available in English, voiced by an Indigenous person. It is also translated into 12 Indigenous languages.
- The languages are Eastern Arrernte, Kalaw Lagaw Ya, Kimberley Kriol, Kriol, Kunwinjku, Meriam Mir, Ngaanyatjatjarra, Pitjantjatjarra, Tiwi, Yolngu Matha, Yumplatok, Warlpiri.
- Languages were selected to support remote communities where English language proficiency is low.

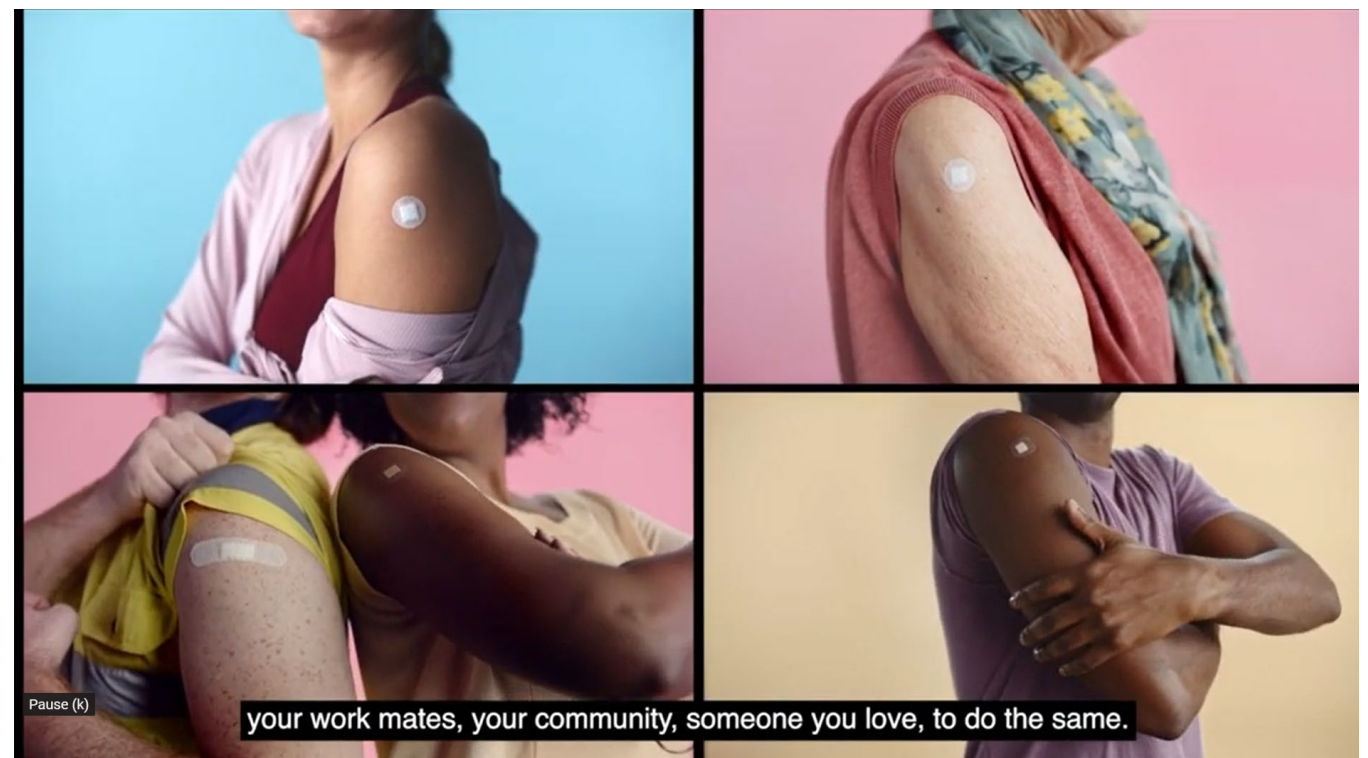
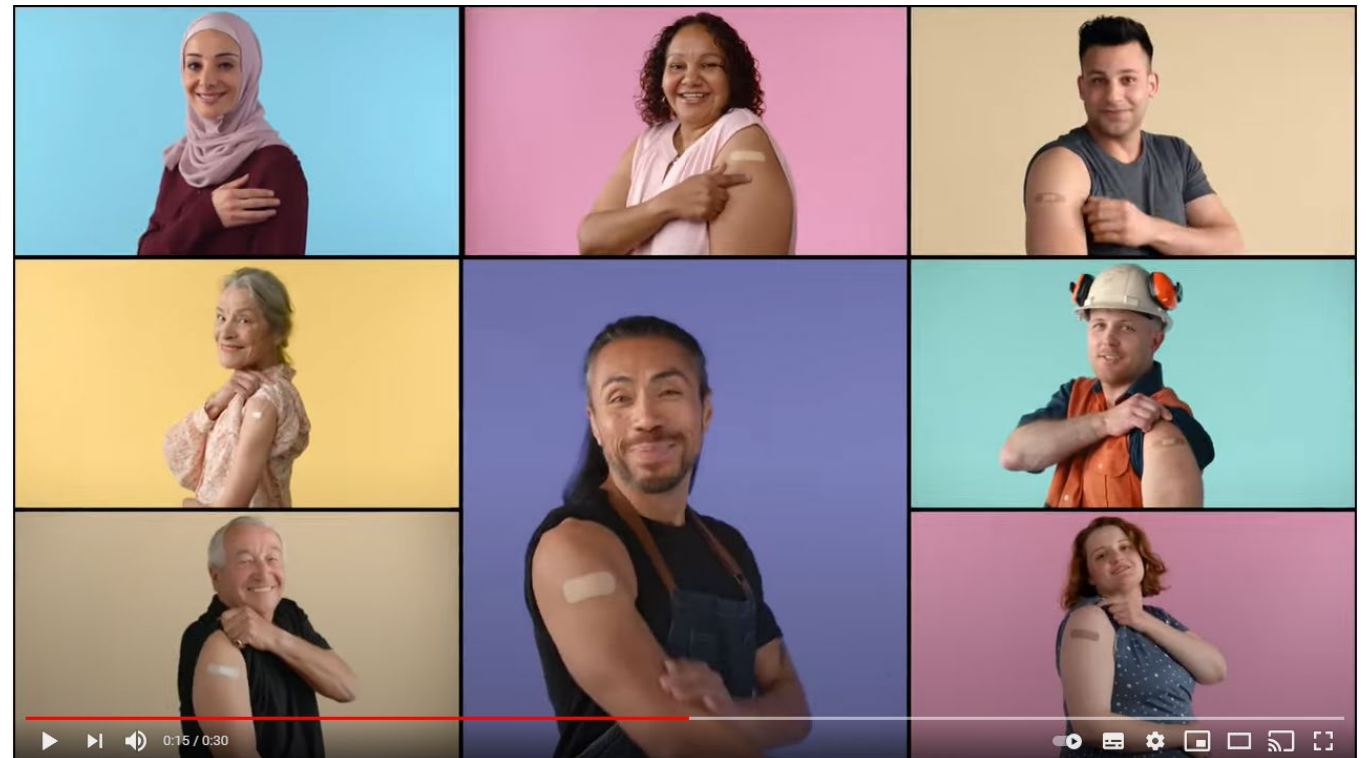
Support for Western NSW

- Social media content is being boosted in the impacted areas. Content is focused on COVIDSafe behaviours, and the increased availability of the vaccine in the area.
- Community service announcements have been distributed to local radio stations to ensure on the ground messaging is received via local channels.
- The Adam Goodes video has been shared with NSW Health and the Department of Regional Health NSW so they can further promote in the outbreak areas.
- A video with a local Indigenous leader from Dubbo, Tatum Moore, has been shared on the Department's channels and with local media and stakeholders.
- Several videos are being filmed with local Indigenous talent with the key messages of the importance of staying home, vaccination and remaining COVID safe.
- Updated information and assets will continue to be provided to stakeholders in the area to maximise reach and effectiveness.
- Indigenous specific Crest advertising (the risk of COVID is high, get vaccinated) – has been in market from Monday 23 August 2021 in NW NSW.

Protect Yourself – national campaign

Australia's COVID-19
Vaccine Roadmap

- [Arm Yourself](#)
- [Protect Yourself Extension\(15 Seconds\)](#)
- The Arm Yourself/Protect Yourself campaign builds a sense of unity in getting vaccinated.
 - Shows a diverse range of people being vaccinated.
 - Key message: protect yourself, your family and your community
 - Normalises vaccination as the next step.



Protect Yourself – Radio

This language set contains translations of a radio ad that has been produced for Aboriginal and Torres Strait Islander peoples. It explains how you can protect yourself against COVID-19, and provides information about how to book COVID-19 vaccines.

- [English](#)
- [Eastern Arrernte](#)
- [Kala Lagaw Ya^](#)
- [Kimberley Kriol](#)
- [Kriol](#)
- [Kunwinjku](#)
- [Meriam Mir](#)
- [Ngaanyatjarra](#)
- [Pitjantjatjara](#)
- [Tiwi](#)
- [Torres Strait Creole – Yumplatok](#)
- [Warlpiri](#)
- [Yolngu Matha](#)

Available language translations

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Eastern Arrernte\)](#)

Eastern Arrernte | 29 July 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Kala Lagaw Ya\)](#)

Kala Lagaw Ya^ | 29 July 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Kimberley Kriol\)](#)

Kimberley Kriol | 29 July 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Kriol\)](#)

Kriol | 10 August 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Kunwinjku\)](#)

Kunwinjku | 29 July 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Meriam Mir\)](#)

Meriam Mir | 5 August 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Ngaanyatjarra\)](#)

Ngaanyatjarra | 29 July 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Pitjantjatjara\)](#)

Pitjantjatjara | 29 July 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Tiwi\)](#)

Tiwi | 14 July 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Yumplatok\)](#)

Torres Strait Creole - Yumplatok | 14 July 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Warlpiri\)](#)

Warlpiri | 14 July 2021 | Audio

[COVID-19 vaccination – Radio – Protect yourself against COVID-19 \(Yolngu Matha\)](#)

Yolngu Matha | 14 July 2021 | Audio

Channels – Protect Yourself

TV

- National Indigenous Television
- Aboriginal Health Television
- ICTV
- Aboriginal TV Channel 4 (Darwin)

Press

- Mulga Mail (WA+national)
- Koori Mail (national)
- Cape & Torres News (QLD)
- Cape York Weekly (QLD)

Social

- Facebook and Instagram feed and stories

Radio

National (total 7 channels):

- SBS
- Mary G Show
- 8KIN - Caama Radio
- 8KIN - Caama Radio - Arrente
- 8KIN - Caama Radio - Pitjantjatjara
- NIRS
- NAR National Aboriginal Radio

NSW:

- Koori Radio 2LND

VIC:

- 3KND Melbourne

QLD (total 9):

- 4AAA Brisbane
- 4CIM Cairns
- 4CIM Cairns - Yumpla Tok
- 4BSN QLD Remote
- 4NPA QLD Remote - Yumpla Tok
- 4MW
- 4MW - Yumpla Tok
- 4MW - Kalaw Lagaw Ya
- 4MW - Meriam Mer

Radio

SA (total 6):

- 5UV Adelaide
- 5UV Adelaide
- 5UV Adelaide - Pitjantjatjara
- 5NPY FM (675 AM)
- 5NPY FM (675 AM) – Pitjantjatjara
- 5NPY FM (675 AM) – Ngaanyatjarra

TAS:

- 7TYG Tasmania
- 7RGY
- 7RGY

ACT:

- 1XXR
- 1XXR

Radio

NT (total 18):

- 8MAB Borroloola
- 8MAB Borroloola - Northern Kriol
- Larrakia Radio 94.5
- 8EAR (radio)
- 8YOL
- 8YOL - Yolngu-matha
- 8TEA (radio)
- 8TEA (radio) - Anindilyakwa
- 8TEA (radio) - Burrara
- 8TEA (radio) - Kunwinkju
- 8TEA (radio) - Northern Kriol
- 8TEA (radio) - Yolngu-matha
- 8TEA (radio) - Murrinh Patha
- 8TEA (radio) - Tiwi
- 8PAW Yuendumu
- 8PAW Yuendumu - Warlpiri
- Darwin FM 88 (dance music)
- Darwin FM 91.5 X Stream Radio (Youth)

Channels – Crest (North West NSW)

Australia's COVID-19
Vaccine Roadmap

[Get vaccinated to protect yourself \(30 second video\)](#)

TV

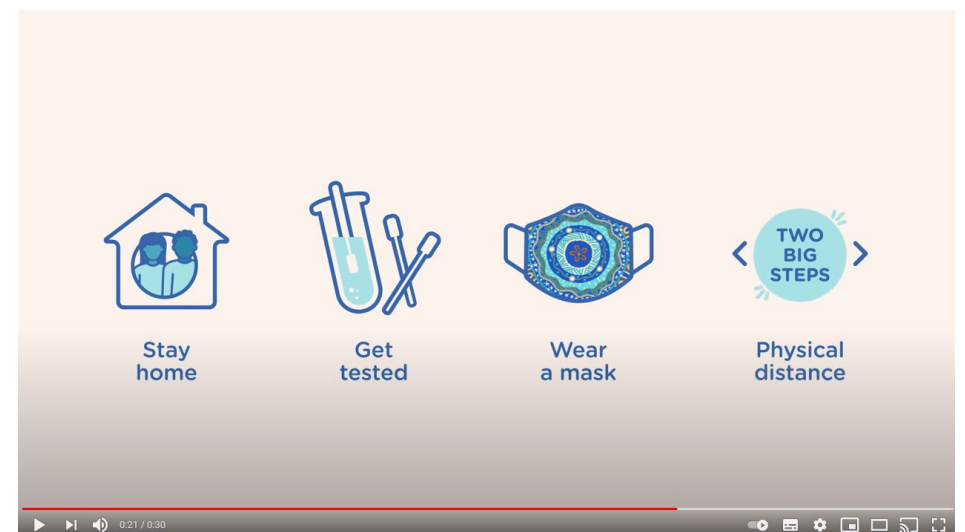
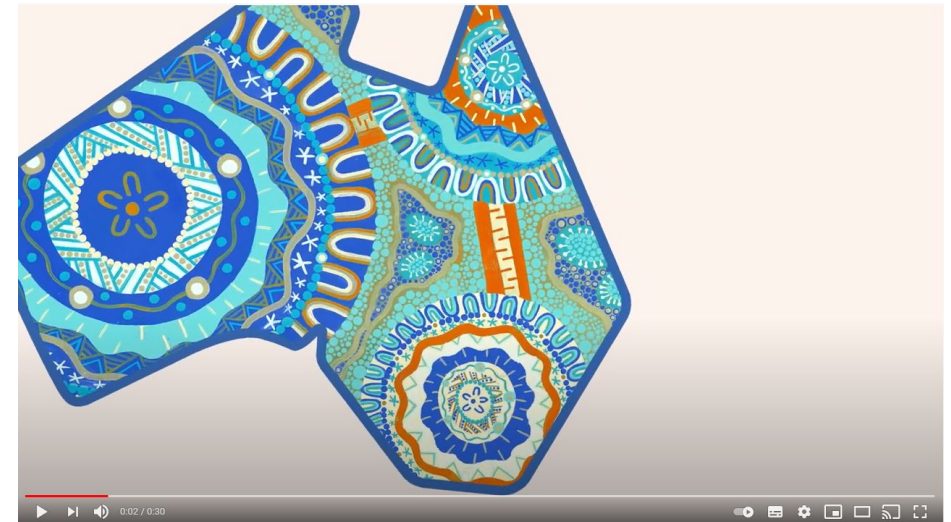
- Southern Cross Austereo (mainstream channel)
- WIN (mainstream channel)
- SBS Mainstream (mainstream channel)
- NITV
- Indigenous Community TV

Social

- Facebook

Radio – all mainstream channels

- 2VM Moree
- NOW FM Moree
- Triple M 93.5 FM Dubbo
- 2DU Dubbo
- ZOO FM Dubbo



Public relations

- The Department has undertaken a range of public relations activities to encourage uptake of the vaccine, address vaccine hesitancy and address misinformation within the community.
- As with advertising materials, all public relations communications is shared with the COVID-19 Aboriginal and Torres Strait Islander Advisory Group.
- These activities include using trusted community leaders to communicate vaccine information to the community via case study videos, spokespeople videos, videos featuring GPs, social media content and radio scripts.
- A series of videos feature community members telling their personal stories on why they want to get vaccinated. Examples have been provided in this slide deck.
- Established and authoritative Indigenous community leaders including Professor Tom Calma, Professor James Ward, Prof Marcia Langton, Dr Mark Wenitong feature in videos conveying the importance of vaccination and to tackle the hesitancy and dispel misinformation.
- A video of Adam Goodes, well-known and respected former Indigenous AFL player has been shared and within the first week of posting received over 114,000 views on social media. Adam talks about his own decision to have the COVID-19 vaccination and that of his partner who is pregnant.
- An [Aboriginal and Torres Strait Islander COVID-19 vaccine page on the Department of Health website](#) provides information specific to this audience and addresses concerns and questions. This web page also includes communication resources for Aboriginal and Torres Strait Islander communities, vaccine providers and stakeholders to use, adapt and share.

Public relations

- A suite of resources including images and vaccine quotes from everyday people, examples of newsletter articles and editorials, fact sheets, video scripts, social media content, and posters are regularly developed and updated. These are provided to a broad range of stakeholders, including National Aboriginal Community Controlled Health Organisation, Australian Indigenous Doctors Association, National Indigenous Australians Agency, state and territory government teams so they can share with their communities and networks. Timely updates of any policy or program delivery changes are also provided.
- The Department sends out an Aboriginal and Torres Strait Islander e-newsletter fortnightly to stakeholders and community members (more than 840 subscribers) to provide an update about COVID-19 vaccination information. Tailored information about the vaccine, COVID-19 and other specific health alerts are shared. These have been ongoing since the pandemic began.
- Templated resources such as posters, social tiles, banners and other hand out materials are shared for local adaption and use by Aboriginal and Torres Strait Islander organisations and Aboriginal Community Controlled Health Services.
- The Department works closely with the state and territory health departments and Services Australia to provide relevant information and content to communities.
- A radio partnership with five major First Nations radio networks commenced in March 2021 and is ongoing. Regular tailored messaging addresses COVID-19 vaccines and any key concerns arising in a community. The networks record these in English and distribute to their networks of more than 300 radio stations.
- A partnership with Aboriginal TV Darwin commenced early August with weekly vaccine updates in English. A rally video about the importance of the vaccine in four Indigenous languages (Kriol, Arrernte, Murrin Patha, Yolngu Matha) is being produced and will be available in early September for broadcast on this channel several times per week for three months.

Videos

- The following is a snapshot of videos that have been produced specifically for Aboriginal and Torres Strait Islander audience
- Currently in development:
 - Finalising videos with an Aboriginal family from Alice Springs discussing their reasons of why they wanted to protect themselves against COVID-19.
 - Filming an Indigenous community leader from Dubbo NSW encouraging testing and vaccination due to additional COVID-19 vaccine doses available.

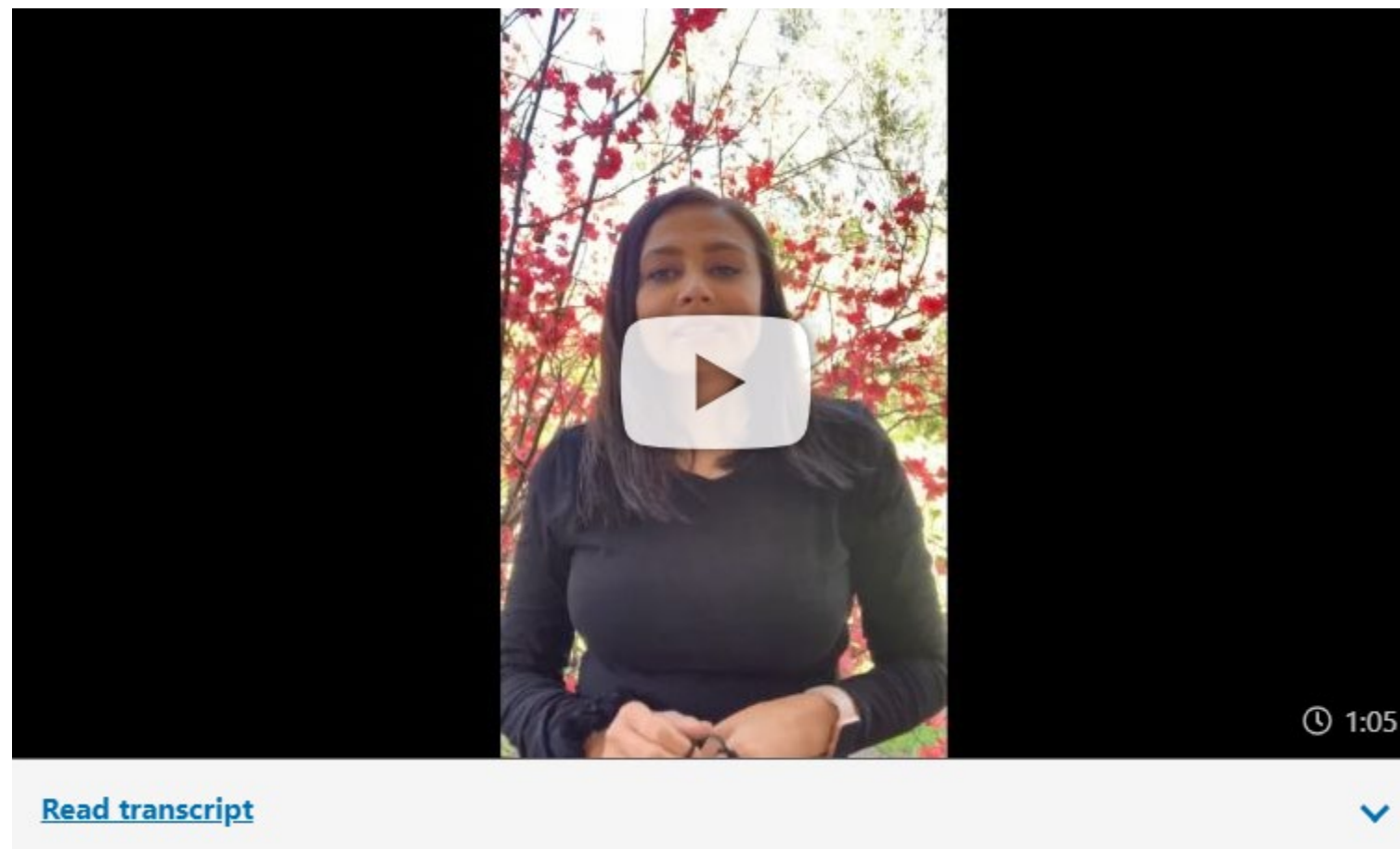
COVID-19 vaccination – Video – Vaccines are now available for Aboriginal and Torres Strait Islander adults (30 second video)

This video explains that vaccines are now available for Aboriginal and Torres Strait Islander adults.



COVID-19 vaccination – Video – Dubbo community leader Tatum Moore says stay home, get tested and vaccinate

[Tatum Moore](#), Wiradjuri, Yorta Yorta and Barkindji woman and local Dubbo community leader, encourages everyone to stay home, get tested, and get the COVID-19 vaccine.



Video – Dr Marilyn Clarke explains why pregnant women should get the COVID-19 vaccine

[In this video](#), Worimi woman, obstetrician and gynaecologist Dr Marilyn Clarke explains that COVID-19 vaccination advice has changed for pregnant women (short video).



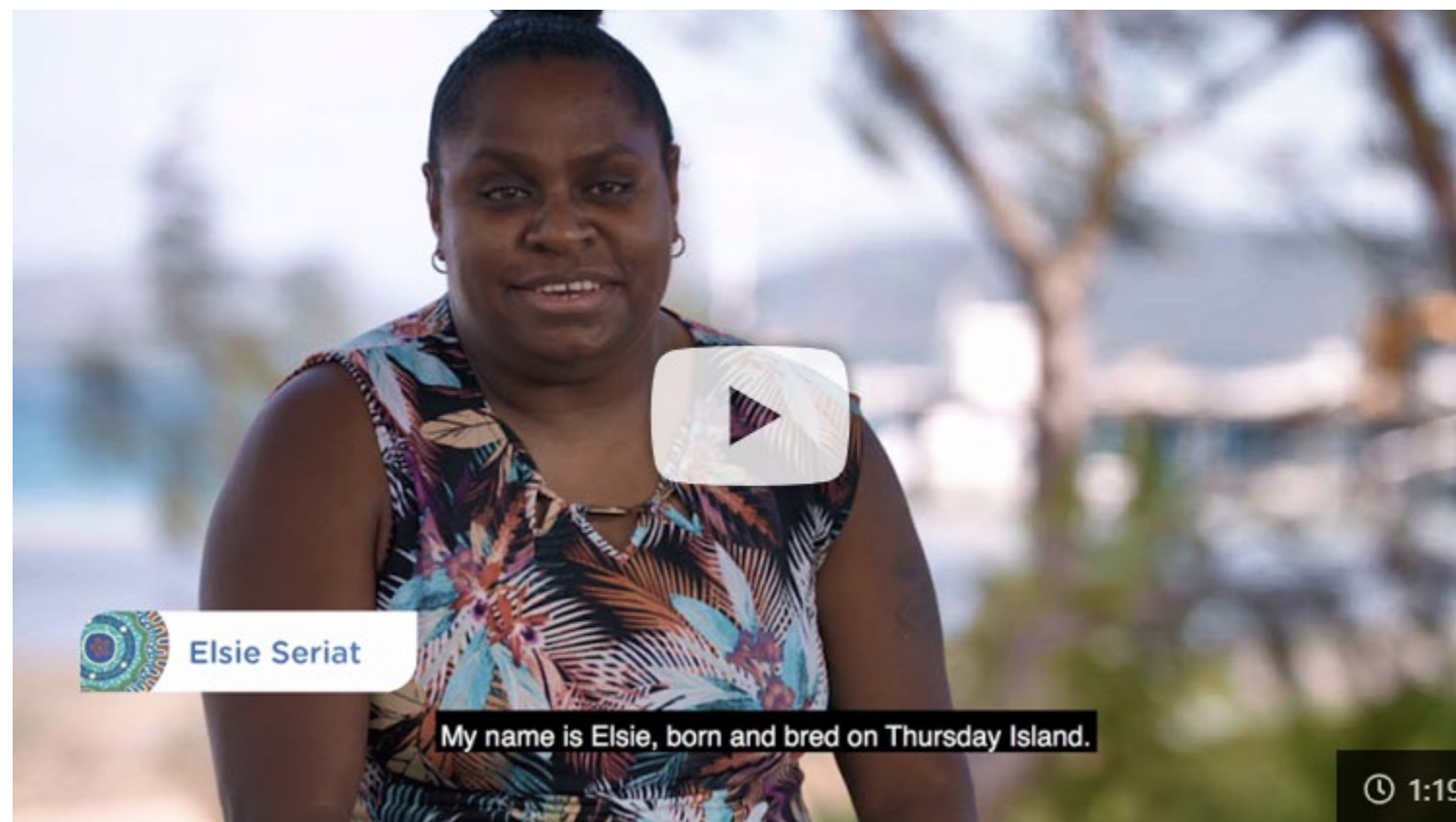
Video – AFL legend Adam Goodes gets his COVID-19 vaccine

[Watch](#) Adnyamathanha and Narungga man Adam Goodes explain why he chose to get the COVID-19 vaccine and the importance of understanding the risks of COVID-19, and the benefits of vaccination.



Video – Elsie from Thursday Island says it's a no brainer to get the COVID-19 vaccine

[Elsie Seriat](#), proud mum, runner, and graduate from the Indigenous Marathon Foundation, explains how important it is to protect yourself against COVID-19 by getting the vaccine when you can.



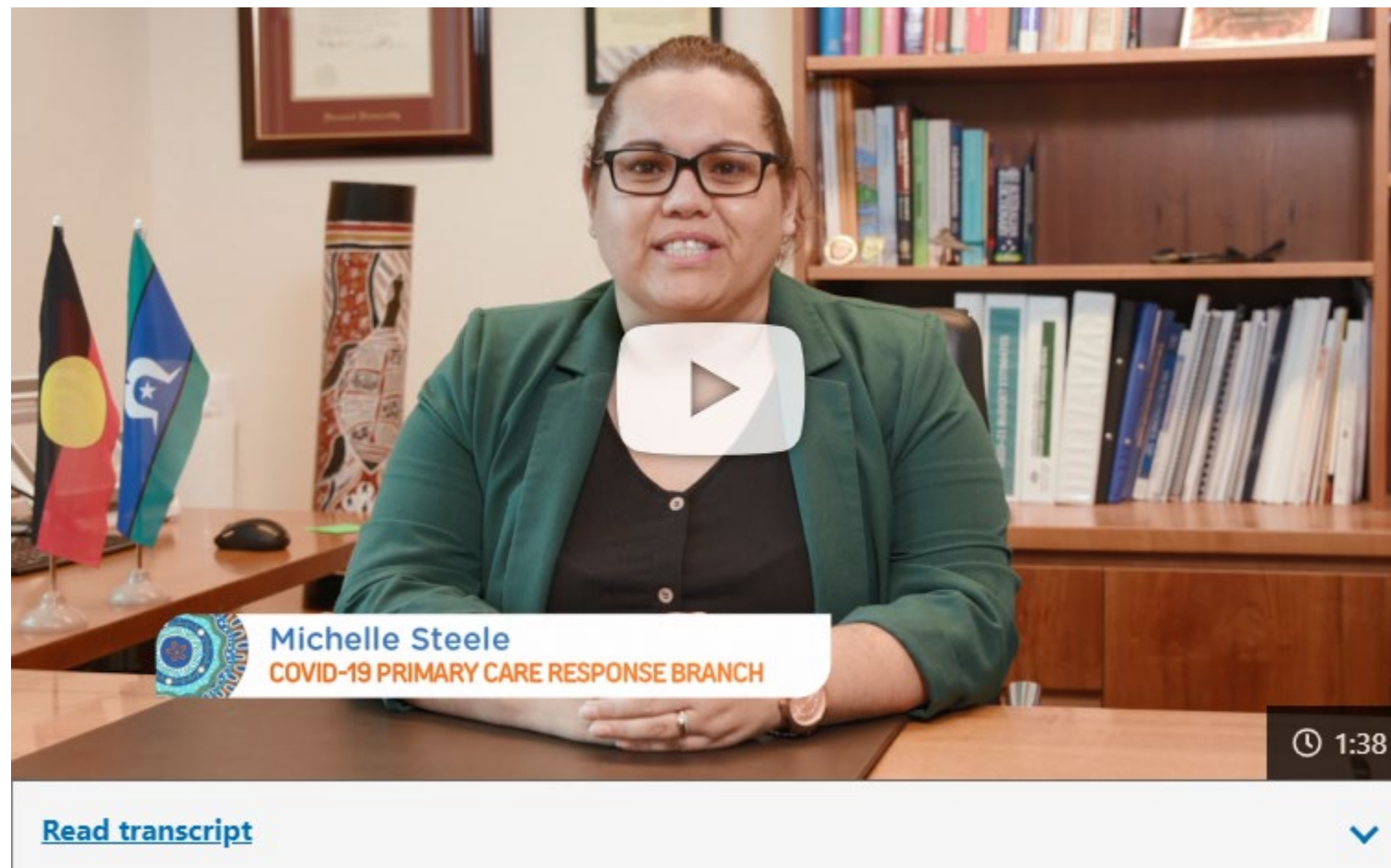
COVID-19 vaccination – Dr Karen Nicholls explains why you need two doses of your COVID-19 vaccine

[In this video](#), Dr Karen Nicholls, Torres Strait Islander and General Practitioner, explains why it is important to have your second dose of the COVID-19 vaccine (short video).



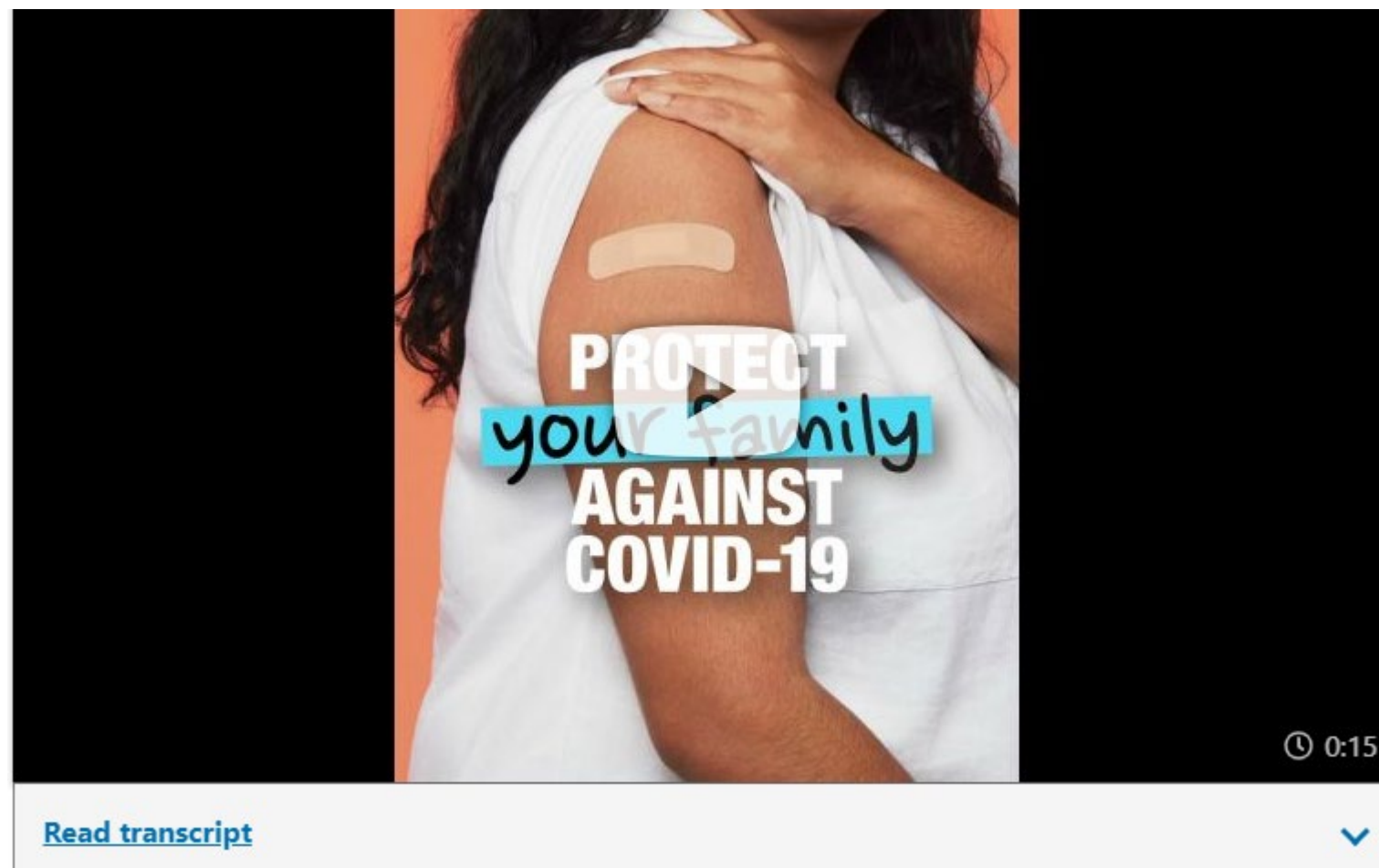
COVID-19 vaccination – Michelle Steele talks about why COVID-19 vaccines are important in an outbreak

[In this video](#), Michelle Steele, a Kamilaroi Gomeroi woman working in the Department of Health, explains the importance of COVID-19 vaccines in an outbreak setting.



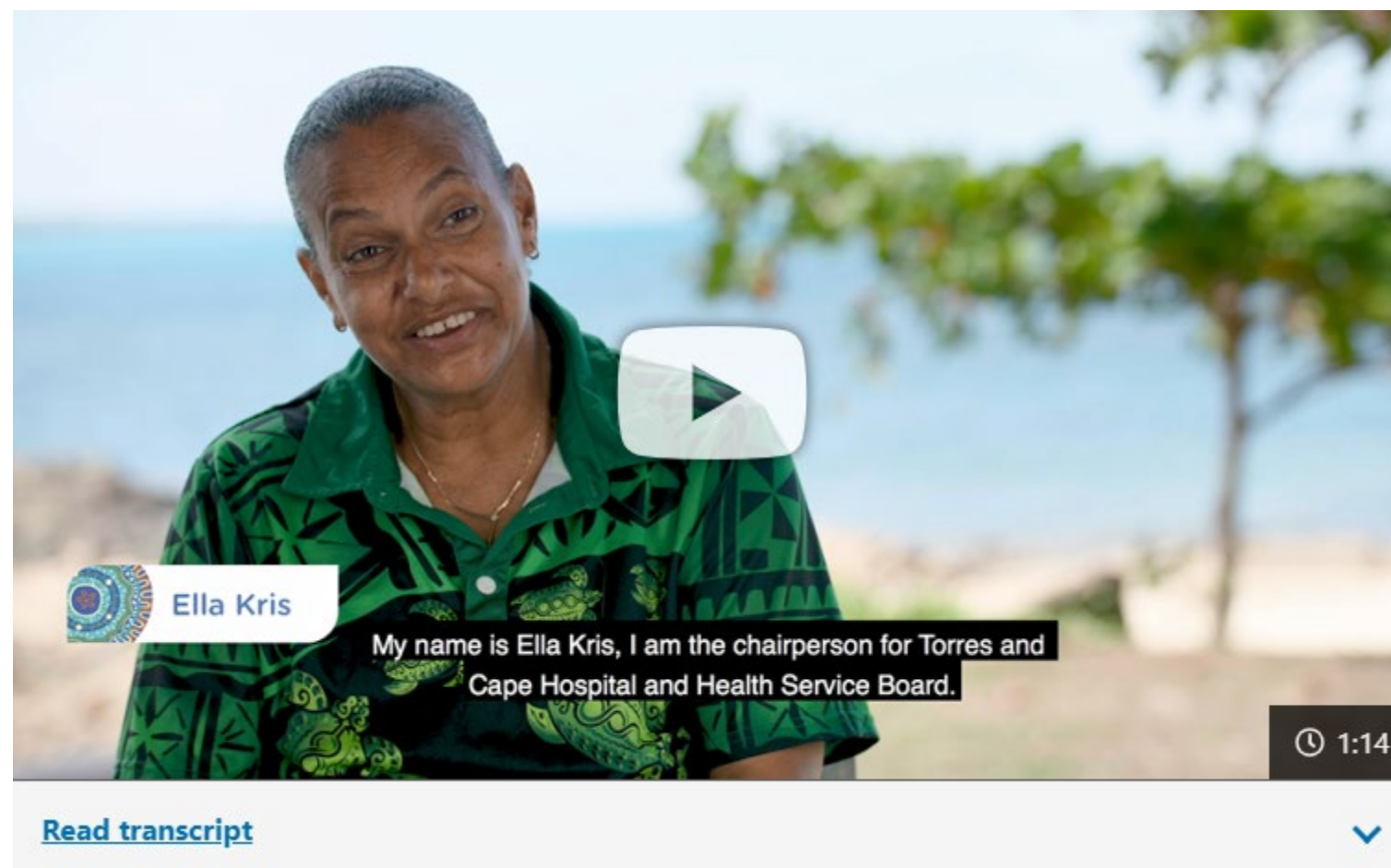
Protect yourself against COVID-19 (social video for Aboriginal and Torres Strait Islander peoples)

[This video](#), produced for Aboriginal and Torres Strait Islander peoples, is designed for use on social media. It explains that by getting your COVID-19 vaccine, you can protect yourself.



Video – Ella Kris wants her Thursday Island mob protected from COVID-19

[Ella Kris](#), Chairperson for Torres and Cape Hospital and Health Service Board, explains how important it is to protect yourself against COVID-19 by getting the vaccine when you can.



Video – Aunty Val and Lelani talk about COVID-19 vaccines

[This video](#) shows Aunty Val and Lelani sharing a cup of tea, talking about the COVID-19 vaccine. This video is produced for Aboriginal and Torres Strait Islander audiences.



Professor James Ward answers questions about the COVID-19 vaccines

[In this collection of videos](#), Professor James Ward answers important questions about the COVID-19 vaccines for Aboriginal and Torres Strait Islander people.



Video – Aunty Eslyn gets vaccinated

[Watch Aunty Eslyn](#) get her COVID-19 vaccination to protect herself and her family.



[Read transcript](#)



Professor Marcia Langton AO talks about the importance of COVID-19 vaccines

[In this video](#), Professor Marcia Langton AO talks about the importance of COVID-19 vaccines



Social media content

Social tiles and example captions that you could use across your social media platforms. This content can be adapted in order to tailor it to your audience.



Social media - Real people stories

[These are social media templates](#) that highlight 'real people stories' of Aboriginal and Torres Strait Islander people receiving their COVID-19 vaccines. Templates can be downloaded to share stories across social media channels, with personal reasons for why you got vaccinated against COVID-19.



This template is in a landscape format. Best to be used for: Twitter and [LinkedIn](#)



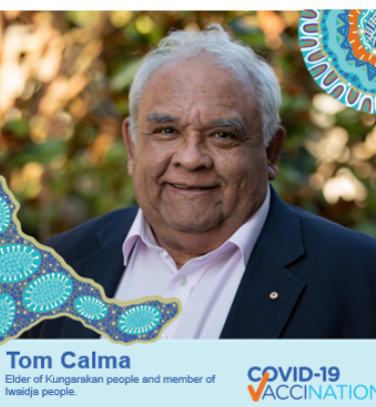
This template is in a square format. Best to be used for: Instagram and Facebook

EXAMPLE



Social post copy:

I'm glad my nanny is getting vaccinated, so she doesn't get COVID-19 and get really sick. All you mob get vaccinated, and stay deadly like my nanny.

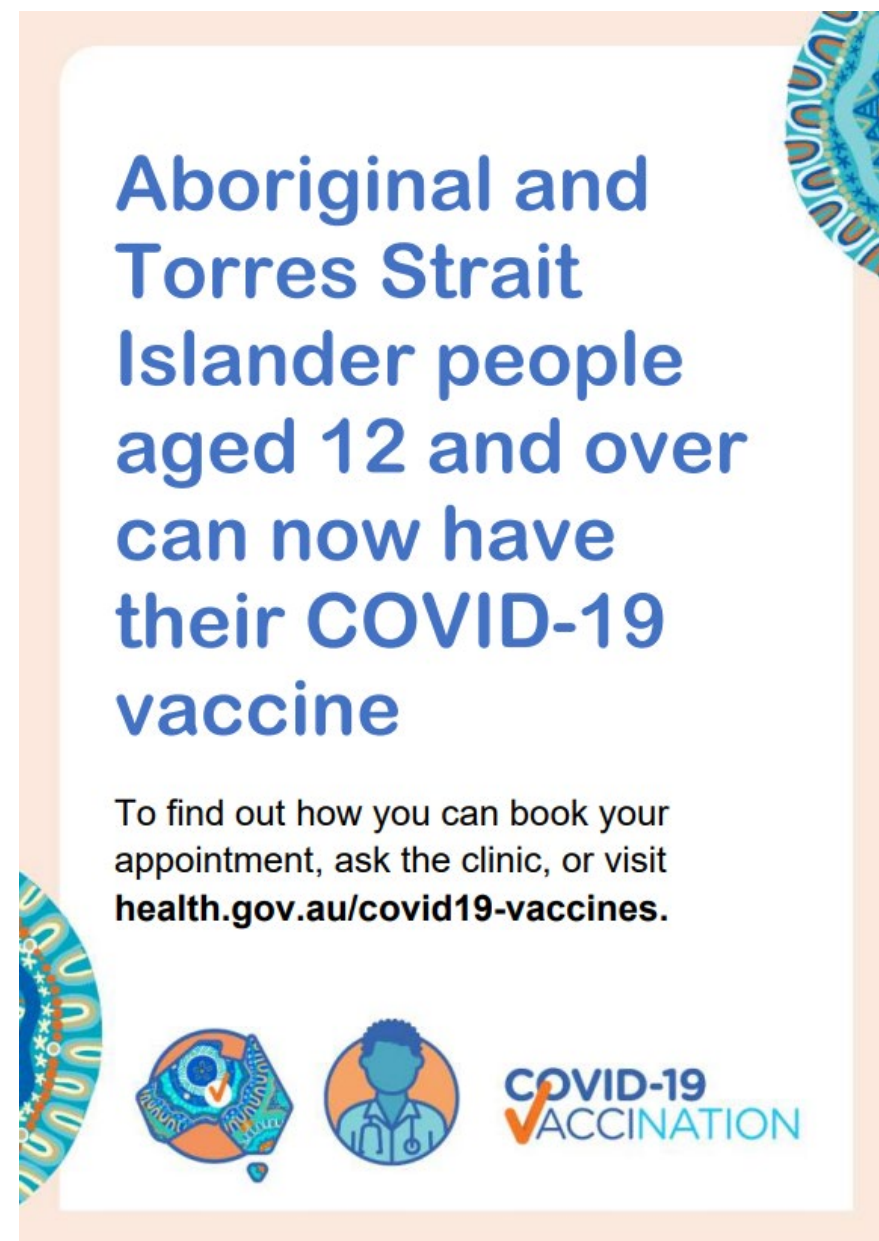


Social post copy:

2020 was really hard. I was not able to see my Mum who is 89 years old and who is in an aged care facility in Darwin. Now that both of us are vaccinated, I can go and spend time with her whenever I can. We must protect our Elders.

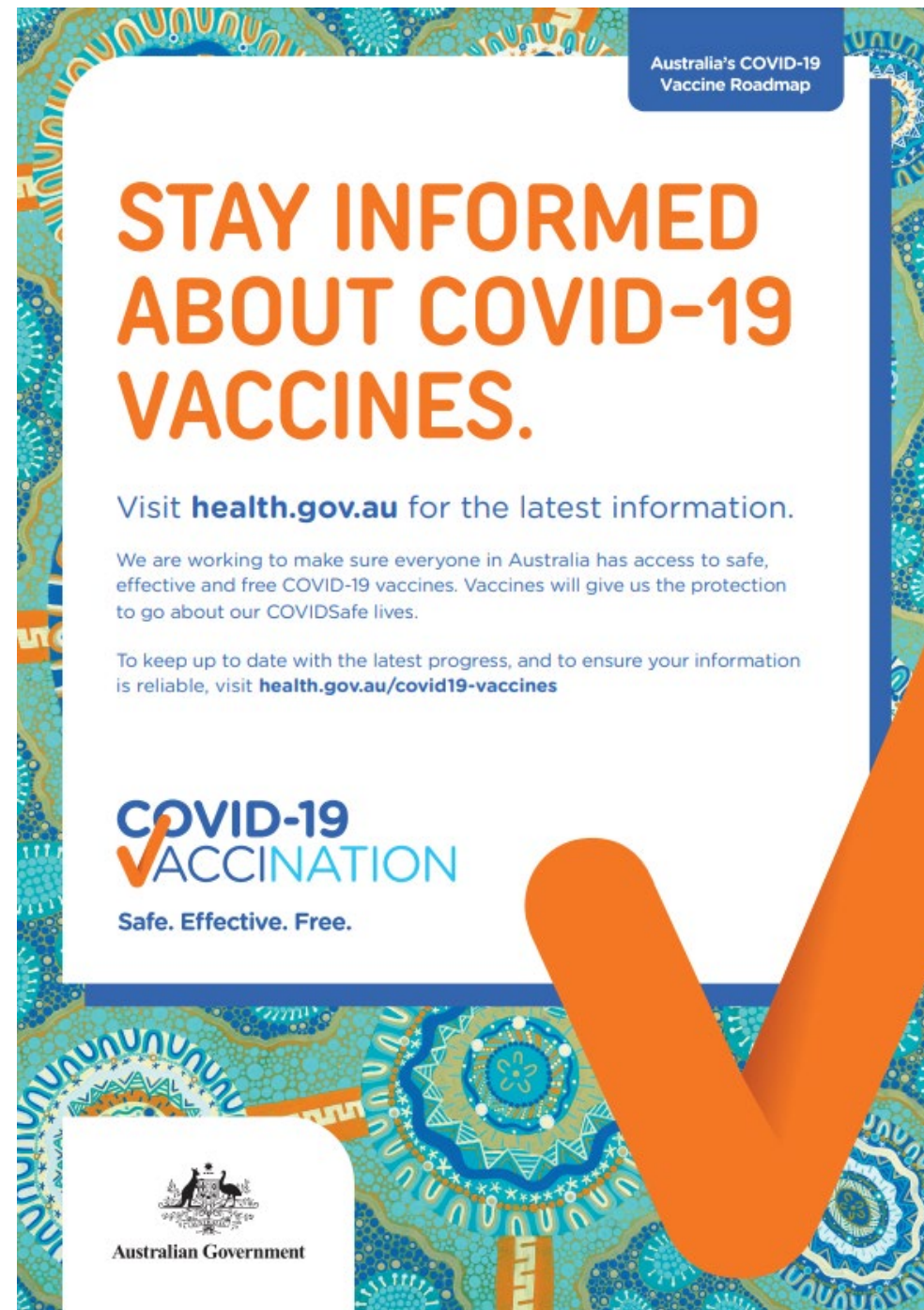
Poster – 12 and over

This poster, designed for vaccine providers, outlines that Aboriginal and Torres Strait Islander people 12 years and over can now have their COVID-19 vaccine.




Poster – Stay informed about COVID-19 vaccines

[This poster](#) explains what you can do to stay informed about COVID-19 vaccines.



COVID-19 vaccination – Fact sheet – Side effects of COVID-19 vaccines




Australian Government

**COVID-19
VACCINATION**

Giving your consent


When you go to your COVID-19 vaccination appointment, the person doing your vaccination will ask you for your **consent**.

When you give your consent, you are saying **it is ok** for someone to do the agreed action.




At your appointment they will ask you for your consent to have your:

- first COVID-19 vaccine today
- second COVID-19 vaccine later.



You can choose to have the vaccine.
You can also choose not to have the vaccine if you don't want to.

Why do they need your consent?



The person giving you the COVID-19 vaccine must ask you for consent before they do this.

They need to tell you:


- why you should get the vaccine
- why it's safe
- what will happen when you have it.


They might give you an information sheet to read. They can answer any questions you have about the COVID-19 vaccination.

You can talk to your doctor before you decide if you will have a COVID-19 vaccine.

You might want to ask your doctor questions about the COVID-19 vaccine, such as:

- how it might affect any health problems you might have
- if there are any risks for you
- what ingredients are used in the vaccine.





You can also talk to the person doing your vaccination if you have any questions, such as:


- what will happen when I get the vaccine?
- why do I need it?
- how will I feel after I have it?
- what could go wrong?
- what will happen if I say no?

How do you give consent?


You can give your consent in different ways. You can:

- say 'Yes' or 'No'
- use sign language
- use pictures.


You can also sign a consent form.




More information




You can bring someone you trust with you when you have the vaccine.



Have a yarn with your healthcare worker.




You can visit the Department of Health website at www.health.gov.au for more information about the vaccine.




You can call the National Coronavirus Helpline on **1800 020 080**.

Fact sheet – Side effects of COVID-19 vaccines

[This easy-to-read fact sheet](#) outlines the side effects of COVID-19 vaccines and what to do if you feel them.

 **COVID-19 VACCINATION**


COVID-19 vaccine side effects



A vaccine is medicine that:

- helps people fight a virus if they come in contact with it
- can stop people from getting very sick from the virus.

The COVID-19 vaccines don't have any COVID-19 in them. You can't get the virus from the vaccine.



COVID-19 vaccines are the best way to protect:

- you
- your family
- the community.

1



A **vaccination** is when you receive an injection of the vaccine. This is done with a needle.

What is a side effect?



After you have your vaccination, you might feel some side effects.

A side effect is something that sometimes happens to people after they take medicine.




Side effects are a sign that the vaccine is teaching your body how to fight the virus.

Side effects don't happen to everyone, and generally don't last for long.

health.gov.au/covid19-vaccines


2

Common side effects




Most side effects:

- are not serious
- go away on their own in a couple of days.



Some common side effects include:

- Pain or swelling in your arm where the needle went in
- a fever
- sore muscles or joints
- tiredness
- headaches.



Other less common side effects include:

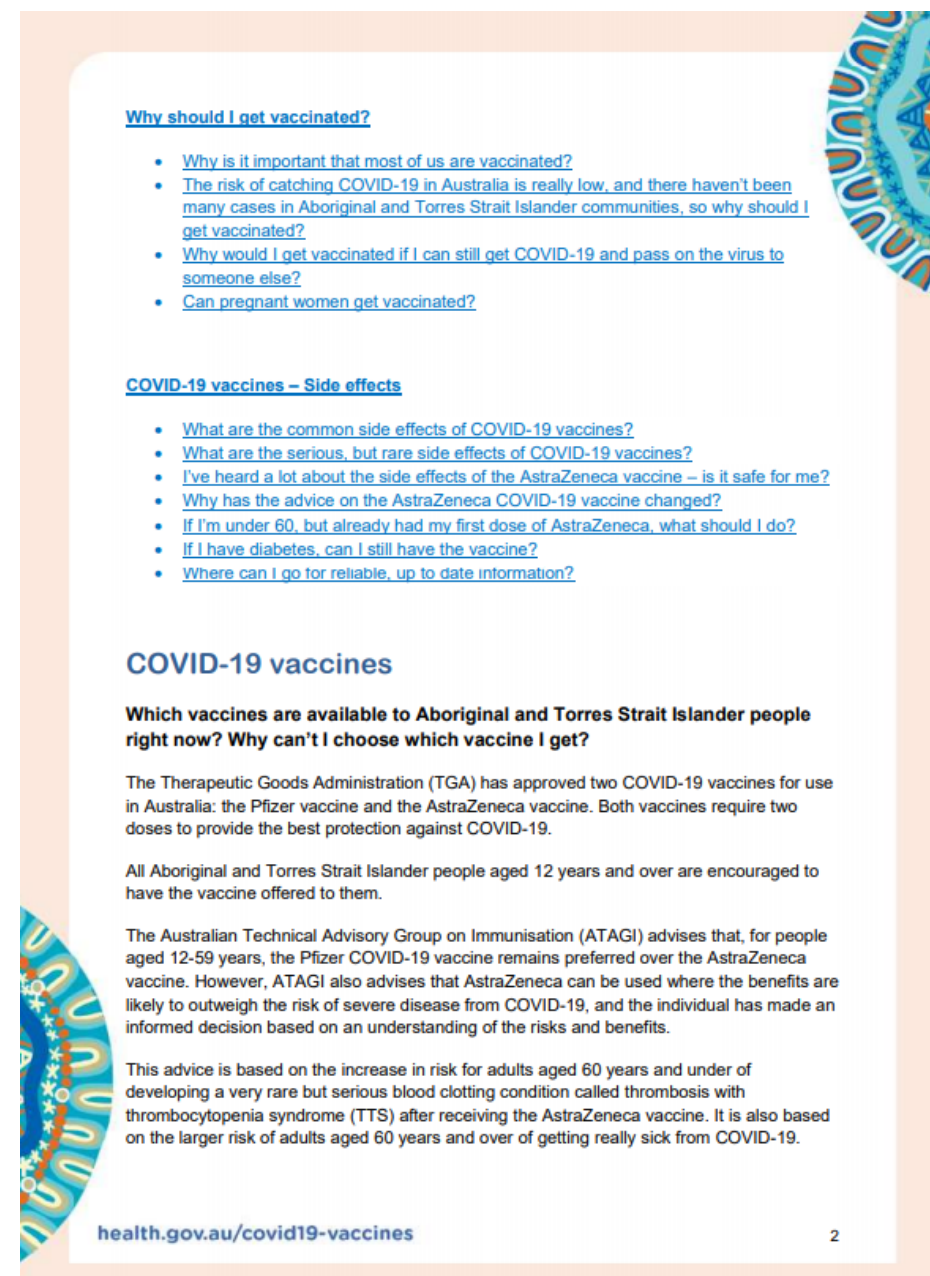
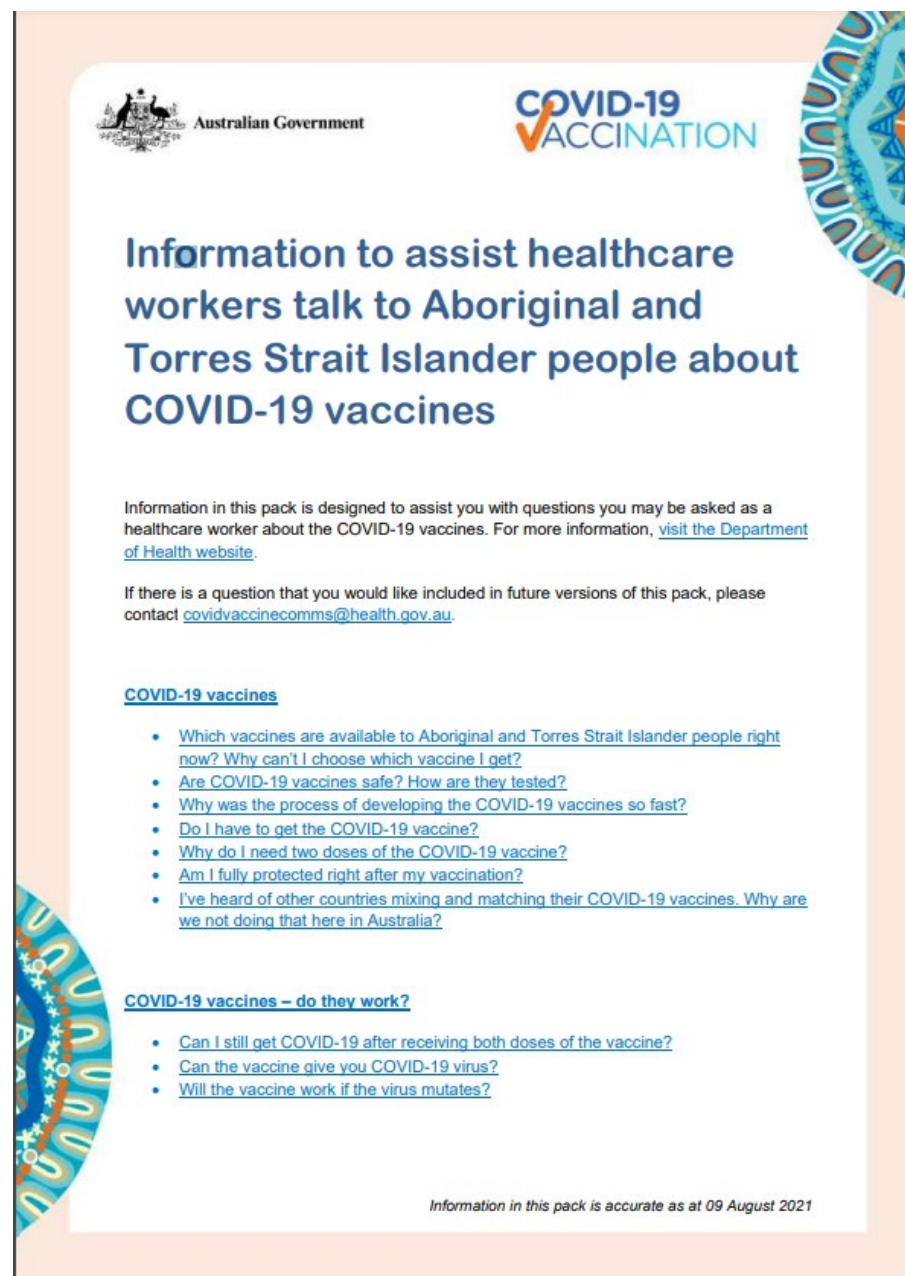
- feeling like you might vomit
- feeling sick in your stomach
- lumps in your neck
- pain in your leg
- not sleeping well.

health.gov.au/covid19-vaccines

3

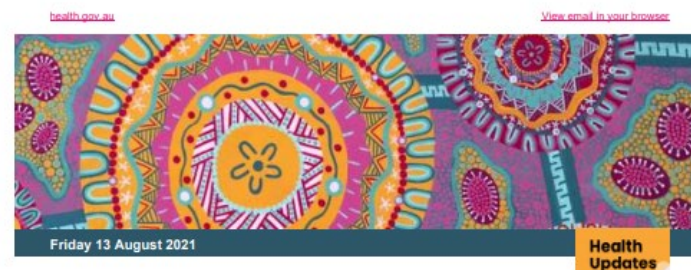
Information to assist healthcare workers talk about COVID-19 vaccines

Two documents designed to support healthcare workers working with Aboriginal and Torres Strait Islander peoples. These documents provide some talking points on key questions and concerns about COVID-19 vaccines, as well as links to where you can find more information.



Key updates for Aboriginal and Torres Strait Islander communities

[Newsletters](#) provide key health updates for Aboriginal and Torres Strait Islander households, communities and stakeholders. The newsletter provides information on vaccines as well as resources on COVID-19 symptoms, when to get tested and COVID safe behaviours to follow to protect yourself, your family and your communities.



Health updates to keep your mob safe.

Information for Aboriginal and Torres Strait Islander communities on COVID-19 vaccines, and other health updates.

Welcome to the latest update for Aboriginal and Torres Strait Islander households, communities and organisations. In this edition you can find out how many vaccines the Royal Flying Doctor Service (RFDS) has delivered in Ngaanyatjarra Lands, read about how your Census answers can help Aboriginal Medical Services, why Adam Goodes decided to get the COVID-19 vaccine, and more!

Latest news

- [RFDS kicking goals in Ngaanyatjarra Lands](#)
- [Keep our mob safe by keeping COVIDSafe](#)
- [New COVID-19 vaccines resources available](#)
- [Where were you on Tuesday night?](#)
- [Children 12 years and over can now also get their COVID-19 vaccine](#)
- [Our community getting vaccinated](#)



RFDS kicking goals in Ngaanyatjarra Lands

The Royal Flying Doctor Service (RFDS) crew are continuing their good work in remote Australian communities. Find out how many people (hint: it's a lot) they helped to vaccinate in Ngaanyatjarra Lands (NG) lands last month [on the Department of Health website!](#)

Thanks to the Royal Flying Doctor Service for providing this image, with consent.



Keep our mob safe by keeping COVIDSafe

COVID-19 cases have increased again in many places. Many states and territories in Australia have introduced rules around entering or leaving communities and crossing borders. It is more important than ever to keep safe in any way that we can.

[Read about](#) the importance of keeping COVIDSafe, and when you should be getting a COVID-19 test, on the Department of Health website.

[Download resources](#) on how to keep COVIDSafe.



New COVID-19 vaccines resources available

Women who are pregnant are at a greater risk from COVID-19. There are many risks to both pregnant women and their unborn baby if they catch

Guidance documents for outbreaks, testing and response strategies

A series of plans for COVID-19 as it relates to Aboriginal and Torres Strait Islander people and communities were created at the beginning to the pandemic through to the implementation of the vaccination program. These plans outline culturally appropriate responses to testing and vaccination, as well as how to respond in the event of an outbreak.

[Management Plan for Aboriginal and Torres Strait Islander Populations](#)

[COVID testing and response strategies in regional and remote Indigenous communities: Key messages for health services](#)

[CDNA National Guidance for remote Aboriginal and Torres Strait Islander communities for COVID-19](#)

[Impact of COVID-19 in remote and regional settings](#)



Work in development

- Carbon Creative, the National COVID-19 Vaccine Campaign Indigenous communication agency, is developing a public relations campaign that will inspire and empower First Nations people to be vaccinated.
- This video will be distributed on the Department's channels and provided to stakeholders. The video will be supported by media outreach, and assets such as stakeholder kit, social media strategy and a press kit.
- This will be amplified by an Indigenous Heroes public relation campaign to carry the vaccination message forward across all First Nations demographics.
- Radio content will continue to be created and provided to Indigenous radio networks to help overcome specific barriers in target areas.
- Animations will be produced to further break down complex content into easy-to-digest information.