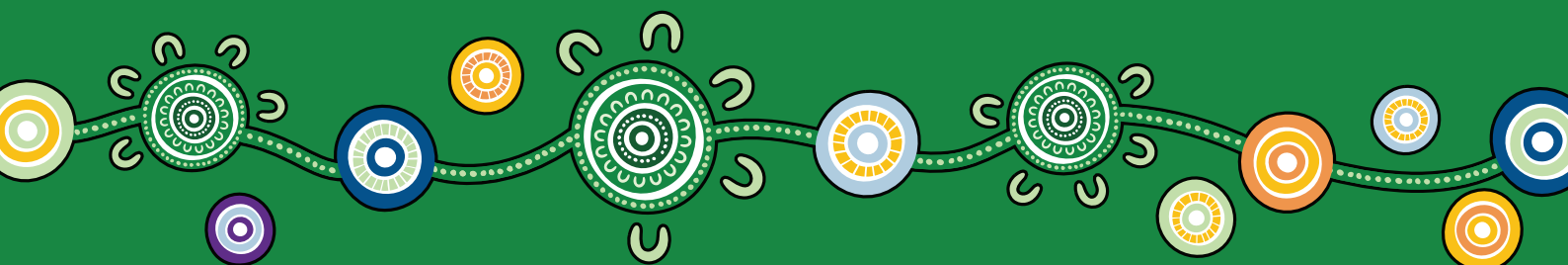


Protect Your Mob 2026 Stakeholder Resource Kit

Supporting Aboriginal and Torres Strait Islander
communities to stay well this winter.



Introduction

Lung Foundation Australia, in partnership with Ochre Strokes, is proud to share the Protect Your Mob 2026 immunisation campaign.

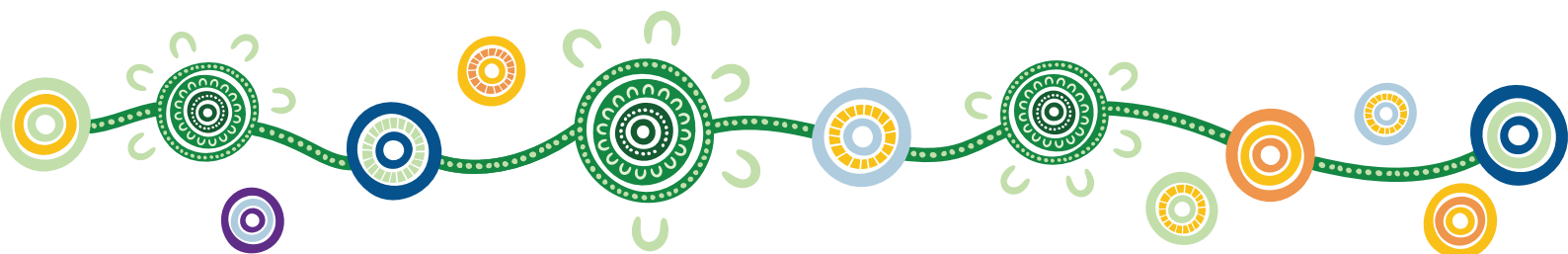
This campaign encourages Aboriginal and Torres Strait Islander communities to stay well by connecting flu prevention to what matters most – being there for mob and everyday life.

With the message:

**Don't let the flu get in the way.
Protect Your Mob.**

The campaign highlights everyday moments – family, work, sport, and community – and encourages people to get their flu shot to help protect themselves and those around them.

For elders, messaging on pneumonia (and the pneumococcal vaccine) is also included. For expectant mums, messaging on respiratory syncytial virus (RSV) vaccination to protect their newborns is also included.



About the Campaign

The flu can get in the way of everyday life – from showing up for work, to spending time with family, to being there for important moments with mob.

This campaign:

- Focuses on real, relatable everyday life
- Positions the flu as the disruption, not people
- Encourages vaccination as a simple act of care for self and community

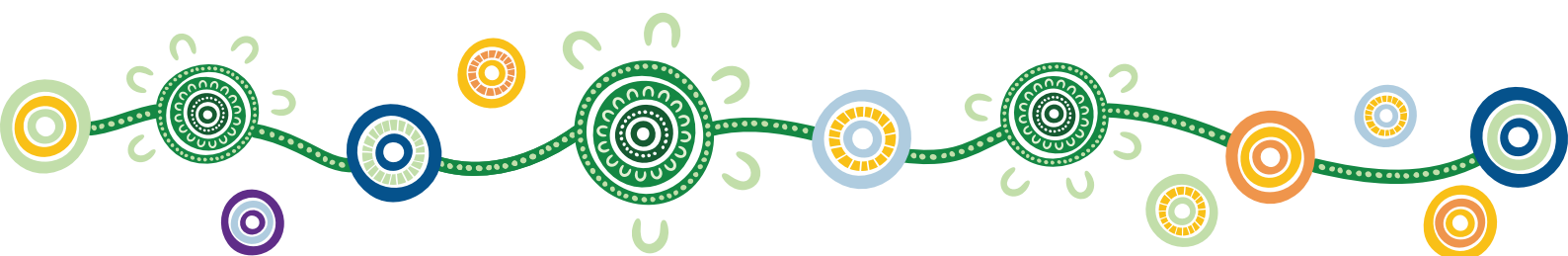
Getting the flu shot is one of the most effective ways to reduce the risk of serious illness and help keep communities strong and connected.

How You Can Support

We encourage you to share the Protect Your Mob campaign across your networks to help spread the message.

You can:

- Share campaign social tiles and videos
- Print and display postcards
- Share information with your community, clients, and staff
- Encourage people to have a yarn with their GP or health worker



Campaign Assets Included

This resource kit includes:

Social Media Content

- Campaign tiles (Footy, Mum, Work, Elder)
- Short-form videos (30 sec reels)
- Suggested captions

Print Resources

- Printable postcards (A6)
- Ready for local printing and distribution

RSV Resources

- Targeted messaging for mums withbubs
- Social posts and printable materials

Access Campaign Assets

[Click here to download and share all campaign material](#) 

For more information about the campaign and flu prevention:

lungfoundation.com.au/protectyourmob

Key Messages to Share

- The flu can get in the way of everyday life
- Getting your flu shot helps protect you and your mob
- The flu vaccine is free and recommended for Aboriginal and Torres Strait Islander people aged 6 months and over
- The pneumococcal vaccine is free and recommended for Aboriginal and Torres Strait Islander people aged 50 and over
- The RSV vaccine is free and recommended during pregnancy
- Have a yarn with your GP, Aboriginal Medical Service or health worker

