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| Social media pack |
| Japanese encephalitis vaccination |
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This social pack aims to promote vaccination for Japanese encephalitis (JE) ahead of this mosquito season (November to late April).

There are three promotional components of the pack:

* awareness of the importance of getting vaccinated
* encouraging people who meet the eligibility criteria to get vaccinated
* awareness and safety tips for seasonal workers.
* You can download all the assets on the [Better Health Channel](https://www.betterhealth.vic.gov.au/protect-yourself-mosquito-borne-disease) <https://www.betterhealth.vic.gov.au/protect-yourself-mosquito-borne-disease>

## Key messages

***Get vaccinated against Japanese encephalitis ahead of this mosquito season***

The risk of mosquito-borne diseases will increase in the coming months (November to late April) in Victoria, as mosquito numbers do.

This includes Japanese encephalitis (JE), a rare but potentially serious infection of the brain caused by a virus that can spread to humans through mosquito bites.

* Be prepared – JE is a rare but serious infection. Vaccination can protect you.
* Japanese encephalitis vaccine booster doses are recommended for some people one to 2 years   
  after their primary course if they remain eligible in Victoria.
* The best way to prevent mosquito-borne diseases is to avoid mosquito bites.

***Eligibility***

JE vaccine is free for eligible Victorians, contact your GP or local immunisation provider for further information.

You are eligible for free JE vaccine if you:

* live in eligible local government areas of Victoria and meet additional criteria
* live or work at properties with pigs
* work in mosquito surveillance or control
* are going to eligible local government areas for seasonal work.

For more information on the eligibility criteria, visit the [Japanese Encephalitis webpage](https://www.health.vic.gov.au/infectious-diseases/japanese-encephalitis) <https://www.health.vic.gov.au/infectious-diseases/japanese-encephalitis>.

***Seasonal workers***

* If you are going to high-risk areas for seasonal work, you are eligible to have a free JE vaccine, regardless of Medicare status.
* Japanese encephalitis vaccine booster doses are recommended for some people one to 2 years   
  after their primary course if they remain eligible in Victoria.
* Your best protection against mosquitoes and the diseases they can carry is to prevent mosquito bites.
* Mosquitoes can bite through tight clothing. Cover up - wear long, loose-fitting clothing.
* Use mosquito repellents containing Picaridin or DEET on all exposed skin.
* Like sunscreen, mosquito repellent is only effective if applied to all exposed skin. Aim to apply a thin, even layer to all exposed skin on top of your sunscreen.
* It is important to reapply, especially after swimming or sweating, as repellents are not water resistant.

For more information on the eligibility criteria, visit [Japanese Encephalitis webpage](https://www.health.vic.gov.au/infectious-diseases/japanese-encephalitis) <https://www.health.vic.gov.au/infectious-diseases/japanese-encephalitis>.

# Suggested social posts

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| Suggested text | Channel | Tile |
| Get vaccinated ahead of mosquito season | | |
| As mosquito numbers increase in Victoria from October to late April, the risk of mosquito-borne diseases rises too. This includes Japanese encephalitis (JE).  JE is a rare but potentially serious infection of the brain. It is caused by a virus that can spread to humans through mosquito bites.  A vaccine is available to protect you from JE, and it is free if you meet the eligibility criteria. A Medicare card is not required. Find out if you are eligible for a free JE vaccine and how to access it: <https://go.vic.gov.au/3YYWNUI>  Please note, some providers may charge an administration or consultation fee. Be sure to check if this applies to you. | Facebook | As mosquito numbers increase in Victoria from October to late April, the risk of mosquito-borne diseases rises too. This includes Japanese encephalitis (JE).   JE is a rare but potentially serious infection of the brain. It is caused by a virus that can spread to humans through mosquito bites.   A vaccine is available to protect you from JE, and it is free if you meet the eligibility criteria. A Medicare card is not required. Find out if you are eligible for a free JE vaccine and how to access it: https://go.vic.gov.au/3YYWNUI   Please note, some providers may charge an administration or consultation fee. Be sure to check if this applies to you. |
| <https://go.vic.gov.au/3YYWNUI> (Link Sticker) | Instagram  (story one) | As mosquito numbers increase in Victoria from October to late April, the risk of mosquito-borne diseases rises too. This includes Japanese encephalitis (JE).   JE is a rare but potentially serious infection of the brain. It is caused by a virus that can spread to humans through mosquito bites.   A vaccine is available to protect you from JE, and it is free if you meet the eligibility criteria. A Medicare card is not required. Find out if you are eligible for a free JE vaccine and how to access it: https://go.vic.gov.au/3YYWNUI   Please note, some providers may charge an administration or consultation fee. Be sure to check if this applies to you.  As mosquito numbers increase in Victoria from October to late April, the risk of mosquito-borne diseases rises too. This includes Japanese encephalitis (JE).   JE is a rare but potentially serious infection of the brain. It is caused by a virus that can spread to humans through mosquito bites.   A vaccine is available to protect you from JE, and it is free if you meet the eligibility criteria. A Medicare card is not required. Find out if you are eligible for a free JE vaccine and how to access it: https://go.vic.gov.au/3YYWNUI   Please note, some providers may charge an administration or consultation fee. Be sure to check if this applies to you. |
| Mosquito numbers rise in Victoria from October to April. Risk of mosquito-borne diseases rises too.  Japanese encephalitis (JE) is a rare, potentially serious brain infection that can spread to humans via mosquito bites.  Vaccination protects against JE. A free vaccine is available for eligible people and you do not need a Medicare card:  <https://go.vic.gov.au/3PgieNI>  Please note, some providers may charge an administration or consultation fee. Be sure to check if this applies to you. | X (formerly Twitter) | Mosquito numbers rise in Victoria from October to April. Risk of mosquito-borne diseases rises too. Japanese encephalitis (JE) is a rare, potentially serious brain infection that can spread to humans via mosquito bites.  Vaccination protects against JE. A free vaccine is available for eligible people and you do not need a Medicare card:  https://go.vic.gov.au/3PgieNI |
| Eligibility | | |
| Vaccination against Japanese encephalitis (JE) is recommended for Victorians who meet the eligibility criteria. Is that you? Read on [down arrow]  You are eligible for free JE vaccine if you:   * live in eligible local government areas of Victoria and meet additional criteria * live or work at properties with pigs * work in mosquito surveillance or control * are going to eligible local government areas for seasonal work.   A Medicare card is not required for a free JE vaccine. For more information about JE vaccine eligibility criteria and how to access the vaccine, visit https://go.vic.gov.a u/3qUp3ew  Please note, some providers may charge an administration or consultation fee. Be sure to check if this applies to you. | Facebook | Vaccination can prevent against Japanese encephalitis (JEV) virus |
| <https://go.vic.gov.au/3qUp3ew> (Link Sticker) | Instagram | Vaccination can protect you from Japanese encephalitis virus.Free JE vaccination is available for people who live anywhere in VictoriaLearn more about free JE vaccine eligibility at https://go.vic.gov.au/3qUp3ew |
| Vaccination against JE is recommended for Victorians who:  🏡Live in eligible local government areas (+ other criteria)  🐷Work with pigs/in a pork abattoir or rendering plant  🦟Work in mosquito surveillance or control  🍊Do seasonal work in eligible local government areas  A Medicare card is not required for a free JE vaccine.  More info: <https://go.vic.gov.au/3EhUx15>  Please note, some providers may charge an administration or consultation fee. Be sure to check if this applies to you. | X (formerly Twitter) | You may be eligible for a free JE vaccination |
| Seasonal workers | | |
| Heading to northern Victoria for seasonal work? You may be at increased risk of Japanese encephalitis (JE). JE is a rare but potentially serious infection of the brain caused by a virus that can spread to humans through mosquito bites.  As a seasonal worker, you are eligible for a free vaccine against JE. A Medicare card is not required for a free JE vaccine. You can access the vaccination through your GP or nearest immunisation provider.  Further reduce your risk of JE and other mosquito-borne diseases by avoiding mosquito bites. Here’s how:   * Cover up – wear long, loose-fitting clothing * Use mosquito repellents containing picaridin or DEET on all exposed skin * Apply a thin, even layer of repellent on top of your sunscreen, and reapply after sweating or swimming.   Learn more about free JE vaccination for seasonal workers:  <https://go.vic.gov.au/3Z2TyeU>  Please note, some providers may charge an administration or consultation fee. Be sure to check if this applies to you. | Facebook | Seasonal workers are eligible for free vaccination against Japanese encephalitis virus |
| Link sticker: <https://go.vic.gov.au/3Z2TyeU> | Instagram  (story one & two) | Seasonal workers are eligible for free vaccination against Japanese encephalitis virus.Learn more about free JE vaccine eligibility at https://go.vic.gov.au/3Z2TyeU |
| Victorian seasonal workers in eligible local government areas for Japanese encephalitis (JE) virus are eligible for a free vaccine – no Medicare card needed. JE is a rare but potentially serious brain infection. It can spread to humans via mosquito bites. Protect yourself. Get vaccinated. <https://go.vic.gov.au/3Pl6jOM>  Please note, some providers may charge an administration or consultation fee. Be sure to check if this applies to you. | X (formerly Twitter) | Victorian seasonal workers in eligible local government areas for Japanese encephalitis (JE) virus are eligible for a free vaccine – no Medicare card needed. JE is a rare but potentially serious brain infection. It can spread to humans via mosquito bites. Protect yourself. Get vaccinated. https://go.vic.gov.au/3Pl6jOM  Please note, some providers may charge an administration or consultation fee. Be sure to check if this applies to you. |

To receive this document in another format, email [Communicable diseases section](mailto:infectious.diseases@health.vic.gov.au) <infectious.diseases@health.vic.gov.au>.

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Available on the [Protect yourself from mosquito-borne disease](https://www.betterhealth.vic.gov.au/protect-yourself-mosquito-borne-disease) website <https://www.betterhealth.vic.gov.au/protect-yourself-mosquito-borne-disease>