2026 Childhood Vaccination Campaign

NSW Health

Communication toolkit

March 2026

NSW GOVERNMENT

Purpose of this toolkit

NSW Health is pleased to share with you the 2026 Childhood Vaccination campaign toolkit. This campaign aims to raise awareness of the importance of childhood vaccination. Vaccines are a free and safe way to protect children from serious diseases, such as whooping cough, measles and more.

The key links are:

- **Information about Childhood Vaccination:** https://www.health.nsw.gov.au/immunisation/app/Pages/default.aspx
- **Personalised vaccination schedule:** www.health.nsw.gov.au/myschedule

Thank you for your ongoing support to help protect the NSW community.

Contacts

Public Health Communications & Behaviour Change

Strategic Communications & Engagement, NSW Ministry of Health

MOH-phab@health.nsw.gov.au

A4 Posters

Digital versions of our posters are available here.

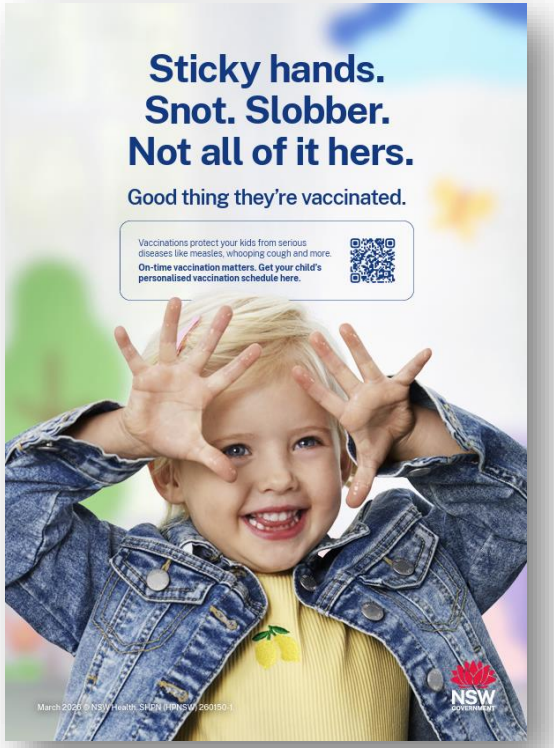
Gen Pop [hands]
Download here

Gen Pop [blower]
Download here

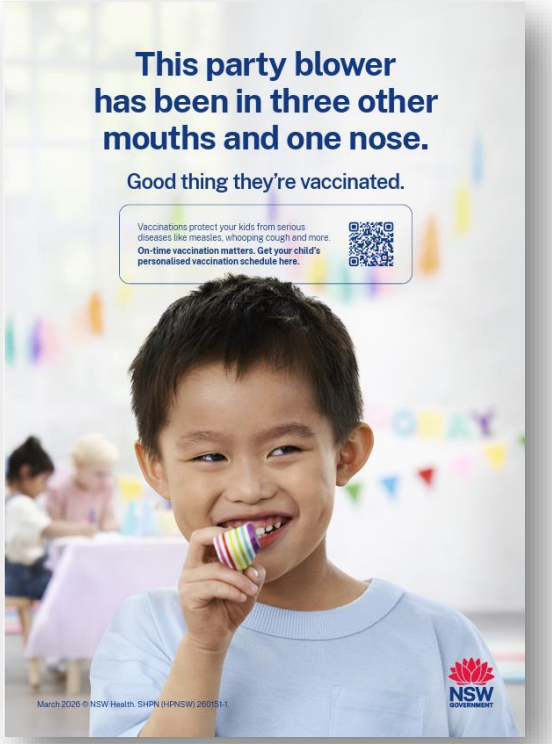
Aboriginal
Download here

A3 Posters

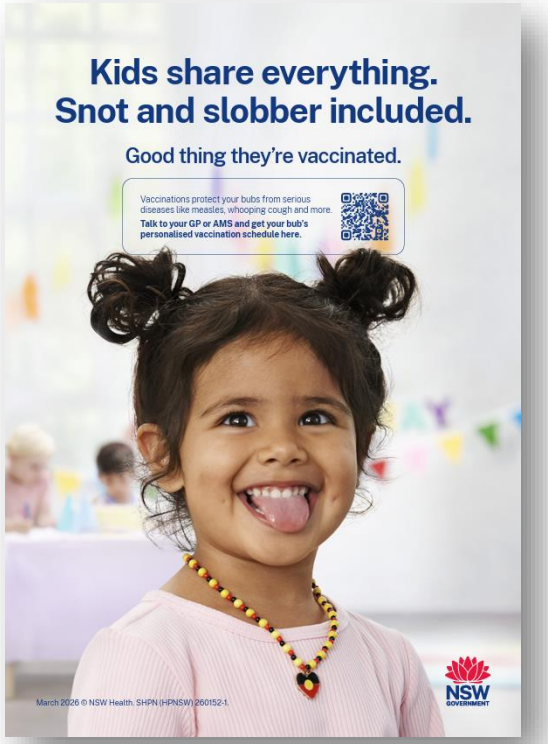
Printable versions of our posters are available here.



Gen Pop [hands]
Download here



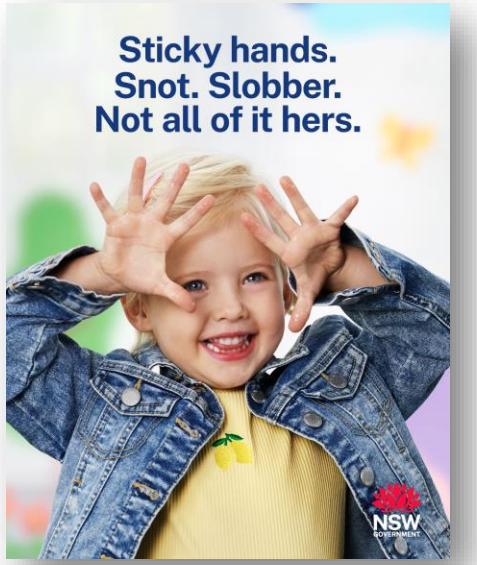
Gen Pop [blower]
Download here



Aboriginal
Download here

Social media

4:5 Social media tiles are available here.



Gen Pop [hands]
Download here

Suggested copy:

Good thing they're vaccinated. Vaccinations protect your kids from serious diseases.

Get your child's personalised vaccination schedule at www.health.nsw.gov.au/myschedule

Gen Pop [blower]
Download here

Suggested copy:

Good thing they're vaccinated. Vaccinations protect your kids from serious diseases like measles, whooping cough and more.

On-time vaccination matters, get your child's personalised schedule at www.health.nsw.gov.au/myschedule

Aboriginal
Download here

Suggested copy:

Good thing they're vaccinated. Vaccinations protect your kids from serious diseases.

Talk to your GP or Aboriginal Medical Service (AMS) and get your child's personalised vaccination schedule at www.health.nsw.gov.au/myschedule

Digital Screens

Digital versions of our screens are available here.

Gen Pop [hands]

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Gen Pop [blower]

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Teams background

Teams background image is available here.

Gen Pop [hands]

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Gen Pop [blower]

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Teams background

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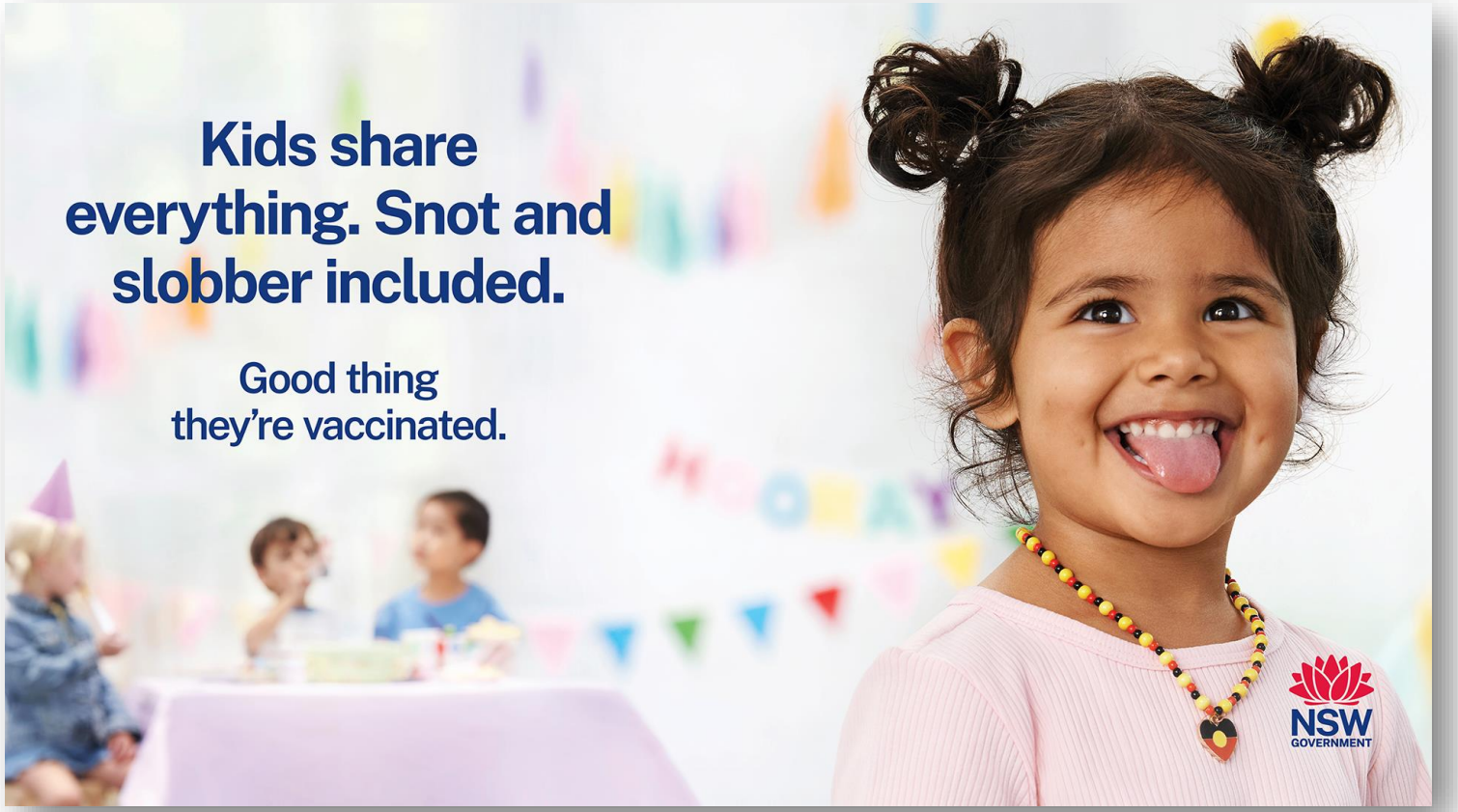

Aboriginal

Download here

Email Signature

Email Signature image is available here.

Gen Pop

Download here

Newsletter Copy

Newsletter copy available below.

Gen Pop

Heading: Kids will be kids. Vaccination helps protect them.

Copy:

On-time vaccination gives your child the best protection. Vaccines work best when they're given at the recommended ages. The childhood schedule is carefully designed to make sure children achieve the highest level of protection for each disease.

Delaying vaccines can leave your child unprotected during important stages of development. If your child is behind, that's okay. You can catch up. Talk to your GP, nurse or Aboriginal Medical Service about the next steps.

Vaccination is one of the safest and most effective ways to protect your child's health. Get your child's personalised vaccination schedule at www.health.nsw.gov.au/myschedule

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