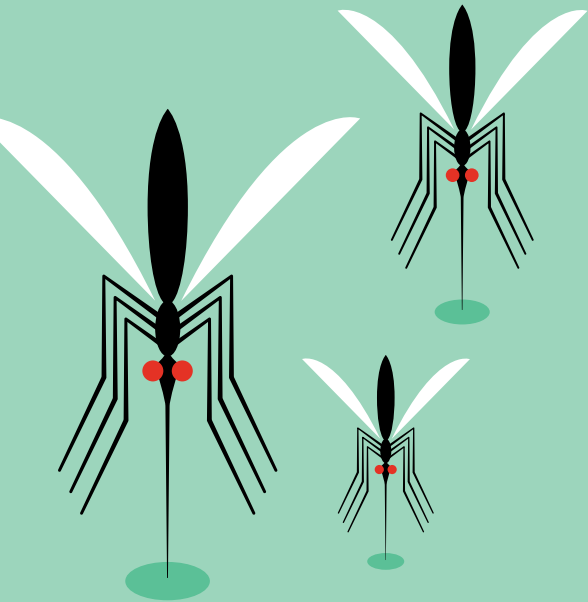


# Mosquito-borne disease prevention campaign

Stakeholder Kit

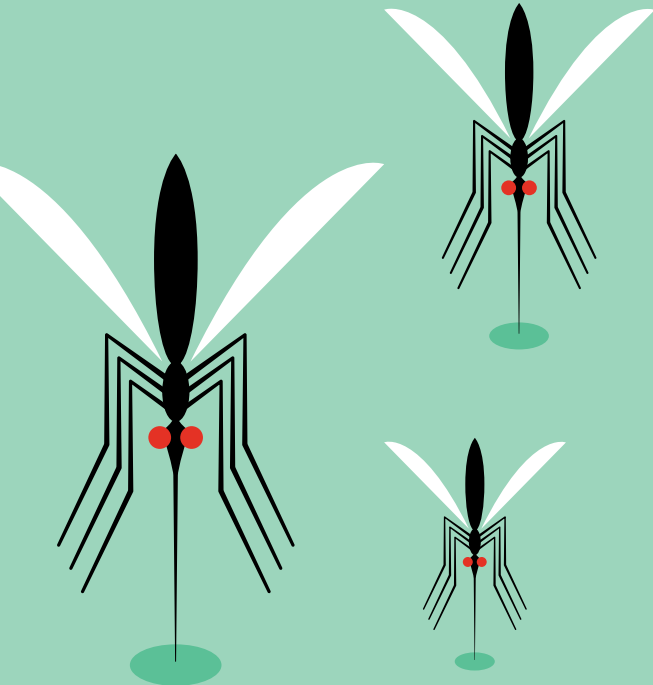


# Introduction

Mosquitoes can be far more than a nuisance.

Every year, mosquitoes spread serious, and sometimes life threatening diseases across Australia. It's essential the public is made aware of the threat they can pose, and educated in the actions we can all take to stay safe.

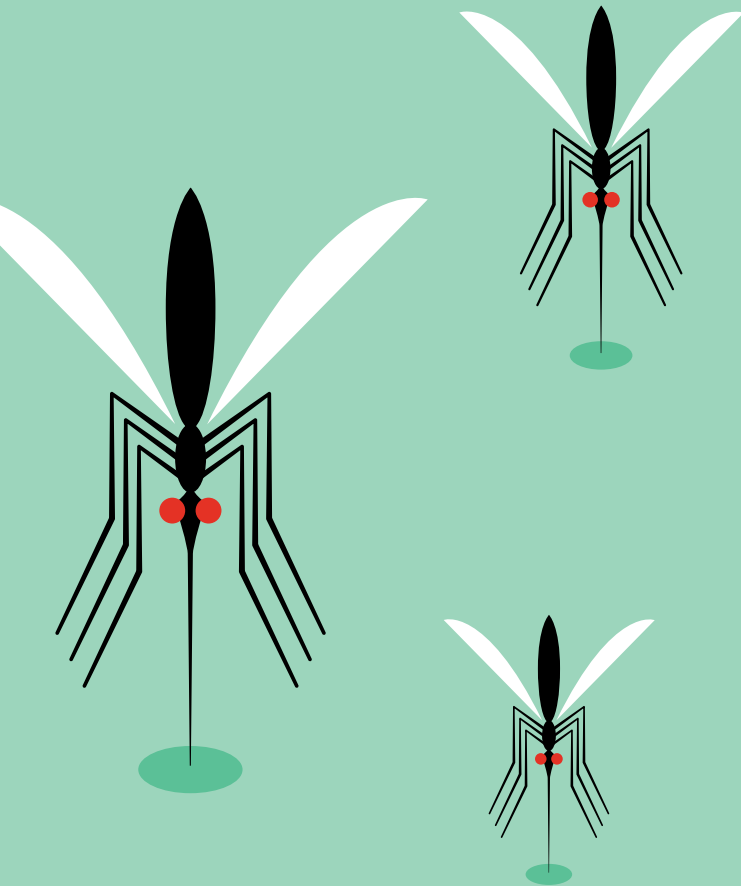
The materials in this pack are designed to share key information in a clear and concise manner. By displaying and sharing it amongst your community in advance, you can do your part to ensure everyone stays safe this summer.



# What you can do to help

You can help by:

- Sharing the materials that you can access from this stakeholder kit with your community via social media and digital platforms.
- Directing people to the website for current information and updates:  
[www.betterhealth.vic.gov.au/protect-yourself-mosquito-borne-disease](http://www.betterhealth.vic.gov.au/protect-yourself-mosquito-borne-disease)

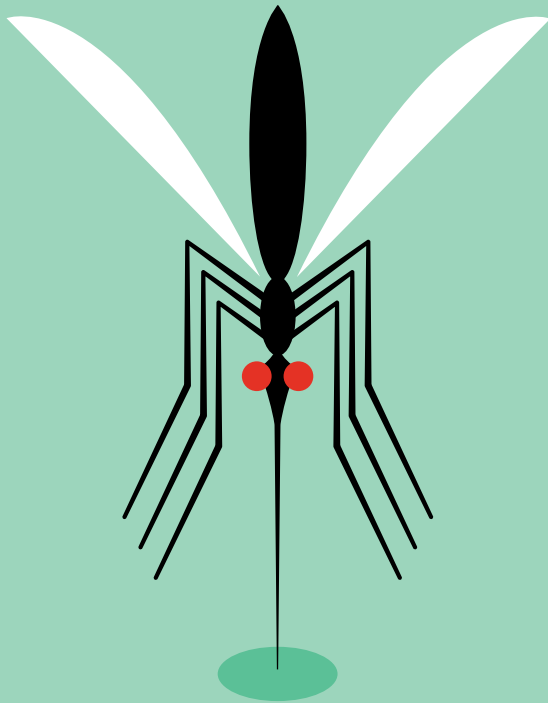


# Branded or Non-Branded?

Each asset includes a 'branded' or 'unbranded' option. By 'branded', we mean the asset will include The Victoria State Government logo.

For added legitimacy and access to further help and information, we would recommend the government branded assets. But it is entirely up to you which version is more appropriate for your audience.

# Messaging Matrix



# Messaging Matrix

How do we explain this threat to the public? What messages are most appropriate, and when?

The messaging matrix exists to help you give clear and correct information to the right audience, at the right time.

For example, when mosquito season is yet to start, our focus is raising awareness and encouraging our audience to take preventative action. When the season is at its height, our messages will focus on immediate safety measures, and contact information for medical aid.

## Messaging Matrix 1/2

	Awareness	Approaching	Action Now	Threat Is Gone
<b>Title</b>	Its mosquito breeding season.	Its mosquito breeding season.	[insert Mosquito-borne disease] has been detected.	Mosquito breeding season has ended for the year.
<b>Body Copy (20 Words)</b>	There are steps you can take to protect yourself and your family from mosquito bites.	With more mosquitoes around there are some simple steps to avoid mosquito bites.	Cases of [insert Mosquito-borne disease] has been detected in [insert area].  Follow these simple steps to protect you and your family and avoid mosquito bites.	The risk of mosquitoes spreading diseases has significantly reduced. But it is still important to avoid mosquito bites.
<b>Uplift / CTA</b>	Know the risks. Get prepared. Stay safe.	Know the risks. Get prepared. Stay safe.	Know the risks. Get prepared. Stay safe.	Prepare for next time. Stay safe.
<b>Icon 1 - Roll on Mosquito Repellent</b>	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling.	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling.	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling. Reapply as needed.	N/A
<b>Icon 2 - Spray can with spray coming out</b>	For indoors, use fast acting fly spray and plug-in repellent devices.	For indoors, use fast acting fly spray and plug-in repellent devices.	Stay indoors and use fast acting fly spray and plug-in repellent devices.	N/A
<b>Icon 3 - Long Clothing</b>	Wear long, loose-fitting, light-coloured clothing, and closed shoes.	Wear long, loose-fitting, light-coloured clothing, and closed shoes.	Make sure to wear long, loose-fitting, light-coloured clothing, and closed shoes.	N/A
<b>Icon 4 - House</b>	Empty buckets of water around home to stop mosquitoes breeding.	Empty buckets of water around home to stop mosquitoes breeding.	N/A	Continue to empty buckets of water around home to stop mosquitoes breeding.
<b>Icon 5 - Hand Showing Palm</b>	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling.	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling.	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling. Reapply as needed.	N/A
<b>Icon 6 - Window with fly screen</b>	Stop mosquitoes from getting inside by fly screens on windows and doors.	Stop mosquitoes from getting inside by fly screens on windows and doors.	N/A	Stop mosquitoes from getting inside by fly screens on windows and doors.
<b>Icon 7 - Tyre</b>	Remove even small pools of water in old tyres, pots, or trailers.	Be sure that small pools of water in old tyres, pots, or trailers have been emptied.	N/A	Ensure you are continually maintaining and removing even small pools of water in old tyres, pots, or trailers.

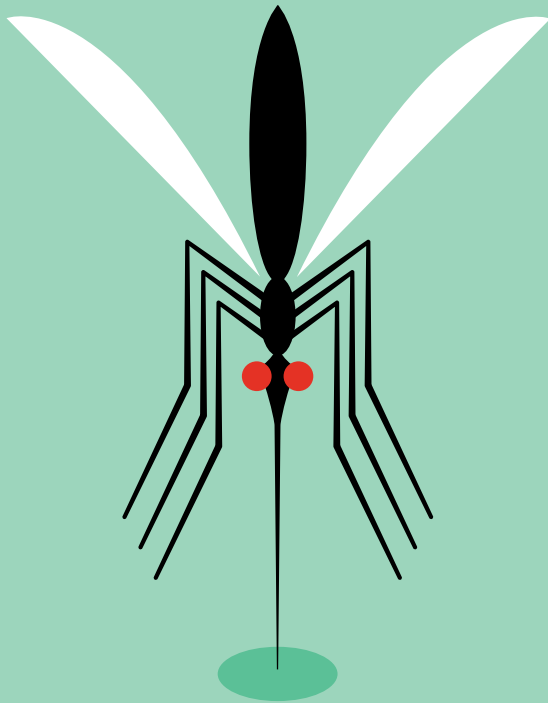
## Messaging Matrix 2/2

	Awareness	Approaching	Action Now	Threat Is Gone
<b>Icon 8 - Pet Drinking Bowl</b>	Replace water at least weekly in bird baths, pet drinking bowls, and water features.	Replace water at least weekly in bird baths, pet drinking bowls, and water features.	N/A	Continue to replace water at least weekly in bird baths, pet drinking bowls, and water features.
<b>Icon 9 - Camping Tent</b>	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling.	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling.	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling. Reapply as needed.	N/A
<b>Icon 10 - Wall Clock Showing 5-9pm</b>	Try and limit outdoor activities when lots of mosquitoes are about.	Try and limit outdoor activities when lots of mosquitoes are about.	Limit outdoor activities during the hours of 5:00pm and 9:00pm when mosquitoes are most active.	N/A
<b>Icon 11 - Water Bucket</b>	Remove buckets of water and small pots containing water where mosquitoes breed.	Remove buckets of water and small pots containing water where mosquitoes breed.	N/A	Continue to empty buckets of water and small pots containing water where mosquitoes breed.
<b>Icon 12 - Burning Coil</b>	Mosquito coils can be effective in small outdoor areas where you gather to sit or eat.	Mosquito coils can be effective in small outdoor areas where you gather to sit or eat.	Use mosquito coils in small outdoor areas where you gather to sit or eat.	N/A
<b>Icon 13 - Lawn Mower</b>	Cut back long grass, shrubs, and bushes where mosquitoes hide.	Cut back long grass, shrubs, and bushes where mosquitoes hide.	N/A	Continue to maintain and cutback all long grass, shrubs, and bushes where Mosquitoes can hide.
<b>Icon 14 - Swimming Pool</b>	Keep your gutters and swimming pools clean.	Keep your gutters and swimming pools clean.	N/A	N/A
<b>Icon 15 - Sealed Tank</b>	Check water tanks are sealed and fitted with mosquito-proof screen and/or flap valves on every opening, including overflows.	Check water tanks are sealed and fitted with mosquito-proof screen and/or flap valves on every opening, including overflows.	N/A	N/A
<b>Icon 16 - Outdoor Activities</b>	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling.	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling.	Apply mosquito repellent evenly to exposed skin. Pack repellent when going for walks, camping, fishing, or travelling. Reapply as needed.	N/A



# Print

Download all print assets [here](#)

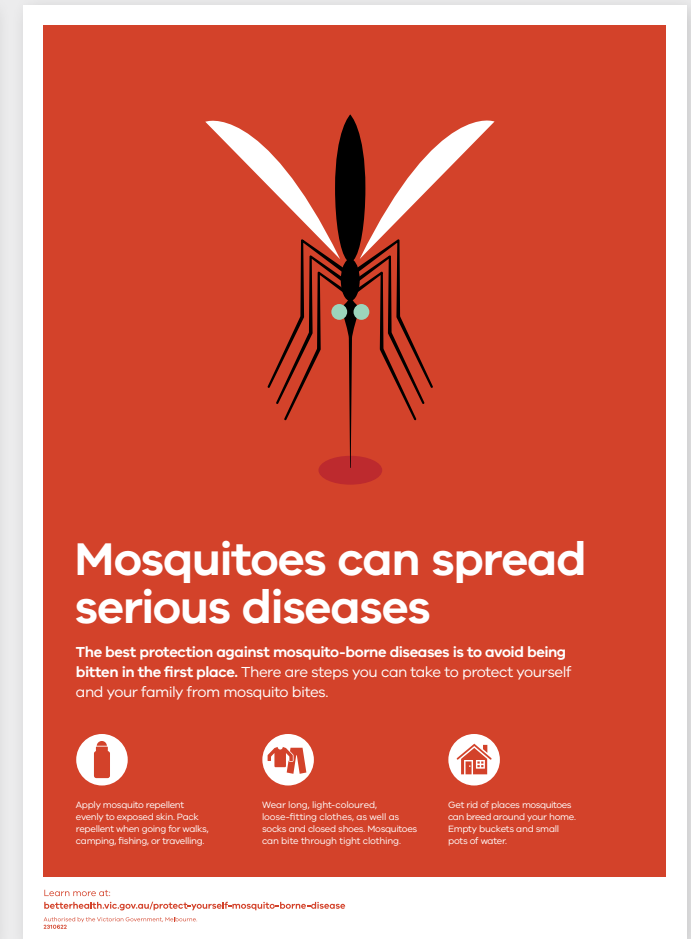


# Print

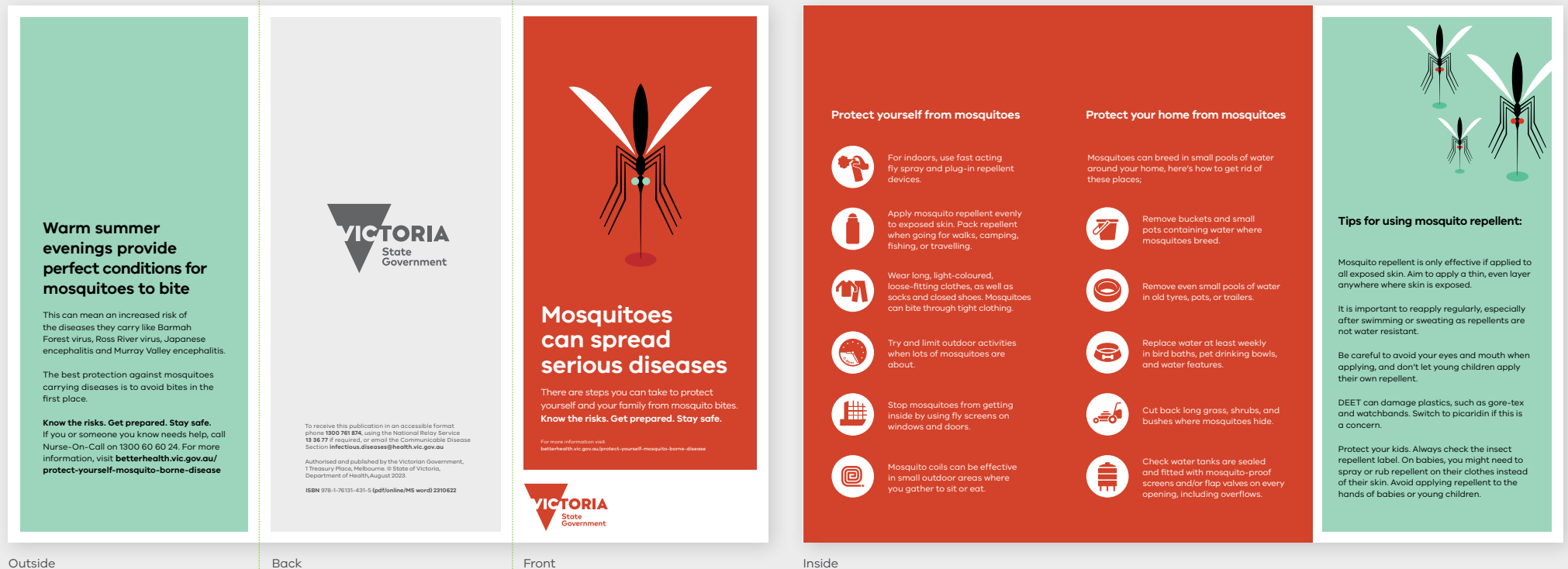
Our printable assets are designed to encourage emergency awareness, educate our audience on protective measures, and offer clear and concise answers to common questions.

Printable as DL Flyers or A3 posters, these assets should be presented to the public as flyers to read and take home, and/or displayed as posters in pharmacies, health care practices, offices, and other public places.

# A3 Poster



# DL Flyer



Outside

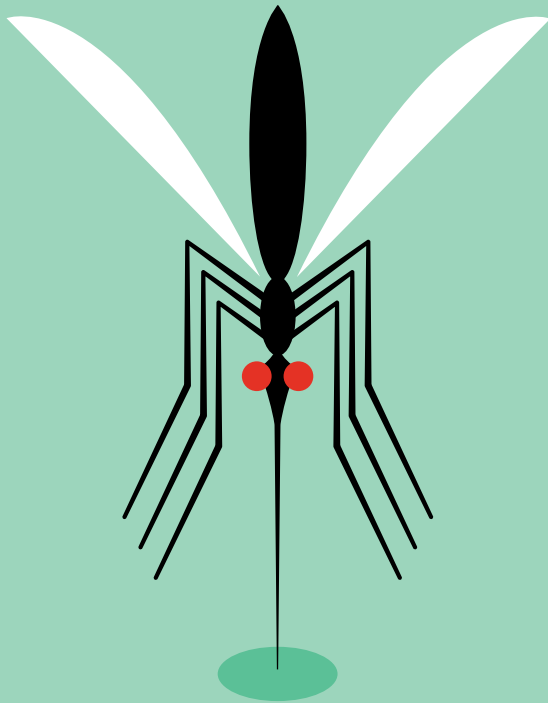
Back

Front

Inside

# Social

Download all social assets [here](#)



# Social

Our social assets are designed to share key information on Facebook, Instagram, and other forms of social media, at key times throughout the season.

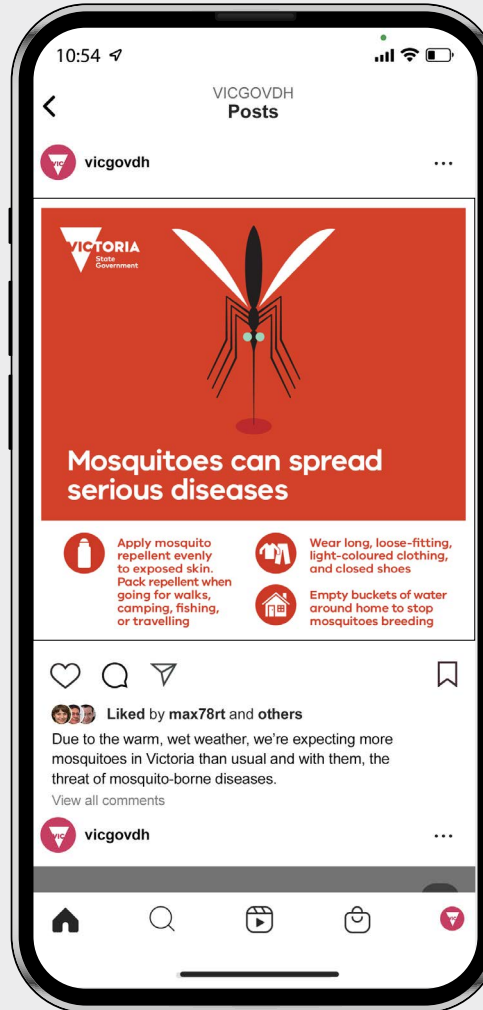
Static social posts are useful for presenting more immediate information, while carousels are best for sharing several important points. If you're unsure what to say when sharing, each asset is accompanied by a suggested social caption.

A social media cover image has also been provided to be placed as a profile/page background visual.

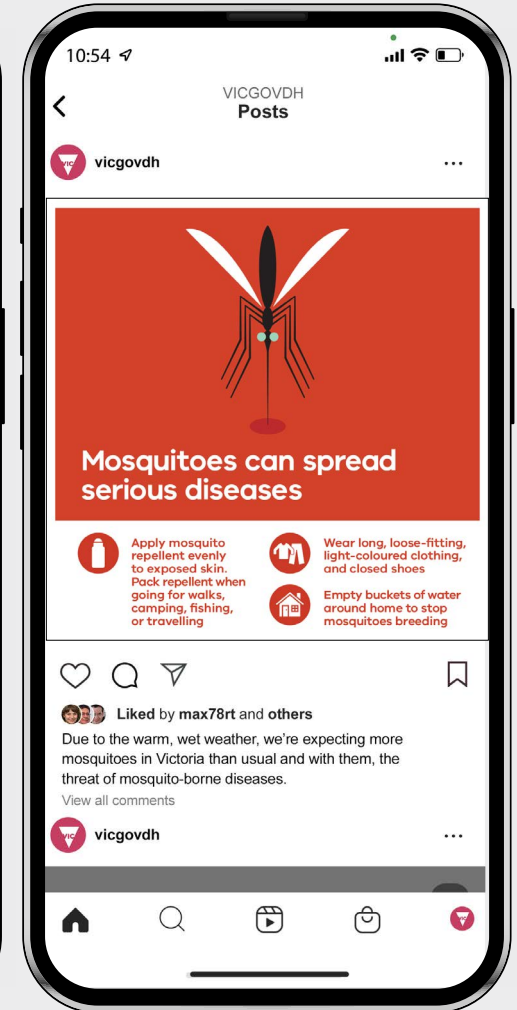
# Social Post 1:1

## Post copy:

Due to the warm, wet weather, we're expecting more mosquitoes in Victoria than usual and with them, the threat of mosquito-borne diseases.



Branded



Non-Branded

# Social Post 4:5

## Post copy:

Due to the warm, wet weather, we're expecting more mosquitoes in Victoria than usual and with them, the threat of mosquito-borne diseases.



Branded



Non-Branded

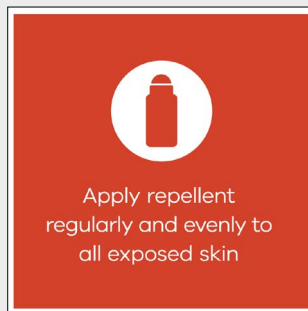
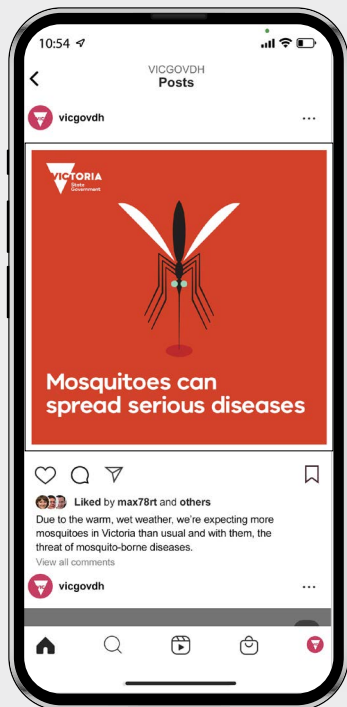


# Carousel

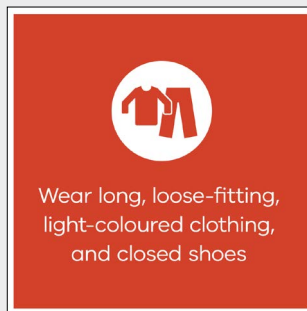
## Post copy:

Due to the warm, wet weather, we're expecting more mosquitoes in Victoria than usual and with them, the threat of mosquito-borne diseases.

Branded



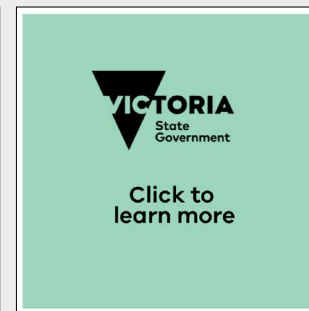
**Apply mosquito repellent**  
Stay safe



**Wear long-sleeves**  
Stay safe



**Protect your home**  
Stay safe



**Learn more**  
Stay safe

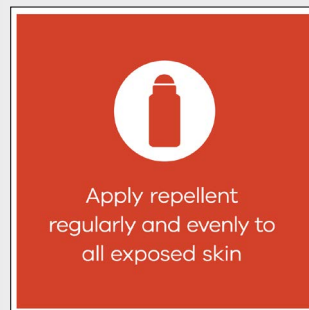
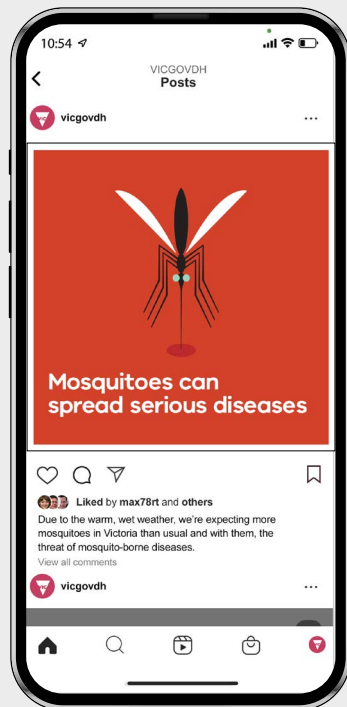
Download all social assets [here](#)

# Carousel

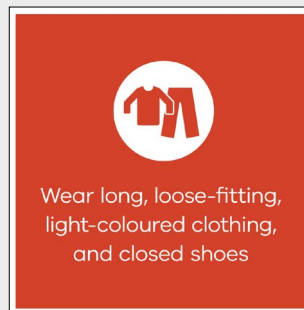
## Post copy:

Due to the warm, wet weather, we're expecting more mosquitoes in Victoria than usual and with them, the threat of mosquito-borne diseases.

Non-Branded



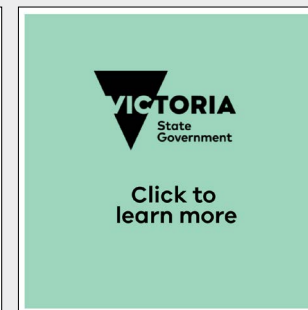
**Apply mosquito repellent**  
Stay safe



**Wear long-sleeves**  
Stay safe



**Protect your home**  
Stay safe



**Learn more**  
Stay safe

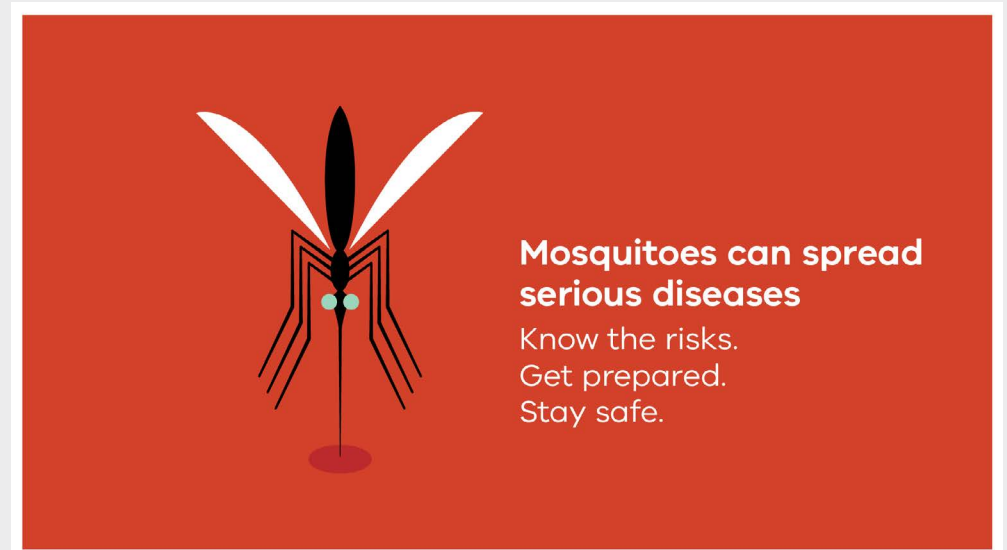
Download all social assets [here](#)

# Social Media Cover Image

1920x1080px



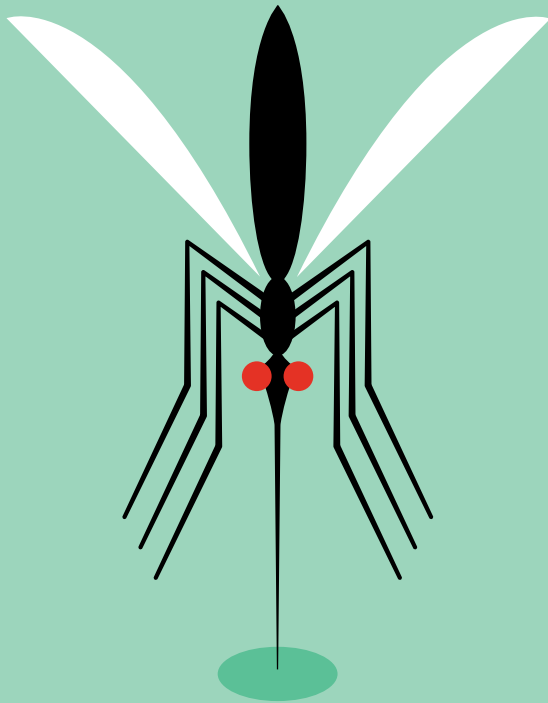
Branded



Non-Branded

# Digital

Download all digital assets [here](#)



# Digital

Digital assets have been provided in the form of online banner adverts (downloadable in various sizes), Microsoft Teams background visuals, and website banners. These assets contain the most key information, in its most concise form.

# Digital Banners

MREC 300x250px



Subtle movement on the wings of the mosquito.



Mosquito flies out of frame and back in, landing top left.

Messaging fades in.



Next line of messaging fades in.



Messaging slides up out of frame.



Endframe.

Download all digital assets [here](#)

# Digital Banners

Mobile Banner 320x50px

Messaging fades in frame by frame.

Endframe slides up into frame.

**Mosquitoes can spread serious diseases**

**Know the risks. Get prepared. Stay safe.**



**Learn more**

Download all digital assets [here](#)

# Digital Banners

Half Page 300x600px

Download all digital assets [here](#)



Subtle movement on the wings of the mosquito.  
Messaging fades in.



Subtle movement on the wings of the mosquito.  
Additional messaging fades in.



# Digital Banners

Leaderboard 728x90px

Messaging fades in frame by frame.

Subtle movement on the wings of the mosquito.

Endframe slides up into frame.



Download all digital assets [here](#)

# Digital Banners

Skyscraper 160x600px

Download all digital assets [here](#)



Subtle movement on the wings of the mosquito.

Messaging fades in.



Subtle movement on the wings of the mosquito.  
Additional messaging fades in.  
CTA button appears.

# MS Teams Background

1920x1080px

Negative space in middle third for staff



Branded



Non-Branded

Download all digital assets [here](#)

# Website Banner

2000x800px

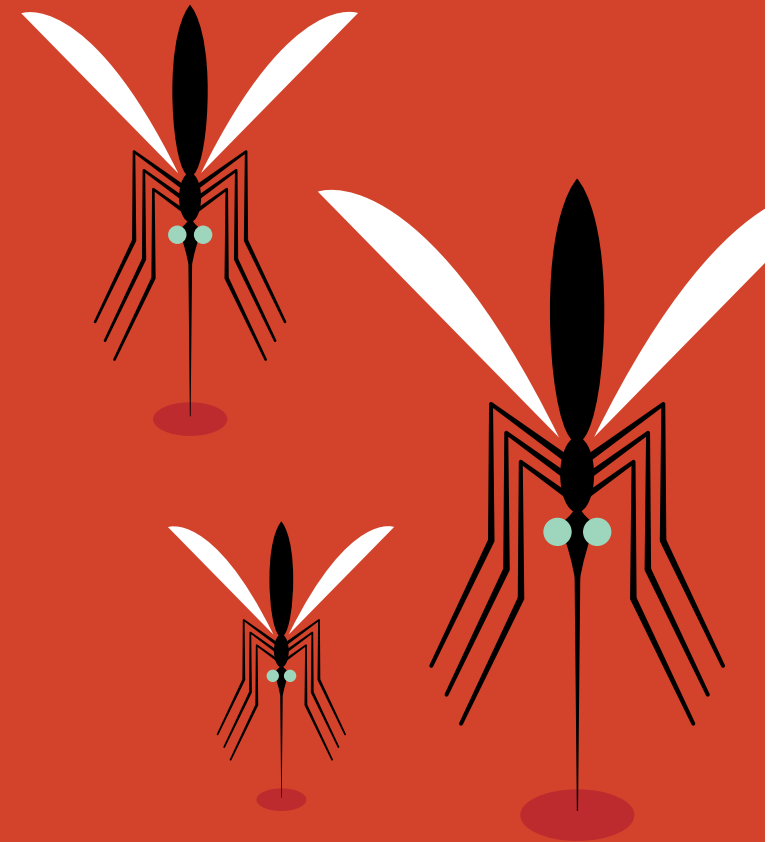


Branded



Non-Branded

Download all digital assets [here](#)



# Thank you

For any questions, please contact [pph.communications@health.vic.gov.au](mailto:pph.communications@health.vic.gov.au)