



MEDIA RELEASE

Monday 27 September 2021

MELBOURNE'S CATHOLIC HEALTH AND AGED CARE PROVIDERS GET BEHIND VAX PUSH WITH NEW SOCIAL MEDIA CAMPAIGN

Catholic not-for-profit health and aged care providers in Melbourne will embark on a city-wide, month-long advertising campaign to promote the benefits of getting the COVID vaccine.

The Get Back to the Life You Love campaign will highlight the valuable human interactions we've been missing out on because of lockdown restrictions.

The Facebook campaign by peak advisory body Catholic Health Australia and members St Vincent's Hospital Melbourne, VCMH, St John of God Health Care, Southern Cross Care and Mercy Health is aimed at anyone who is eligible for vaccination and urges them to act now and get their shot.

CHA's Director of Health Policy James Kemp said the campaign aims to give the community a nudge.

"We know what people are desperate to get back to are those human interactions to offset the stresses of dealing with this pandemic," Mr Kemp said.

"Vaccination is the pathway back to some sense of normality in our lives, and if our sector can use its long-established reputation to help get those vaccination rates up then that is a good thing.

"Sadly, we are not going to persuade that small minority of people who will never take a vaccine, but what we can do is give those who have been dragging their feet a good nudge."

Mr Kemp said that with the vaccine supply growing daily, and more places to get vaccinated coming on stream, now was the time to get people to book a date.

"We owe it to our family, friends and the wider community to get vaccinated without delay," he said.

The CHA ads, created by the advertising agency, Conversion, will point Facebook users to the Victorian Government's COVID vaccination page, which then directs users to the nearest vaccination point or those with the earliest booking date. They are expected to reach an estimated 800,000 people over the coming month.

You can view the ads here:



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Back to the Life <https://fb.me/b4K5IHrgshJguy>

Haircut <https://fb.me/1HiU0Nocekuqf9W>

Hugs <https://fb.me/1GhtLuZCnboWAT2>

Protect <https://fb.me/1MzoAcEFSGDotaf>

Note to editors: Catholic Health Australia (CHA) is Australia's largest non-government grouping of health and aged care services accounting for approximately 10 percent of hospital-based healthcare in Australia. Our members also provide around 25 percent of private hospital care, 5 percent of public hospital care, 12 percent of aged care facilities, and 20 percent of home care and support for the elderly.