

Social media pack – Immunisation campaigns

World Immunisation Week (**April 24 to April 30**) campaign

Every year for World Immunisation Week, the last week of April, the global immunisation community celebrates the lifesaving power of vaccines. Lung Foundation Australia (LFA) delivers a social media campaign during the week. This year we focus on three cohorts – the general adult population, adults living with chronic disease, and adults living with lung disease.

'Protect Your Mob' campaign


Every April-May since 2021, LFA, in partnership with a Supply Nation registered company, delivers a campaign encouraging Aboriginal and Torres Strait Islander adults to vaccinate against influenza, pneumococcal pneumonia for Elders and respiratory syncytial virus (RSV) for expectant mums.

About Lung Foundation Australia

For more than 30 years, LFA has walked alongside people living with lung disease and lung cancer, helping them navigate some of life's hardest moments with care, knowledge and hope. We provide trusted support through our nurses, peer support programs and social workers. We fund research that leads to better treatments. We speak out for people who need lung health to be taken seriously. Everything we do helps protect the gift of breath, so that more Australians can breathe easier, live well and feel less alone.

INSTRUCTIONS – files must be downloaded from this Zip folder hosted on Lung Foundation Australia's website:
<https://lungfoundation.com.au/wp-content/uploads/2026/04/LungFoundationImmunisationTiles.zip>

*Please tag Lung Foundation Australia across your posts so we can like them. Thank you for your support.

Tile thumbnail	Suggested wording
<p><u>General adult population</u></p> 	<p>It's World Immunisation Week! In support of Lung Foundation Australia, I encourage community to talk with their healthcare provider about vaccines that protect themselves and their loved ones. 🦋💪❤️</p> <p>Learn more: https://lungfoundation.com.au/protect-your-lungs/immunisation</p>

Tile thumbnail

Suggested wording

Adults living with chronic disease



It's World Immunisation Week! Did you know that people living with certain chronic diseases are at higher risk of respiratory infection? Talk with your healthcare provider about your vaccine recommendations. 📌 💪 ❤️

Learn more: <https://lungfoundation.com.au/protect-your-lungs/immunisation>

Adults living with lung disease



It's World Immunisation Week! Respiratory infections can be very serious for people living with lung disease. Talk with your healthcare provider about your vaccine recommendations. 📌 💪 ❤️

Learn more: <https://lungfoundation.com.au/protect-your-lungs/immunisation>

Tile thumbnail

Suggested wording

Adults living with lung disease



It's World Immunisation Week! Respiratory infections can be very serious for people living with lung disease. Talk with your healthcare provider about your vaccine recommendations. 📌💪❤️

Learn more: <https://lungfoundation.com.au/protect-your-lungs/immunisation>

Protect Your Mob campaign

(These tiles are GIFS)



Lung Foundation Australia, in partnership with First Nations-led Ochre Strokes, have a new campaign encouraging Aboriginal and Torres Strait Islander adults to 'Protect Your Mob' by getting vaccinated. 📌💪❤️ Learn more

<https://lungfoundation.com.au/protect-your-mob>



Tile thumbnail

Suggested wording

Protect Your Mob campaign

(These tiles are GIFS)



(Static tile)



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