

CORONAVIRUS — VACCINATION PLAN

644. Hon TJORN SIBMA to the Leader of the House representing the Premier:

My question, dated 2 September, concerns the public health communication campaign to encourage enrolment in the COVID-19 vaccination program.

- (1) What exactly is the government's communication campaign strategy and is it guided by a document of some sort; and, if so, might be it tabled?
- (2) What funding has been dedicated to the communications campaign?
- (3) What is the government's strategy for targeting diverse groups within Western Australia including our valued culturally and linguistically diverse communities?
- (4) With respect to (3), could that document be tabled, if there is one?

Hon SUE ELLERY replied:

I thank the honourable member for some notice of the question.

- (1) The Roll Up for WA campaign is aimed at raising awareness, and informing and encouraging the public to get vaccinated to protect themselves, their families and their communities. Behaviour-change campaigns have been vital throughout the pandemic to keep people safe and informed. As the largest vaccination program in the state's history, it is important that the public have access to factual information. The strategy is guided by helping the public overcome three barriers: confidence, people feeling safe to get the vaccine; complacency, people feeling motivated to get the vaccine; and convenience, people having easy access to the vaccine.
- (2) Funding for the COVID-19 vaccination campaign will be included in the 2021–22 state budget on 9 September 2021. The Roll Up for WA campaign specifically targets culturally and linguistically diverse communities through a range of channels and creative assets. This includes paid media advertising in CALD media channels, stakeholder engagement, webinars, face-to-face briefings, translated materials, advocacy, partnerships and education packs for community leaders that facilitate conversations within their communities.
- (4) This strategy is detailed extensively and is not in a standalone document.