

Media Release

The Hon Martin Foley MP
Minister for Health
Minister for Ambulance Services
Minister for Equality



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DRIVING UP VACCINATION RATES IN ABORIGINAL COMMUNITIES

The Victorian Government, in partnership with the Victorian Aboriginal Community Controlled Health Organisation, has launched a new campaign to help further boost vaccination rates among Victoria's Aboriginal and Torres Strait Islander communities.

Renowned actor and advocate Uncle Jack Charles will front the campaign, which will run for three weeks across social media, NITV and radio.

The new content forms part of an expansion of the ongoing *Community, Unity, Immunity* campaign, a community-led initiative developed by the Department of Health in partnership with VACCHO to help encourage vaccinations and provide information on keeping community safe.

The campaign is a collaboration between First Nations owned agency Little Rocket, the Department of Health's Aboriginal health division, VACCHO and Aboriginal community-controlled organisations and leaders.

The *Community, Unity, Immunity* campaign includes culturally sensitive social media assets, posters, flyers and fact sheets that provide important information about vaccinations and staying COVIDSafe.

While vaccine uptake among Victoria's Aboriginal and Torres Strait Islander communities is one of the highest compared with other Australian jurisdictions, it remains lower than the broader Victorian population.

Almost 80 per cent of the Aboriginal and Torres Strait Islander population in Victoria aged 12 years and over is fully vaccinated, compared to about 90 per cent of the wider population.

To help close the gap, and to remove barriers to getting vaccinated, VACCHO and other Aboriginal health organisations have been offering vaccinations through mobile vaccination vans and culturally sensitive popups across the state.

For more information call the Victorian Aboriginal COVID Infoline on 1800 312 911 or visit coronavirus.vic.gov.au/aboriginal-and-torres-strait-islander-communities-and-covid-19-vaccines.

Quote attributable to Minister for Health Martin Foley

"Victoria's high vaccination rates have meant we're able to open up, but our work is not done – campaigns like this are vital to ensure every last Victorian has the chance to protect themselves and their community from COVID-19."

Quote attributable to Minister for Aboriginal Affairs Gabrielle Williams

"We are working closely with Aboriginal communities and health organisations to ensure Aboriginal Victorians are not left behind as we open up."

Quote attributable to Uncle Jack Charles

"Getting vaccinated means we can take care of our most vulnerable Elders and children. Nothing will reduce the fatal effect of this virus until we are vaccinated."

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