



Mpox Creative Assets and Materials

August 2024

Image	Recommended platform/ facility	Suggested text/ Key messaging
1. Social Media posts		
<p>1a. Symptoms video – Reel</p> 	<p>Instagram, Facebook, TikTok (including any other video-based platform)</p>	<p>🔵 Over the past few months, there has been an increasing risk of local transmission of mpox (AKA monkeypox) in Victoria.</p> <p>Mpox is a viral infection that spreads through close physical skin-to-skin contact, including sex.</p> <p>😓 Symptoms usually include a rash, fever, chills, headache and muscle aches. The virus is rarely life threatening, but it can be painful, with symptoms lasting for several weeks.</p>
<p>1b. Symptoms video - Square</p> 	<p>Instagram, Facebook, LinkedIn (including any other video-based platform)</p>	<p>Free vaccines are available in Victoria, even without a Medicare card.</p> <p>👉 You need two doses to make sure you have the best protection possible, so if you've already had your first dose, make sure you get your second dose.</p> <p>If you are experiencing symptoms, please avoid contact with others and see a healthcare provider or sexual health clinic immediately. Ask to be tested for Mpox.</p> <p>📖 To learn more about mpox, visit: https://www.betterhealth.vic.gov.au/mpox#what-to-do-if-you-are-diagnosed-with-mpox</p>

		<p>#MpoxVaccine #Mpox #Vaccine #STI #skin #StaySafe #PublicHealth #GetTested #OutfoxMpox</p>
<p>1c. Vaccine Eligibility tiles</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p>	<p>Instagram, Facebook, LinkedIn (including any other image-based platform)</p>	<p> Mpox is a viral infection that spreads through close physical skin-to-skin contact, including sex. In Victoria, mpox vaccines are available free-of-charge for eligible people. 🇺🇸 Some health services also offer vaccinations with no Medicare card required.</p> <p> Preventative vaccinations require two doses for optimal protection, administered 28 days apart. The vaccine takes about 14 days to become fully effective.</p> <p> Free mpox vaccines are available at Sexual Health Clinics, General Practitioners, Aboriginal Health Services, community pharmacies, and some local councils. Speak with the clinic to check if they charge any consultation fees or need other requirements.</p> <p>To learn more about mpox and find clinics near you, visit: https://www.betterhealth.vic.gov.au/mpox-immunisation-providers</p> <p>#MpoxVaccine #Mpox #Vaccine #STI #skin #StaySafe #PublicHealth #GetTested #OutfoxMpox</p>



1d. Symptomatic tiles



1



2



3

Instagram, Facebook, LinkedIn (including any other image-based platform)

! Have you noticed symptoms of mpox?
 Mpox is a viral infection that spreads through close physical skin-to-skin contact, including sex. Symptoms can include a rash, fever, chills, headache and muscle aches.
 Here are a few things you need to do to help prevent the spread:

- 🏠 If you develop symptoms of mpox please restrict your contact with others, including sexual contact, and seek medical care and testing.
- 🏥 Contact your healthcare provider or nearest health service and ask to be tested for Mpox. These can include sexual health clinics, General Practitioners (GPs) and Aboriginal Health clinics, or Healthline (which also offers interpreter services).
- 👉 Make sure any rashes, lesions, sores or scabs are covered before you attend an appointment.

Mpox tests are free for Medicare card holders, but consultation costs may apply for some clinics.

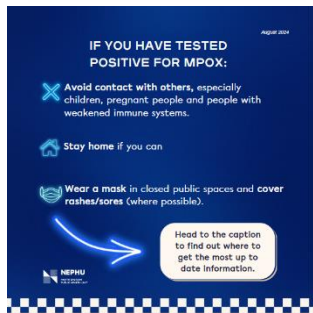
📺 For more information, visit the Better Health Channel via <https://www.betterhealth.vic.gov.au/mpox> OR Thorne Harbour Health via <https://thorneharbour.org/sexual-health/mpox/>

#MpoxVaccine #Mpox #Vaccine #STI #skin #StaySafe #PublicHealth #GetTested #OutfoxMpox

1e. Tested positive tiles



1



Instagram, Facebook, LinkedIn (including any other image-based platform)

Mpox is a viral infection that spreads through close physical skin-to-skin contact, including sex.

If you have tested positive for mpox, avoid contact with others, especially children, pregnant people and people with weakened immune systems.

Make sure to wear a mask and cover any exposed rashes/lesions if you need to leave the house or visit a doctor.

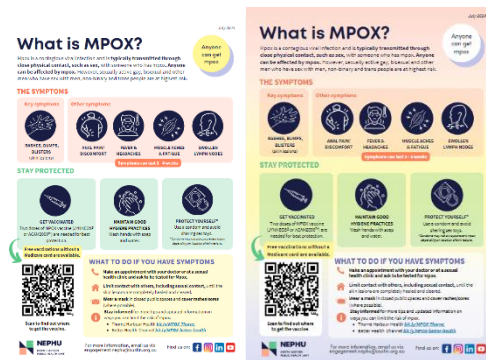
A health officer from your Local Public Health Unit (like NEPHU) or the Department of Health will contact you to see how you are doing. They will help identify anyone you may have been in contact with while you were infectious and let them know of potential risks of transmission, all without disclosing your identity or personal information.

To find more information about mpox and how to protect the people around you, visit: <https://www.betterhealth.vic.gov.au/mpox>

#MpoxVaccine #Mpox #Vaccine #STI #skin #StaySafe #PublicHealth #GetTested #OutfoxMpox

2. Printouts

2a. General information



Email, print out and distribute as required by your community*.

Suggested distribution methods:

- Waiting rooms at health services
- Handed out by health professionals to

Key messaging:

- Introduction to mpox, symptoms and preventative measures (including information about second mpox vaccine doses)
- Recommended actions for people experiencing symptoms
- Link to immunisation services that provide free mpox vaccines, even for people who may not want to use a Medicare card

2.b General information



Don't forget you need a second dose of the MPOX Vaccine for the best protection
It's been at least 28 days since your first vaccination. Book in your second dose.

ABOUT MPOX
MPOX is a contagious viral infection that typically spreads through close physical contact, such as sex, with someone who has the virus. The virus is thought to be passed on either as a body fluid or a contact person, or through touching someone's contaminated clothing. The virus is a contagious virus that is passed on through contact with a person. Find out more symptoms and how to prevent it. See how you can get vaccinated and how to prevent it. See how you can get vaccinated and how to prevent it.

WHAT ARE THE SYMPTOMS?
One of the most common symptoms is a rash. Other symptoms include swollen lymph nodes, pain and a fever. Symptoms can be mild or severe. See how you can get vaccinated and how to prevent it.

WHERE TO GET VACCINATED?
Scan to find your nearest vaccination site.

Free vaccinations without a Medicare card are available.

Don't forget you need a second dose of the MPOX Vaccine for the best protection
If it's been at least 28 days since your first vaccination. Book in your second dose.

ABOUT MPOX
MPOX is a contagious viral infection that typically spreads through close physical contact, such as sex, with someone who has the virus. The virus is thought to be passed on either as a body fluid or a contact person, or through touching someone's contaminated clothing. The virus is a contagious virus that is passed on through contact with a person. Find out more symptoms and how to prevent it. See how you can get vaccinated and how to prevent it. See how you can get vaccinated and how to prevent it.

WHAT ARE THE SYMPTOMS?
One of the most common symptoms is a rash. Other symptoms include swollen lymph nodes, pain and a fever. Symptoms can be mild or severe. See how you can get vaccinated and how to prevent it.

WHERE TO GET VACCINATED?
Scan to find your nearest vaccination site.

Free vaccinations without a Medicare card are available.




potential/confirmed mpox patients

- Resource at public health or community-based events

**Note: Rainbow background versions are modified with Queer-centric messaging*

What to expect after receiving your MPOX Vaccine

IS THE VACCINE SAFE?
The vaccine is safe and effective. It is made from a weakened virus that cannot cause the disease. It is made from a weakened virus that cannot cause the disease.



HOW MANY DOSES DO I NEED?
You need two doses. The first dose is given today. The second dose is given 28 days later. You need two doses. The first dose is given today. The second dose is given 28 days later.

ELIGIBILITY
All Queensland residents aged 18 years and over are eligible. You do not need to be a Queensland resident. You do not need to be a Queensland resident.

MOST COMMON SIDE EFFECTS
The most common side effects are a sore at the injection site, a fever, and a headache. The most common side effects are a sore at the injection site, a fever, and a headache.

STAYING PROTECTED
You should continue to practice safe sex and avoid close contact with someone who has symptoms. You should continue to practice safe sex and avoid close contact with someone who has symptoms.

Free vaccinations without a Medicare card are available.

What to expect after receiving your MPOX Vaccine

IS THE VACCINE SAFE?
The vaccine is safe and effective. It is made from a weakened virus that cannot cause the disease. It is made from a weakened virus that cannot cause the disease.



HOW MANY DOSES DO I NEED?
You need two doses. The first dose is given today. The second dose is given 28 days later. You need two doses. The first dose is given today. The second dose is given 28 days later.

ELIGIBILITY
All Queensland residents aged 18 years and over are eligible. You do not need to be a Queensland resident. You do not need to be a Queensland resident.

MOST COMMON SIDE EFFECTS
The most common side effects are a sore at the injection site, a fever, and a headache. The most common side effects are a sore at the injection site, a fever, and a headache.

STAYING PROTECTED
You should continue to practice safe sex and avoid close contact with someone who has symptoms. You should continue to practice safe sex and avoid close contact with someone who has symptoms.

Free vaccinations without a Medicare card are available.

Key messaging:

- Introduction to mpox vaccination, safety and side-effects
- Details on mpox vaccine eligibility
- Recommended preventative actions
- Link to immunisation services that provide free mpox vaccines, even for people who may not want to use a Medicare card



Outfox MPOX
Vaccinations now available

Outfox MPOX
Vaccinations now available

Anyone can get the virus. However, sexually active gay, bisexual and other men who have sex with men, trans people and some people who are at highest risk.

Two doses are required for maximum protection against mpox. There are vaccination sites throughout Queensland offering both the first and second doses.

Free vaccinations without a Medicare card are available.

Outfox MPOX
Vaccinations now available

Outfox MPOX
Vaccinations now available

Anyone can get the virus. However, sexually active gay, bisexual and other men who have sex with men, trans people and some people who are at highest risk.

Two doses are required for maximum protection against mpox. There are vaccination sites throughout Queensland offering both the first and second doses.

Free vaccinations without a Medicare card are available.




3. Clinician information

3a. Clinician information sheet

Resource for health professionals (especially GPs/clinicians).

Send as email and/or printout as required.

Key messaging:

- Details and instructions on management of local mpxx transmissions
- Links to resources for health professionals to learn more about mpxx, vaccination and eligibility criteria
- Information about NEPHU and relevant services

4. A4/A3 Posters

4a. Testing poster





Print as A4 or A3 posters and display as required.

Suggested locations:

- Public spaces
- Public toilet door cubicles

Key messaging:

- Encouraging people to get understand mpxx and seek medical advice/testing if they suspect they have mpxx
- QR code links to Better Health Channel's mpxx page

		<ul style="list-style-type: none"> • Waiting rooms at health services or similar • Bulletin boards (e.g. council spaces, universities, health services etc.) 	
<p>4b. Vaccination poster</p>  			<p>Key messaging:</p> <ul style="list-style-type: none"> • Encouraging mpox vaccination generally • QR code links to Better Health Channel's list of mpox immunisation providers
<p>4c. Starts with you poster</p>			<p>Key messaging:</p> <ul style="list-style-type: none"> • Encouraging mpox vaccination as a preventative measure • QR code links to Better Health Channel's list of mpox immunisation providers



4d. Knock the socks off poster



Key messaging:

- Encouraging mpox vaccination as a preventative measure
- QR code links to Better Health Channel's list of mpox immunisation providers