



Japanese encephalitis virus awareness campaign

12 April 2023

Communications toolkit for stakeholders

The Department of Health's Japanese encephalitis virus (JEV) awareness campaign aims to raise awareness of the presence and increased risk of JEV in Western Australia (WA), the availability of the JEV vaccine, and ways to avoid infection.

With recent JEV activity identified in northern WA, the risk to Kimberley and Pilbara residents has increased.

Japanese encephalitis (JE) is a rare but serious disease of the brain that is caused by JEV. JEV is spread to humans and other animals, such as waterbirds and pigs by infected mosquitoes. Water birds and pigs are important in the JEV transmission cycle as the virus multiplies within these animals and infects further biting mosquitoes. JEV cannot be transmitted (by contact) from person-to-person, from animal-to-person, nor transmitted by eating meat from an infected animal.

This campaign is unique to other mosquito-borne disease campaigns (including the overarching 'Fight the Bite' campaign) by the fact that a vaccine is available to those most at risk. This vaccine provides long-term protection from JEV.

JEV vaccination is now recommended and available for people who live in specific areas of the Kimberley and Pilbara.

These areas are considered to be at highest risk of JEV transmission in WA, either because JEV has been detected in these areas or nearby, or because there are habitats nearby that could support JEV spread (wetlands, large numbers of waterbirds or feral pigs and mosquitoes capable of transmitting JEV).

Eligibility is being expanded as more vaccine becomes available. For the latest list of eligible postcodes, visit: www.healthywa.wa.gov.au/JEV

In addition, it is recommended that everyone:

- 1) Cover up using long, loose-fitting clothing.
- 2) Regularly apply effective mosquito repellent when outside.
- 3) Remove, empty or cover water-holding containers to reduce mosquito breeding.
- 4) Cut their grass often and keep it short to stop mosquitoes sheltering around your house

For more information, visit the [Japanese encephalitis: Information for local government and industry](#) page.

Campaign materials

This toolkit includes posters and social media graphics with suggested messaging for you to share to help us to reach our intended target audiences.

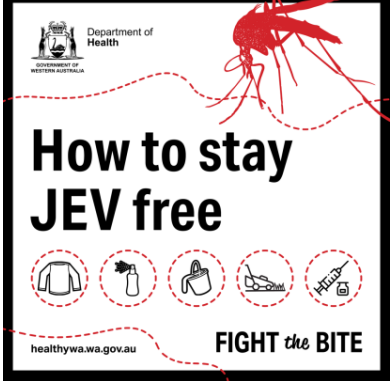
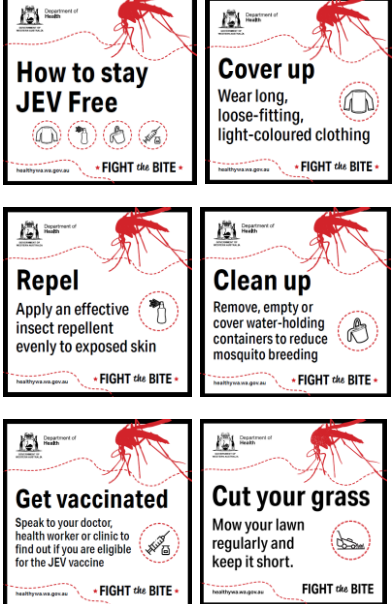
To download individual assets, click on the asset. This will open a new page. Once loaded, right click the image and select 'save'.

Please be in touch if you need alternative formats or versions based on unique needs of your audience at communications@health.wa.gov.au

Thank you for your support.

Social media

Priority groups

Tile	Suggested post copy
 <p>Department of Health GOVERNMENT OF WESTERN AUSTRALIA</p> <h1>How to stay JEV free</h1> <p>healthywa.wa.gov.au FIGHT the BITE</p>	<p>Japanese encephalitis virus (JEV) is transmitted through the bite of an infected mosquito and can make you very sick. 🦟</p> <p>The virus has been detected in the Kimberley and Pilbara.</p> <p>This means that there is an increased risk that mosquitoes are carrying the virus this year.</p> <p>Protect yourself to avoid serious illness.</p> <ul style="list-style-type: none"> ✓ Cover up 🧑 Wear long, loose-fitting, light-coloured clothing. ✓ Repel 🦟 Apply an insect repellent evenly to exposed skin, containing DEET (diethyltoluamide), picaridin or p-menthane-3,8-diol (PMD), also known as oil of lemon eucalyptus (OLE). ✓ Clean up 🚰 Reduce mosquito breeding by removing, emptying or covering water-holding containers or puddles. ✓ Cut your grass 🌱 keep it short to prevent mosquitoes hanging around your home and backyard. ✓ Get the JEV vaccine 💉 Talk to your GP or health worker about the effective and long-lasting JEV vaccine. <p>healthywa.wa.gov.au/JEV</p>
 <p>Department of Health GOVERNMENT OF WESTERN AUSTRALIA</p> <p>How to stay JEV Free</p> <p>Cover up Wear long, loose-fitting, light-coloured clothing</p> <p>Repel Apply an effective insect repellent evenly to exposed skin</p> <p>Clean up Remove, empty or cover water-holding containers to reduce mosquito breeding</p> <p>Get vaccinated Speak to your doctor, health worker or clinic to find out if you are eligible for the JEV vaccine</p> <p>Cut your grass Mow your lawn regularly and keep it short.</p> <p>healthywa.wa.gov.au FIGHT the BITE</p>	<p>Mosquitoes in WA can transmit a range of serious diseases.</p> <p>This year, there is an increased risk that mosquitoes may also be carrying Japanese encephalitis virus (JEV).</p> <p>If you live in the Kimberley or the Pilbara, there are five things you can do to keep safe:</p> <ul style="list-style-type: none"> ✓ Cover up ✓ Use an effective repellent ✓ Clean up water around your house ✓ Cut your lawn and keep it short ✓ Get the JEV vaccine <p>healthywa.wa.gov.au/JEV</p>



Plain English

Mosquito bites can make you really sick.

They might be carrying a new virus called Japanese encephalitis virus or JEV.

There are two things you can do to keep safe:

- Don't get bitten by mosquitoes
- Get the JEV needle

Talk to your health worker about where to get the needle.

Even with the vaccine, you can still get sick from other diseases.

Make sure you use mosquito spray or cream, wear long clothes and sleep with a mosquito net to stop mosquito bites.

healthywa.wa.gov.au/JEV



Mosquito numbers increase with floods and heavy rainfall.

Mosquitoes in WA can transmit a range of serious diseases. This year, they may also be carrying the potentially fatal Japanese encephalitis virus (JEV).

To protect yourself:

- Cover up – Wear long, loose-fitting, light-coloured clothing.
- Repel – Apply effective insect repellent evenly to exposed skin.
- Clean up – Remove, empty or cover water-holding containers to reduce mosquito breeding.
- Cut your grass - Mow your lawn often and keep it short.

(Include if applicable): Get the JEV vaccine: Talk to your GP or health worker to find out if you are eligible.

healthywa.wa.gov.au/JEV

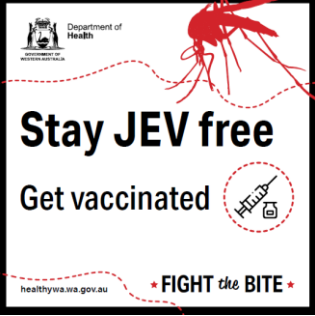



Mosquitoes in WA can transmit a range of serious diseases.





This year, there is an increased risk they may also be carrying the potentially fatal Japanese encephalitis virus (JEV).


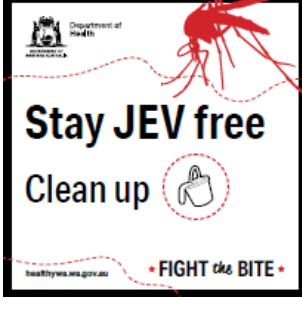

To protect yourself:


- Cover up – Wear long, loose-fitting, light-coloured clothing, covering as much of the body as you can.
- Repel – Apply an insect repellent evenly to exposed skin, containing DEET (diethyltoluamide), picaridin or p-menthane-3,8-diol (PMD), also known as oil of lemon eucalyptus (OLE).
- Clean up – Reduce mosquito breeding around the home or holiday accommodation by removing, emptying or covering water-holding containers.

	<ul style="list-style-type: none"> ✔ Cut your grass - mow your lawn often and keep it short. <p>(Include if talking directly to eligible groups): ✔ Get the JEV vaccine: There is a vaccine available that provides long-lasting protection. Talk to your GP or health worker to find out if you are eligible.</p> <p>healthywa.wa.gov.au/JEV</p>
 <p>The poster features a red mosquito illustration at the top. The text reads: 'Stay JEV free', 'Get vaccinated', and 'FIGHT the BITE'. There is a small circular icon with a mosquito and a checkmark. The Department of Health logo is in the top left corner, and the website 'healthywa.wa.gov.au' is at the bottom left.</p>	<p>There is a vaccine available to protect you from the mosquito-borne Japanese encephalitis virus (JEV).</p> <p>The vaccine is free for eligible groups.</p> <p>Other ways to prevent mosquito bites and stay safe include:</p> <ul style="list-style-type: none"> ✔ Cover up with long, loose-fitting, light-coloured clothing. ✔ Apply an effective repellent, evenly, to exposed skin. ✔ Clean up, remove or cover water-holding containers and puddles. ✔ Cut your grass often and keep it short. <p>✈ Those not eligible and requiring vaccination for international travel can request a vaccine from their GP or travel doctor.</p> <p>For more information on the JEV vaccine, talk to your GP, health worker or visit healthywa.wa.gov.au/JEV</p>
 <p>The poster features a red mosquito illustration at the top. The text reads: 'Japanese encephalitis virus', 'Protect yourself', and 'FIGHT the BITE'. There is a circular icon with a mosquito and a checkmark. The Department of Health logo is in the top left corner, and the website 'healthywa.wa.gov.au' is at the bottom left.</p>	<p>Mosquitoes in WA can transmit a range of serious viruses that make you very sick.</p> <p>This year, mosquitoes may also be carrying a new virus called Japanese encephalitis virus (JEV).</p> <p>A highly effective vaccine is available for those most at risk that provides long-term protection against JEV.</p> <p>To find out if you are eligible for a free JEV vaccine, visit healthywa.wa.gov.au/JEV</p> <p>Other ways to prevent mosquito bites and stay safe include:</p> <ul style="list-style-type: none"> ✔ Cover up with long, loose-fitting, light-coloured clothing. ✔ Apply an effective repellent, evenly, to exposed skin. ✔ Clean up, remove or cover water-holding containers and puddles. ✔ Cut your grass often and keep it short. <p>For more tips, visit healthywa.wa.gov.au/JEV</p>

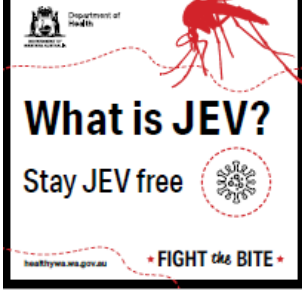
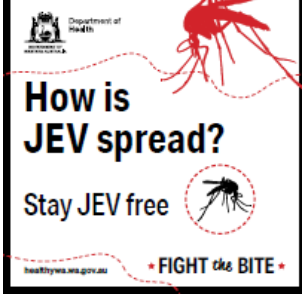
General awareness – Bite prevention


Tile	Suggested post copy
 <p>Department of Health Stay JEV free Cover up Repel Clean up Cut your grass healthywa.wa.gov.au FIGHT the BITE</p>	<p>Japanese encephalitis virus (JEV) is transmitted through the bite of an infected mosquito and can make you very sick. 🦟</p> <p>There is an increased risk that mosquitoes in WA are carrying JEV.</p> <p>Protect yourself to avoid serious illness.</p> <ul style="list-style-type: none"> ✅ Cover up 👤 Wear long, loose-fitting, light-coloured clothing, covering as much of the body as you can. ✅ Repel 🦟 Apply insect repellent evenly to exposed skin, making sure it contains DEET (diethyltoluamide), picaridin or p-menthane-3,8-diol (PMD), also known as oil of lemon eucalyptus (OLE). ✅ Clean up 🚰 Reduce mosquito breeding by removing, emptying or covering water-holding containers. ✅ Cut your grass 🌱 Keep it short to prevent mosquitoes hanging around your home and backyard. <p>For more tips, visit healthywa.wa.gov.au/JEV</p>
 <p>Department of Health Stay JEV free Cover up healthywa.wa.gov.au FIGHT the BITE</p>	<p>Japanese encephalitis virus (JEV) is transmitted through the bite of an infected mosquito. 🦟</p> <p>There is an increased risk that mosquitoes are carrying the virus this year.</p> <p>To stay protected, make sure you and your family wear long, loose-fitting, light-coloured clothing, covering as much of the body as you can. 👤</p> <p>For more tips, visit healthywa.wa.gov.au/JEV</p>
 <p>Department of Health Stay JEV free Cover up healthywa.wa.gov.au FIGHT the BITE</p>	<p>Did you know mosquitoes can bite through tight clothes, even jeans! 🚫</p> <p>This year, there is an increased risk that mosquitoes are carrying Japanese encephalitis virus (JEV).</p> <p>To stay protected from mosquitoes and the diseases they may carry, make sure you and your family wear loose-fitting, light-coloured clothing, covering as much of the body as you can. 👤</p> <p>For more tips, visit healthywa.wa.gov.au/JEV</p>
 <p>Department of Health Stay JEV free Repel healthywa.wa.gov.au FIGHT the BITE</p>	<p>Japanese encephalitis virus (JEV) is transmitted through the bite of an infected mosquito. 🦟</p> <p>There is an increased risk that mosquitoes are carrying the virus this year.</p> <p>When outdoors and mosquitoes are around, apply an effective insect repellent evenly to exposed skin, making sure it contains either:</p> <ul style="list-style-type: none"> ✅ DEET (diethyltoluamide)

	<ul style="list-style-type: none"> ✓ Picaridin ✓ Oil of lemon eucalyptus (OLE) – also known as p-menthane-3,8-diol (PMD) <p>⚠ Mosquito wristbands and patches are not recommended as they do not protect against mosquito bites.</p> <p>For more tips, visit healthywa.wa.gov.au/JEV</p>
 <p>The poster features a red mosquito illustration at the top right. The text reads: 'Stay JEV free', 'Repel' (with a small bottle icon), and 'FIGHT the BITE' (with a mosquito icon). The Department of Health logo and website URL are in the bottom left.</p>	<p>Did you know not all insect repellent is effective against mosquitoes?</p> <p>To stay protected from mosquitoes and the diseases they may carry, make sure your repellent contains:</p> <ul style="list-style-type: none"> ✓ DEET (diethyltoluamide) ✓ Picaridin ✓ Oil of lemon eucalyptus (OLE) – also known as p-menthane-3,8-diol (PMD) <p>It is also important to apply repellent evenly to all areas of exposed skin for it to be effective.</p> <p>Reapply repellent according to the label if you are outdoors for a prolonged period. ⌚</p> <p>⚠ Mosquito wristbands and patches are not recommended as they do not protect against mosquito bites.</p> <p>For more tips, visit healthywa.wa.gov.au/JEV</p>
 <p>The poster features a red mosquito illustration at the top right. The text reads: 'Stay JEV free', 'Clean up' (with a hand-washing icon), and 'FIGHT the BITE' (with a mosquito icon). The Department of Health logo and website URL are in the bottom left.</p>	<p>Japanese encephalitis virus (JEV) is transmitted through the bite of an infected mosquito. 🦟</p> <p>There is an increased risk that mosquitoes in WA are carrying the virus this year.</p> <p>To protect yourself from serious disease, stop mosquitoes breeding in water around your home or holiday accommodation by cleaning up, emptying or covering water-holding containers.</p> <p>For more tips, visit healthywa.wa.gov.au/JEV</p>
 <p>The poster features a red mosquito illustration at the top right. The text reads: 'Stay JEV free', 'Cut your grass' (with a lawnmower icon), and 'FIGHT the BITE' (with a mosquito icon). The Department of Health logo and website URL are in the bottom left.</p>	<p>During the heat of the day mosquitoes will retreat into shady areas to avoid dehydrating. They love freshly watered, long grass 🌱.</p> <p>To avoid mosquitoes hiding out in your lawn, mow it regularly and keep it short.</p> <p>With an increased risk of JEV this year, it's important we all take steps to limit mosquito behaviour and protect ourselves from serious disease.</p> <p>For more tips, visit healthywa.wa.gov.au/JEV</p>


 <p>Department of Health healthywa.wa.gov.au Keep your kids JEV free FIGHT the BITE</p>	<p>Japanese encephalitis virus (JEV) is transmitted through the bite of an infected mosquito. 🦟</p> <p>There is an increased risk that mosquitoes are carrying the virus this year.</p> <p>Protect infants and children by:</p> <ul style="list-style-type: none"> ✓ Dressing them in long, loose-fitting, light-coloured clothing, including socks and shoes, covering as much of their body as you can ✓ Use bed and pram nets or other forms of insect screening ✓ Apply an effective repellent evenly to exposed skin, making sure it contains an appropriate concentration of DEET (diethyltoluamide), picaridin or p-menthane-3,8-diol (PMD), also known as oil of lemon eucalyptus (OLE). <p>Learn more 🖱️ www.health.wa.gov.au/Articles/N_R/Personal-insect-repellents</p>
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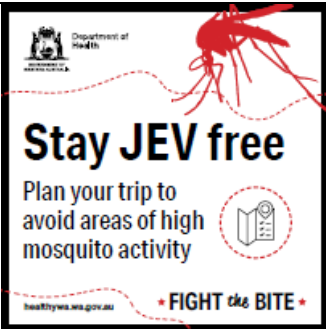
General awareness – FAQ's

Tile	Suggested post copy
 <p>Department of Health healthywa.wa.gov.au What is JEV? Stay JEV free FIGHT the BITE</p>	<p>Japanese encephalitis virus (JEV) is a virus transmitted by mosquitoes.</p> <p>There is an increased risk that mosquitoes in WA are carrying the virus this year.</p> <p>JEV is usually mild with no noticeable symptoms, but some people can experience:</p> <ul style="list-style-type: none"> • headache • fever • seizures or fits • drowsiness or disorientation <p>A very small proportion of people can get swelling of the brain, which can result in death or long-term brain damage.</p> <p>Anyone who develops a sudden onset of these symptoms should seek urgent medical attention.</p> <p>Find out how to protect yourself and your family at healthywa.wa.gov.au/JEV</p>
 <p>Department of Health healthywa.wa.gov.au How is JEV spread? Stay JEV free FIGHT the BITE</p>	<p>Japanese encephalitis virus (JEV) is transmitted to humans through the bite of an infected mosquito.</p> <p>Most people infected with JEV will have mild or no symptoms.</p> <p>However, some people will get swelling and inflammation of the brain, which can result in death or long-term brain damage.</p> <p>To protect yourself:</p> <ul style="list-style-type: none"> ✓ Cover up with long, loose-fitting, light-coloured clothing.

Tile	Suggested post copy
	<ul style="list-style-type: none"> ✓ Apply an effective repellent, evenly, to exposed skin. ✓ Sleep under a bed net if camping outdoors ✓ Clean up, remove or cover water-holding containers and puddles around your home or holiday accommodation. ✓ Cut your grass often and keep it short. <p>healthywa.wa.gov.au/JEV</p>
	<p>Japanese encephalitis virus (JEV) has recently been detected in northern WA.</p> <p>This means the risk to Kimberley and Pilbara residents has increased.</p> <p>The risk of other mosquito-borne viruses also remains high in throughout WA.</p> <p>To protect yourself from serious disease:</p> <ul style="list-style-type: none"> ✓ Cover up with long, loose-fitting, light-coloured clothing. ✓ Use effective insect repellent. ✓ Clean-up, empty or cover water-holding containers and puddles. ✓ Cut your grass often and keep it short. <p>healthywa.wa.gov.au/JEV</p>

General awareness - Travel

Tile	Suggested post copy
	<p>Mosquitoes in WA can transmit a range of serious diseases.</p> <p>This year, there is an increased risk that they may also be carrying Japanese encephalitis virus (JEV).</p> <p>If you are travelling through WA, you should:</p> <ul style="list-style-type: none"> 📅 Plan your trip to avoid areas of high mosquito activity 🛡️ Pack long, loose-fitting, light-coloured clothing, bed netting and a chemical-based insect repellent containing DEET, picaridin or oil of lemon eucalyptus (OLE). ⚠️ Reduce mosquito breeding in water pooling around your holiday accommodation by cleaning up, emptying or covering water-holding containers. <p>There is a vaccine available to eligible groups in the Kimberley and the Pilbara, providing long-lasting protection.</p> <p>Visit HealthyWA to find out if you are eligible: healthywa.wa.gov.au/JEV</p>

Tile	Suggested post copy
	<p>Travelling through northern WA?</p> <p>Mosquitoes can transmit a range of serious diseases. This year, there is an increased risk that they may also be carrying Japanese encephalitis virus (JEV).</p> <p>Here's what you need to pack to stay mosquito-borne disease free:</p> <ul style="list-style-type: none"> ✓ Long, loose-fitting, light-coloured clothing. ✓ Insect repellent containing DEET (diethyltoluamide), picaridin or Oil of lemon eucalyptus (OLE), also known as p-menthane-3,8-diol (PMD). ✓ Bed and/or pram netting. <p>Vaccination can also provide long-lasting protection from JEV. Talk to your GP or travel doctor today to find out if you are eligible. healthywa.wa.gov.au/JEV</p>
	<p>Mosquitoes in WA can transmit a range of serious diseases.</p> <p>This year, they may be carrying Japanese encephalitis virus (JEV). ❄️</p> <p>If you are planning a trip to northern WA, make sure you avoid areas of high mosquito activity and take measures to prevent mosquito bites.</p> <p>This can include lakes or areas that have recently experienced flooding.</p> <p>For more tips visit healthywa.wa.gov.au/JEV</p>

This document can be made available in alternative formats on request for a person with disability.

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