GOVERNMENT OF WESTERN AUSTRALIA

H5 BIRD FLU STAKEHOLDER TOOLKIT

WA.gov.au/birdflu

November 2026

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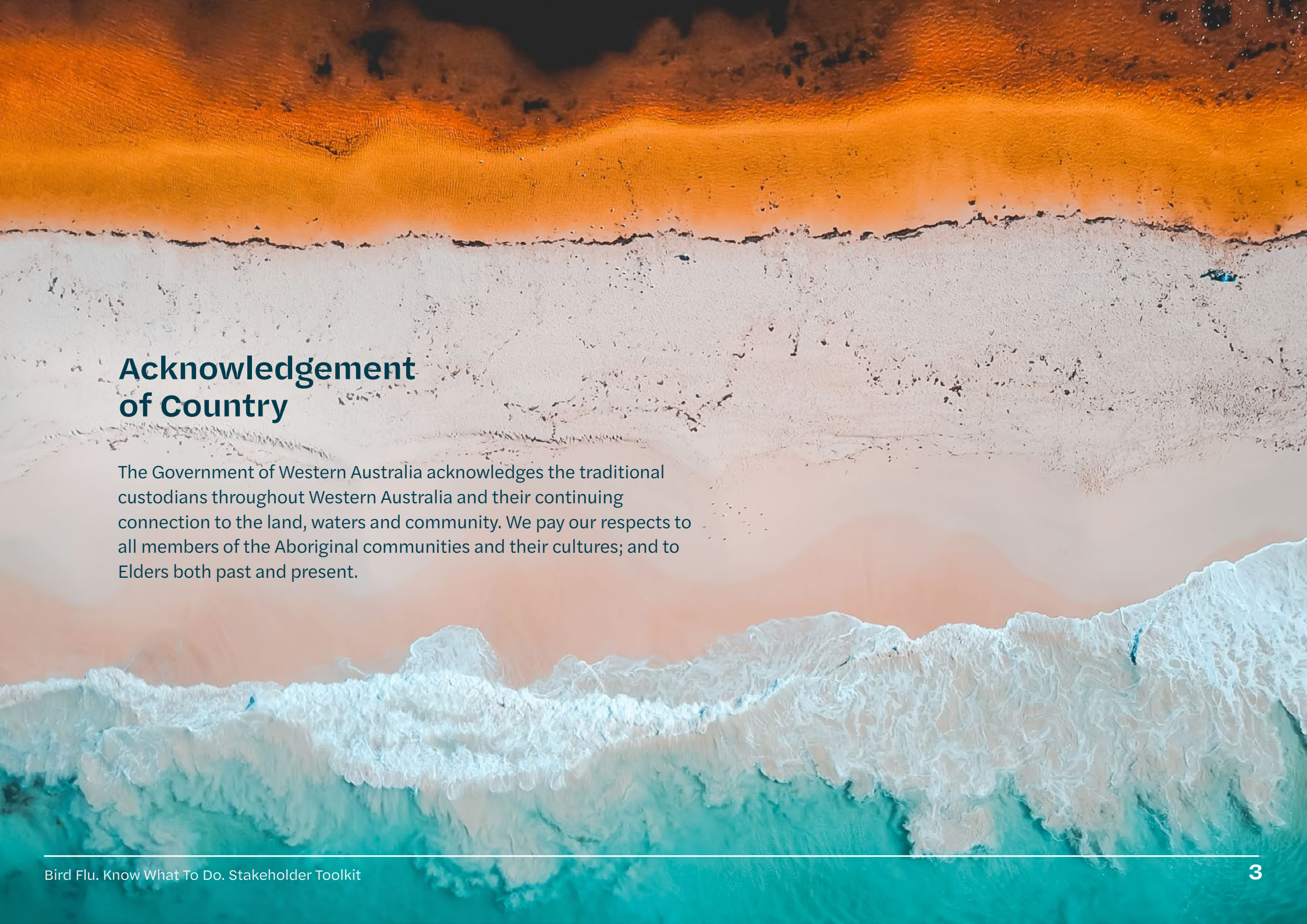
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Acknowledgement of Country

The Government of Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and community. We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders both past and present.

About the campaign

H5 bird flu is a strain of avian influenza that affects birds and a range of mammals. It was recently detected in Western Australia for the first time, and the WA Government is responding by increasing monitoring efforts and providing clear, concise information to help the public understand the disease and its associated risks.

The campaign aims to raise public awareness of H5 bird flu and educate and prepare Western Australians for its arrival and spread.

The campaign encourages people in Western Australia to learn about bird flu, helping them understand what it is, the signs to look out for, and the simple actions they can take to minimise its impact and spread. Audiences will be directed to **WA.gov.au/birdflu** as the single source of truth for the most up-to-date information on bird flu in Western Australia.



Purpose of this toolkit

This toolkit provides campaign materials and communications resources for local governments, community organisations, workplaces, industry groups and other stakeholders to help raise awareness of the campaign across Western Australia.

We encourage relevant stakeholders to share the provided resources to support the WA Government's efforts to deliver clear, factual and consistent information about bird flu to a diverse range of audiences, including information on where to access the latest weekly updates.

They can be used individually or together, depending on the needs of your community, audience and communication channels. Resources include:

- Campaign videos
- Digital and website resources
- Posters
- Social assets and copy
- Short newsletter article
- Audio recordings



Campaign key messages

These messages focus on providing important information about some of the community's key concerns regarding bird flu, educating people on what they should do, and explaining how they can support the government's response. Due to the changing nature of the situation, advice may change over time and this toolkit will be updated accordingly.

KNOW WHAT TO DO

H5 bird flu has been detected in Western Australia. Learn more by visiting **WA.gov.au/birdflu**

HOW THE WA GOVERNMENT IS RESPONDING

The WA Government has increased monitoring of wild birds and at-risk mammals and is investigating reports of sick and dead birds.

IS THERE A RISK TO HUMANS?

The risk to human health is low, but always practise good hygiene around wildlife, and avoid touching birds or animals that look unwell.

HOW DOES BIRD FLU SPREAD?

Bird flu spreads through contact with infected birds, including their droppings and feathers. It can spread to animals that scavenge, hunt or encounter sick birds.

PROTECTING YOUR PETS

There are things you can do to limit exposing your pets and poultry to wild animals and reduce their risk of contracting bird flu.

HOW YOU CAN HELP

Avoid contact and keep your distance.

Record the date, time, location and take photos.

Report it to the Emergency Animal Disease Hotline on 1800 675 888.

How you can help

Local organisations play an important role in ensuring H5 bird flu information reaches communities across Western Australia.

You can support the campaign by sharing supplied assets through your existing channels and networks, particularly where information can reach people who regularly interact with birds, wildlife, pets or poultry.

This might include sharing campaign content through social media and newsletters, displaying posters in relevant locations, adding information to your website, or distributing resources through local community networks.



Campaign materials

These campaign materials will support you to share key messages with your audiences through a variety of channels. Where possible, local communications should direct audiences to the official WA Government H5 bird flu information for current advice.

Materials should be used as supplied to maintain consistency across the statewide campaign.



How to use the communication assets

This toolkit is designed to assist government agencies and key community stakeholders to promote consistent bird flu information, using WA.gov.au/birdflu as the trusted source for the latest bird flu information in Western Australia.

Consistency in messaging for bird flu helps build awareness amongst Western Australians of the campaign information and understand where they need to go to find out more on what they need to do.

Please help to:

- Use supplied campaign assets wherever possible.
- Keep campaign messaging factual and action-oriented. Reference website pages wherever possible and practical.
- Use approved campaign artwork and imagery.
- Maintain supplied logos, typography and campaign lock-ups.
- Direct people to WA.gov.au/birdflu and official reporting channels.
- Seek approval before creating or adapting campaign materials.

Motion assets:

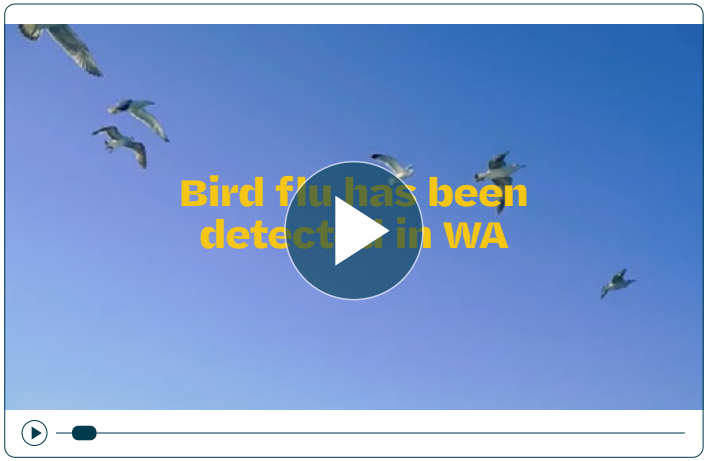
- All campaign motion assets must include closed captions.

Campaign videos

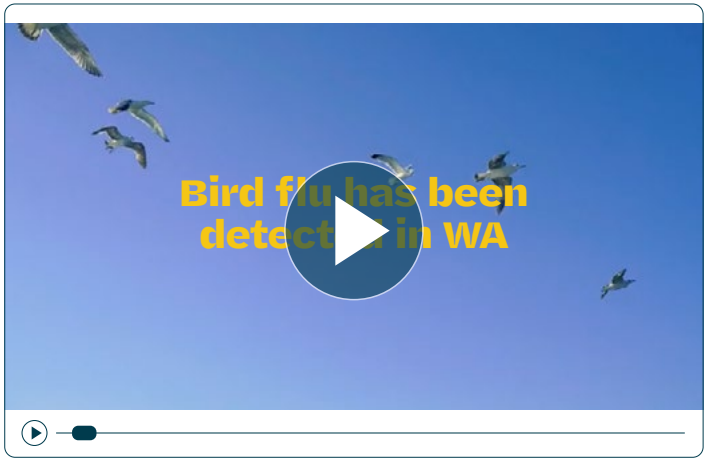
DOWNLOAD 6-SECOND VIDEO

DOWNLOAD 15-SECOND VIDEO

6-second video



15-second video



Digital & website resources

DOWNLOAD DIGITAL DISPLAY ASSETS

DOWNLOAD EMAIL BANNER

Digital display assets





Website banners





Email banner



Campaign posters

DOWNLOAD A4 AND A3 POSTERS

To maintain QR code functionality, print these A3 and A4 posters at 100% scale (full size).

A4 posters



A3 posters



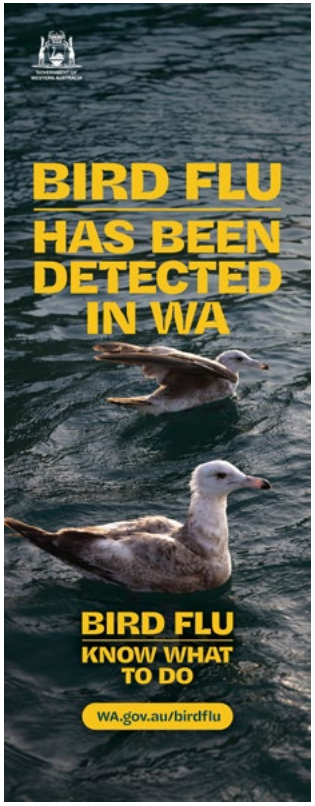
Pull-up banners

DOWNLOAD PULL-UP BANNERS

Pull-up banners



Pull-up banners



Digital screens

DOWNLOAD DIGITAL SCREENS

Digital screens







Social assets and copy

DOWNLOAD POST 1 STATIC SOCIAL TILES

Static carousel

Post 1



Suggested Copy:

H5 bird flu has been detected in WA. While the risk to human health is low, there are simple steps you can take to help protect your pets and backyard poultry and limit the spread of the disease where possible.

Visit the WA Government's bird flu webpage for the latest information, including:

- updates on the situation in WA
- how the WA Government is responding
- advice for pet owners
- practical ways you can help

Bird Flu. Know What to Do.

Learn more at WA.gov.au/birdflu

Social assets and copy

DOWNLOAD POST 2 STATIC SOCIAL TILES

Static carousel

Post 2



Suggested Copy:

H5 bird flu has been detected in WA. It is a disease that mainly affects birds, but it can also affect some mammals. The virus can spread through contact with infected birds and contaminated environments.

If you see a sick or dead bird, don't touch it. Keep your distance, record what you see and report it to the Emergency Animal Disease Hotline on 1800 675 888.

Bird Flu. Know What To Do.

Learn more at WA.gov.au/birdflu

Social assets and copy

DOWNLOAD POST 3 STATIC SOCIAL TILES

Static carousel

Post 3



Suggested Copy:

Did you know that H5 bird flu can pose a threat to pets like cats, dogs and backyard chickens? There are things you can do to limit their contact with wildlife and help keep them safe.

Bird Flu. Know What To Do.

Learn more at WA.gov.au/birdflu

Social assets and copy

DOWNLOAD STORIES / VERTICAL ASSETS

Stories / vertical assets













Suggested Copy:

H5 bird flu has been detected in WA. It is a disease that mainly affects birds, but it can also affect some mammals. The virus can spread through contact with infected birds and contaminated environments.

If you see a sick or dead bird, don’t touch it. Keep your distance, record what you see and report it to the Emergency Animal Disease Hotline on 1800 675 888.

Bird Flu. Know What To Do.

Learn more at WA.gov.au/birdflu

Newsletter article

DOWNLOAD NEWSLETTER ARTICLE

Designed to share key updates, news and important information directly with your existing subscriber or stakeholder audience. Adapt the tone as needed to suit your newsletter format and keep readers informed and engaged.

Newsletter article

Title: Bird flu. Know what to do.

H5 bird flu has been detected in Western Australia. While the risk to human health is low, the WA Government is encouraging Western Australians to learn what they can do to help reduce its impact.

H5 bird flu can pose a threat to pets and backyard poultry. By keeping them away from wild birds, you can help reduce their risk of infection. Simple steps include bringing food and water bowls indoors, keeping dogs on a lead when outdoors, and using netting to prevent wild birds from accessing backyard chicken coops.

The WA Government has increased monitoring of wild birds and at-risk mammals and is investigating reports of sick or dead animals. You can do your part by avoiding contact with wild birds, recording sightings of sick or dead birds, and reporting it to the Emergency Animal Disease Hotline on 1800 675 888.

To learn more about bird flu, visit WA.gov.au/birdflu.

Intranet or web news article

DOWNLOAD INTRANET OR WEB NEWS ARTICLE

Designed to communicate a specific announcement, story or key message to a broader online audience, providing more detail and context. This short article can be copied and pasted for use across your communication channels and your website.

Intranet or web news article

Title: Bird flu. Know what to do.

H5 bird flu has been detected in Western Australia. While the risk to human health is low, the WA Government is encouraging Western Australians to learn how they can help reduce its impact and limit its spread. The recently launched ‘Bird Flu. Know What To Do.’ campaign aims to educate people across WA about the disease.

Bird flu can pose a risk to pets and backyard poultry, but you can help protect them by keeping them away from wild birds. Some simple steps you can take include bringing pet food and water bowls indoors, keeping dogs on a lead outdoors, and using netting to prevent wild birds from accessing backyard chicken coops.

The WA Government has increased monitoring of wild birds and at-risk mammals and is investigating reports of sick or dead animals. You can also play a role by avoiding contact with wild birds, recording sightings of sick or dead birds, and reporting them to the Emergency Animal Disease Hotline on 1800 675 888.

To learn more about bird flu, including the latest updates, practical advice and how the WA Government is responding, visit WA.gov.au/birdflu.

Audio recordings

DOWNLOAD 15-SECOND RADIO RECORDING

15-second radio recording

Option 1



Option 2



Useful contacts & resources

For current information about H5 bird flu in Western Australia, including signs, prevention and advice: **WA.gov.au/birdflu**

Report sick or dead birds

If you find sick or dead birds, use the official reporting channel:

Emergency Animal Disease Hotline:
1800 675 888

Campaign materials and support

For campaign assets, implementation support or approval of locally developed communications:

Rick Bryant
Public Information Manager, H5 bird flu
H5birdflu@dpird.wa.gov.au

Emergency or changing advice

Bird flu information may change as the situation develops. Always refer to current WA Government advice before publishing health, biosecurity or reporting information.