



# RSV Awareness Week Kit

4 - 10 June 2023



Two-month-old Baby Hazel was hospitalised with RSV and spent eight days in an induced coma.

## Welcome to RSV and Me and Australia's first RSV Awareness Week

The **Immunisation Foundation of Australia** will soon mark Australia's inaugural RSV Awareness Week (4 -10 June 2023) to coincide with the onset of the usual RSV season.

RSV Awareness Week aims to shine a spotlight on an unpredictable and potentially dangerous virus that puts thousands of infants in hospital each year and can cause serious long-term health issues.

Australians from all walks of life will share their RSV stories as a cornerstone of the Week's activity.

### Introducing RSV and Me

The RSV and Me campaign aims to generate greater awareness and understanding of RSV and its impact on Australian children, particularly infants.

Through the stories of parents and carers whose children have battled RSV, the campaign encourages Australians to share their experiences, provide peer support, and raise awareness of the disease, its symptoms and when to seek urgent medical care.

The Foundation has also developed information resources about these topics and the RSV and Me webpage - [www.ifa.org.au/RSVandMe](http://www.ifa.org.au/RSVandMe) - can be used as a reference point for your audiences. (will go live early June 2023)



## Campaign assets for your use

You may like to display a poster, share a social media post or include an article in your organisation's newsletter for RSV Awareness Week. To support your activity, feel free to download any of the RSV and Me campaign assets from the links below:

Note: If your organisation would like any of the campaign materials in A3 size, print-ready PDFs (with crop/bleed marks) or as editable design files, please contact us at [info@ifa.org.au](mailto:info@ifa.org.au).

## Social media content

The following copy can be used to help inspire social media posts.

**Please note the main RSV and Me web page - [www.ifa.org.au/RSVandMe](http://www.ifa.org.au/RSVandMe) - will go live early June 2023.**

It's RSV Awareness Week! Respiratory syncytial virus (RSV) is a highly contagious virus that causes seasonal outbreaks in infants and young children, usually during the winter months.

It is unpredictable and potentially dangerous, putting thousands of infants in hospital each year. RSV can cause serious short and long-term health issues.

Find out more about RSV, including its signs and symptoms at [www.ifa.org.au/RSVandMe](http://www.ifa.org.au/RSVandMe)

[#RSVandMe](#) [#RSVweek23](#)

#DYK that almost all children will be infected with RSV (respiratory syncytial virus) before the age of two?

While most will have mild symptoms and recover quickly, others will develop severe disease and require medical attention for lung infections such as bronchiolitis or pneumonia.

This week is Australia's first RSV Awareness Week and includes a call for families impacted by the virus to share their RSV and Me story.

We're getting involved by [\[insert activity overview\]](#).

You can find out more about RSV, including when to seek urgent medical care at [www.ifa.org.au/RSVandMe](http://www.ifa.org.au/RSVandMe)

[#RSVandMe](#) [#RSVweek23](#)

Australia's first RSV Awareness Week is kicking off with families impacted by the virus sharing their RSV and Me story.

The initiative is driven by Catherine Hughes, Order of Australia recipient and founder of the Immunisation Foundation of Australia, who wanted to put RSV in the spotlight after a personal experience. Just 18 months after her four-week-old son Riley had died from the complications of whooping cough, Catherine confronted the realities of RSV when her three-week old daughter Lucy was rushed to hospital.

*"Being back in hospital with an infant requiring acute respiratory care was a traumatic experience, made even worse by the guilt that I knew so little about RSV," said Catherine. "Thankfully, with great medical care, Lucy recovered quickly."*

*"Many families are not so fortunate."*

Respiratory syncytial virus (RSV) is a highly contagious virus that causes seasonal outbreaks in infants and young children, usually during the winter months. It can cause serious short and long-term health issues.

Every year, thousands of Australian infants are hospitalised with RSV-related illness, with many requiring intensive care.

Has your family been impacted by RSV? We'd love to hear your RSV and Me story in the comments below. Find out more at [www.ifa.org.au/RSVandMe](http://www.ifa.org.au/RSVandMe)

[#RSVandMe](#) [#RSVweek23](#)



## Newsletter copy

The following copy can be used to help shape a newsletter/EDM article about RSV Awareness Week.

### RSV and Me

4 -10 June marks Australia's first ever RSV Awareness Week.

RSV – known medically as respiratory syncytial virus – is a highly contagious virus that causes seasonal outbreaks in infants and young children, usually during the winter months.

RSV is unpredictable and potentially dangerous. It that puts thousands of infants in hospital each year and can cause serious long-term health issues.

The Awareness Week theme is RSV and Me, where people impacted by severe RSV are sharing their stories. We're getting involved by [\[insert organisational activity overview\]](#).

Do you have an RSV story to share? Head over to the Immunisation Foundation of Australia Facebook or Instagram pages and look for the prompts to share your #RSVandMe story.

You can find out more about RSV, including when to seek urgent medical care at [www.ifa.org.au/RSVandMe](http://www.ifa.org.au/RSVandMe) (web page live early June).





[www.ifa.org.au/RSVandMe](http://www.ifa.org.au/RSVandMe)