

STAY | SAFE

STAY | OPEN

CORONAVIRUS (COVID-19)
MULTICULTURAL CAMPAIGN

STAKEHOLDER PACK

PESACH

KEY MESSAGES AND CAMPAIGN ASSETS

24.03.2021

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INTRODUCTION

It's almost Pesach – and there's plenty to celebrate. As family and friends come together, it's important we keep each other safe.

It is important we celebrate safely by keeping a 1.5 m distance where possible, maintaining hand hygiene, and staying up-to-date with the latest restrictions on how many people can gather together.

As a community leader, we're asking for your help to ensure everyone has a safe Pesach. In this pack, you'll find a social media post, audio message and poster for you to share to help make that happen.

MESSAGING

Celebrate Pesach safely.

- It's almost Pesach - and there's plenty to celebrate! As family and friends come together, it's important we keep each other safe.
- That means celebrating outside where possible and keeping up-to-date with the latest restrictions. Remember to wash your hands regularly, maintain 1.5 metres physical distance from others and carry a face mask with you at all times.
- Together, we can celebrate Pesach safely.
- Find out more at coronavirus.vic.gov.au/translations

WHAT YOU CAN DO TO HELP

You can help by:

- Sharing the materials available in this stakeholder kit with your community by email, social media or through messaging apps you use like WhatsApp, WeChat, Messenger and others.
- Directing people to the Victorian Government's coronavirus (COVID-19) website for current information and updates:
www.coronavirus.vic.gov.au/translations
- Advising anyone who is concerned to call the coronavirus (COVID-19) hotline on 1800 675 398 (24 hours). For translator support, call TIS National on 131 450.

AUDIO MESSAGE

To download the assets in this kit, please visit:

<https://cloud.think-hq.com.au/s/bWPgL9L26atSNAw>

Script 30"

This year, when we celebrate Pesach with our loved ones, it's important to think about how we can keep each other safe.

That means celebrating outside where possible and following restrictions on how many people can gather together. Remember to wash your hands regularly, keep 1.5 metres apart from others and carry a face mask with you at all times.

Together, we can celebrate Pesach safely.

Find out more at coronavirus.vic.gov.au/translations

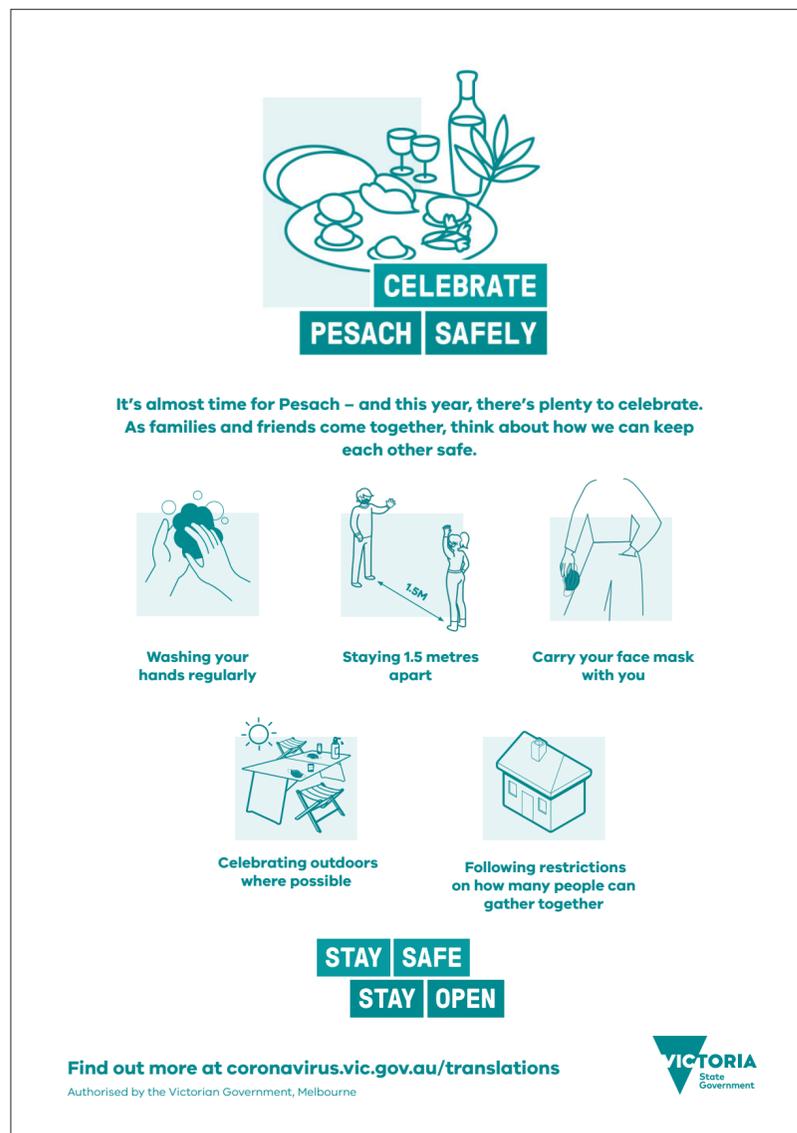
Available in the following languages:

1. English
2. Russian

POSTER

To download the assets in this kit, please visit:

<https://cloud.think-hq.com.au/s/Km2Y3B76iPeYTEK>



TEXT

Celebrate Pesach safely

It's almost time for Pesach – and this year, there's plenty to celebrate. As families and friends come together, think about how we can keep each other safe.

- Washing your hands regularly
- Staying 1.5 metres apart
- Carry your face mask with you
- Celebrating outdoors where possible
- Following restrictions on how many people can gather together

Stay safe, stay open.

Find out more at coronavirus.vic.gov.au/
<language>

Available in the following languages:

1. English
2. Russian

SOCIAL

To download the assets in this kit, please visit:

<https://cloud.think-hq.com.au/s/B3Rd2rCH4T3Bs5o>



FACEBOOK AND INSTAGRAM SINGLE IMAGE POST 1080 x 1080px

Headline:

CELEBRATE PESACH SAFELY

Post Text:

This year, when we celebrate Pesach with our loved ones, it's important to think about how we can keep each other safe.

That means celebrating outside where possible and following restrictions on how many people can gather together. Remember to wash your hands regularly, keep 1.5 metres apart from others and carry a face mask with you at all times.

Together, we can celebrate Pesach safely.

Find out more at coronavirus.vic.gov.au/<language>

Available in the following languages:

1. English
2. Russian

OTHER TRANSLATED INFORMATION IN YOUR LANGUAGE

STAY SAFE
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Translated coronavirus information from the Victorian Government is available online in the following languages:

Bookmark these links. They will be constantly updated with new materials throughout the campaign.

Acholi

www.coronavirus.vic.gov.au/acholi

Albanian

www.coronavirus.vic.gov.au/albanian

Amharic

www.coronavirus.vic.gov.au/amharic

Arabic

www.coronavirus.vic.gov.au/arabic

Assyrian

www.coronavirus.vic.gov.au/assyrian

Bengali

www.coronavirus.vic.gov.au/bengali

Bosnian

www.coronavirus.vic.gov.au/bosnian

Burmese

www.coronavirus.vic.gov.au/burmese

Chaldean

www.coronavirus.vic.gov.au/chaldean

Chin

www.coronavirus.vic.gov.au/chin

Chinese Simplified

www.coronavirus.vic.gov.au/simplified-chinese

Chinese Traditional

www.coronavirus.vic.gov.au/traditional-chinese

Cook Islands Maori (Rarotongan)

www.coronavirus.vic.gov.au/cookislandsmaori

Croatian

www.coronavirus.vic.gov.au/croatian

Dari

www.coronavirus.vic.gov.au/dari

Dinka

www.coronavirus.vic.gov.au/dinka

English

www.coronavirus.vic.gov.au

Fijian

www.coronavirus.vic.gov.au/fijian

Filipino (Tagalog)

www.coronavirus.vic.gov.au/tagalog

French

www.coronavirus.vic.gov.au/french

Greek

www.coronavirus.vic.gov.au/greek

Gujarati

www.coronavirus.vic.gov.au/gujarati

Hakka

<https://www.coronavirus.vic.gov.au/hakka>

Hazaragi

www.coronavirus.vic.gov.au/hazaragi

Hindi

www.coronavirus.vic.gov.au/hindi

Indonesian

www.coronavirus.vic.gov.au/indonesian

Italian

www.coronavirus.vic.gov.au/italian

Japanese

www.coronavirus.vic.gov.au/japanese

Karen

www.coronavirus.vic.gov.au/karen

Khmer

www.coronavirus.vic.gov.au/khmer

Korean

www.coronavirus.vic.gov.au/korean

Macedonian

www.coronavirus.vic.gov.au/macedonian

Malay

www.coronavirus.vic.gov.au/malay

Malayalam

www.coronavirus.vic.gov.au/malayalam

Maltese

www.coronavirus.vic.gov.au/maltese

Nepali

www.coronavirus.vic.gov.au/nepali

Niuean - Vagahau Nieu

www.coronavirus.vic.gov.au/niuean

Nuer

www.coronavirus.vic.gov.au/nuer

Oromo

www.coronavirus.vic.gov.au/oromo

Pashto

www.coronavirus.vic.gov.au/pashto

Persian (Farsi)

www.coronavirus.vic.gov.au/farsi

Polish

www.coronavirus.vic.gov.au/polish

Portuguese

www.coronavirus.vic.gov.au/portuguese

Punjabi

www.coronavirus.vic.gov.au/punjabi

Rohingya

www.coronavirus.vic.gov.au/rohingya

Russian

www.coronavirus.vic.gov.au/russian

Samoan

www.coronavirus.vic.gov.au/samoan

Serbian

www.coronavirus.vic.gov.au/serbian

Sinhalese

www.coronavirus.vic.gov.au/sinhalese

Somali

www.coronavirus.vic.gov.au/somali

Spanish

www.coronavirus.vic.gov.au/spanish

Swahili

www.coronavirus.vic.gov.au/swahili

Tamil

www.coronavirus.vic.gov.au/tamil

Thai

www.coronavirus.vic.gov.au/thai

Tigrinya

www.coronavirus.vic.gov.au/tigrinya

Tongan

www.coronavirus.vic.gov.au/tongan

Turkish

www.coronavirus.vic.gov.au/turkish

Urdu

www.coronavirus.vic.gov.au/urdu

Vietnamese

www.coronavirus.vic.gov.au/vietnamese

Zomi

www.coronavirus.vic.gov.au/zomi

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FOR FURTHER INFORMATION VISIT

WWW.CORONAVIRUS.VIC.GOV.AU/TRANSLATIONS