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Australia facilitates communication about approved COVID-19 vaccines

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The Therapeutic Goods Administration (TGA) in Australia has implemented arrangements to facilitate the communication of information about approved COVID-19 vaccines.

These arrangements permit health professionals, businesses and media outlets to develop their own materials about TGA-approved COVID-19 vaccines.

They also permit the offer of a range of rewards to people who have been fully vaccinated under the government's COVID-19 vaccination program.

The new arrangements, which will be in place until the end of 2022, will give health professionals and Australian businesses more flexibility to contribute to the national conversation about vaccination.

Health professionals can enhance vaccine uptake by publicly supporting vaccination and counter misinformation. Logistical information about when and where to be vaccinated can continue to be communicated.

Businesses can now supplement government public health campaigns through offers of practical support (including rewards) that encourage Australians to be vaccinated.

Under the new arrangements, organisations can generate their own informational materials to support COVID-19 vaccination, provided the content is consistent with government messaging and does not contain:

- references to specific brands of vaccines, or compare different COVID-19 vaccines
- statements that COVID-19 vaccines cannot cause harm or have no side effects
- any statement that is false or misleading
- promotion of any vaccine that has not been approved by the TGA.