

STAYING APART
KEEPS US TOGETHER

CORONAVIRUS (COVID-19)
MULTICULTURAL CAMPAIGN

STAKEHOLDER PACK

ROSH HASHANAH

KEY MESSAGES AND CAMPAIGN ASSETS

16.09.2020

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INTRODUCTION

This year, Rosh Hashanah will look a little different.

We know it's difficult to be apart from our communities on these important days, but staying home is the best way to keep ourselves and our loved ones safe from coronavirus (COVID-19).

This year, we need to stay home and celebrate only with the people we live with. And remember that while we may be physically apart from everyone else, there are other ways to connect – like over the phone or online.

As a leader with valuable ties to Victoria's Jewish community, we are asking for your help sharing the materials in this pack, reminding everyone to celebrate Rosh Hashanah from home this year.

This pack includes links to a range of materials – including posters, social media posts and audio files – for you to share with your community.

We thank you in advance.

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MESSAGING

Rosh Hashanah will look a little different this year.

- Stay home and celebrate Rosh Hashanah only with the people you live with.
- While we may be physically apart, there are other ways to stay connected – like online or over the phone.
- Staying home is the best way to keep yourself and your community safe from coronavirus (COVID-19).
- We all have a part to play in slowing the spread of coronavirus.

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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.

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To download the assets in this kit, please visit:
<https://cloud.think-hq.com.au/s/toL6q4JaMPdZdSH>

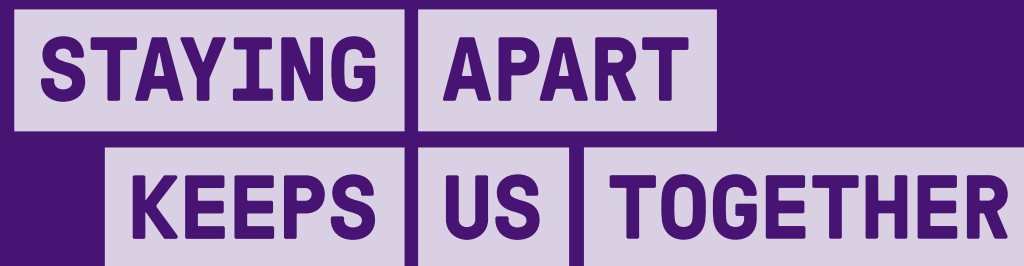
POSTER: Rosh Hashanah



Available in the following languages:

English





To download the assets in this kit, please visit:
<https://cloud.think-hq.com.au/s/toL6q4JaMPdZdSH>

SOCIAL TILE: Rosh Hashanah



FACEBOOK AND INSTAGRAM SINGLE IMAGE POST Image tile 1080 x 1080px

Recommended post text

This year, Rosh Hashanah will be different. It's important to stay home, and celebrate only with the people you live with.

It's the best way to keep yourself and our community safe.

Find out more at vic.gov.au/coronavirus

Available in the following languages:

English



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<https://cloud.think-hq.com.au/s/toL6q4JaMPdZdSH>

AUDIO MESSAGE: Rosh Hashanah

This year, Rosh Hashanah will be a little different. It's important to stay home, and celebrate only with the people you live with.

Help keep your family and our community safe.

Find out more at coronavirus.vic.gov.au

Available in the following languages:

1. English
2. Russian

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

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

Amharic www.coronavirus.vic.gov.au/amharic	Dinka www.coronavirus.vic.gov.au/dinka	Khmer www.coronavirus.vic.gov.au/khmer	Punjabi www.coronavirus.vic.gov.au/punjabi	Turkish www.coronavirus.vic.gov.au/turkish
Arabic www.coronavirus.vic.gov.au/arabic	English www.dhhs.vic.gov.au/coronavirus-covid-19-english	Korean www.coronavirus.vic.gov.au/korean	Rohingya www.coronavirus.vic.gov.au/translations	Urdu www.coronavirus.vic.gov.au/urdu
Assyrian www.coronavirus.vic.gov.au/assyrian	Fijian www.coronavirus.vic.gov.au/fijian	Macedonian www.coronavirus.vic.gov.au/macedonian	Russian www.coronavirus.vic.gov.au/russian	Vietnamese www.coronavirus.vic.gov.au/vietnamese
Bengali www.coronavirus.vic.gov.au/bengali	Filipino (Tagalog) www.coronavirus.vic.gov.au/tagalog	Malay www.coronavirus.vic.gov.au/malay	Serbian www.coronavirus.vic.gov.au/serbian	Zomi www.coronavirus.vic.gov.au/zomi
Bosnian www.coronavirus.vic.gov.au/bosnian	French www.coronavirus.vic.gov.au/french	Maltese www.coronavirus.vic.gov.au/maltese	Samoan www.coronavirus.vic.gov.au/samoan	
Burmese www.coronavirus.vic.gov.au/burmese	Greek www.coronavirus.vic.gov.au/greek	Nepali www.coronavirus.vic.gov.au/nepali	Sinhalese www.coronavirus.vic.gov.au/sinhalese	
Chaldean www.coronavirus.vic.gov.au/chaldean	Gujarati www.coronavirus.vic.gov.au/gujarati	Niuean - Vagahau Nieu www.coronavirus.vic.gov.au/niuean	Somali www.coronavirus.vic.gov.au/somali	
Chin www.coronavirus.vic.gov.au/chinhakha	Hazaragi www.coronavirus.vic.gov.au/hazaraghi	Nuer www.coronavirus.vic.gov.au/nuer	Spanish www.coronavirus.vic.gov.au/spanish	
Chinese including Cantonese , Mandarin , Simplified Chinese and Traditional Chinese www.coronavirus.vic.gov.au/chinese	Hindi www.coronavirus.vic.gov.au/hindi	Oromo www.coronavirus.vic.gov.au/oromo	Swahili www.coronavirus.vic.gov.au/swahili	
Cook Islands Maori (Rarotongan) www.coronavirus.vic.gov.au/cookislandsmaori	Indonesian www.coronavirus.vic.gov.au/indonesian	Pashto www.coronavirus.vic.gov.au/pashto	Tamil www.coronavirus.vic.gov.au/tamil	
Croatian www.coronavirus.vic.gov.au/croatian	Italian www.coronavirus.vic.gov.au/italian	Persian (Farsi) www.coronavirus.vic.gov.au/farsi	Thai www.coronavirus.vic.gov.au/thai	
Dari www.coronavirus.vic.gov.au/dari	Japanese www.coronavirus.vic.gov.au/japanese	Polish www.coronavirus.vic.gov.au/polish	Tigrinya www.coronavirus.vic.gov.au/tigrinya	
	Karen www.coronavirus.vic.gov.au/karen	Portuguese www.coronavirus.vic.gov.au/portuguese	Tongan www.coronavirus.vic.gov.au/tongan	

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FOR FURTHER INFORMATION VISIT

WWW.CORONAVIRUS.VIC.GOV.AU/TRANSLATIONS