

A communications and promotions clearing house
for Divisions

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takingaction Divisions of General Practice Network Forum 2004





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A COMMUNICATIONS AND PROMOTIONS CLEARINGHOUSE FOR DIVISIONS

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Client Solutions



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PROMOTING A HEALTHY LIFE FOR OUR COMMUNITY

A GUIDE TO SOCIAL MARKETING

NORTH CENTRAL METRO PRIMARY CARE PARTNERSHIP



It's YOUR image!

Haven't you learnt?

Don't get burnt!

EASTERN GOLDFIELDS MEDICAL DIVISION OF GENERAL PRACTICE

become active in the West

PHYSICAL ACTIVITY OPTIONS For older people in the West

Prepared by

NORTHERN RIVERS DIVISION OF GENERAL PRACTICE
www.nrdgp.org.au

Alcohol. How much is too much?

These common servings of alcoholic drinks all contain about the same amount of alcohol — 10 g

<p>3 muddles (0.9% alcohol)</p>	<p>2 muddles (0.9% alcohol)</p>	<p>1 muddly (0.9% alcohol)</p>	<p>1 glass (18% alcohol)</p>	<p>1 small glass (20% alcohol)</p>	<p>1 nip (40% alcohol)</p>
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However, if it is not used wisely, alcohol can have many unwanted effects. "This doesn't apply to me," you may be saying. "Only alcoholics have problems with the amount they drink, right?" Wrong! Five per cent of people in Australia are dependent on



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Illawarra DGP



Clearinghouse Aims

- Reduce duplication across the Network
- Increase coordination in health promotion and media campaigns
- Increase health promotion capacity of the Network
- Improve effectiveness of campaigns and health promotions



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- Initial research
 - Community consultations
 - Questionnaires and surveys
- Campaign development
 - Processes and timeframes
- Resources
 - Media releases
 - Posters, brochures, information resources
 - TV and radio advertisements
- Implementation
 - Successes and problems
- Evaluation
 - Evaluation reports



Survey results

Would you support the creation of a national clearinghouse of Divisions media and communications activities?

Yes: 34 No: 1

Would your Division be happy to provide your campaign materials to a clearinghouse?

Yes: 20 No: 1



Survey results - continued

Who should have responsibility for the clearinghouse?

ADGP: 12

PHCRIS: 5

Other: 5 (SBO, 2 Alliance, 1
Collaboration of all the above)



Survey results - continued

What sort of materials do you think the clearinghouse should include?

20: Media releases

20: Campaign resources

17: Evaluations

2: Other (general resources)



Future options

How to progress?

- **Determine whether Divisions support?**
- **Develop a formal proposal?**
- **Funding options?**
- **Developmental process?**
- **Next steps?**