WIMMERA PCP COMMUNICATION

Communication Strategy

Emma Kealy MP @EmmaKealyMP · Nov 12 This is awesome! Well done @wimmerapcp and to all participants.

Labor must reverse their decision to scrap PCPs. What on earth would we do to fill those gaps in mental health services without them?! #securepcpsfut

We've now delivered over 70 Mental Health First Aid training sessions to 1,111 people across the Wimmera Mallee Region, approximately 3% of If you'd like to enquire about training that is coming up, shoot us a message. #SecurePCPsFuture @EmmaKealyMP



people across the Wimmera Southern Mallee region

Emma Kealy MP @EmmaKealyMP · Nov 27

Why would Labor cut funding to this vital health service for our region?

We need PCPs to fill the gaps and provide the glue between health services in our region for better health outcomes for our people

No more uncertainty, time for Labor to #SecurePCPsFuture. #springst

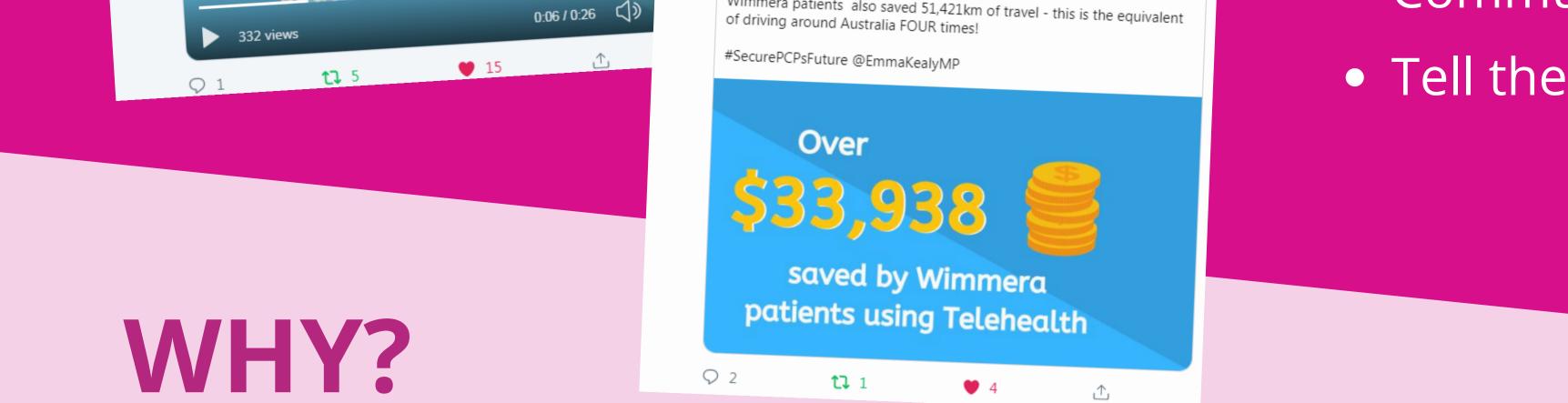
---- Wimmera PCP @wimmerapcp · Nov 27

Between February 2018 and February 2019 our Wimmera Cancer Telehealth Project has saved patients over \$33,938 in travel costs.

Wimmera patients also saved 51,421km of travel - this is the equivalent

PURPOSE

Communicate effectively with WPCP's member agencies



• Tell the story of the work we do to the wider public

- Over the last 19 years we have developed our communication strategy to align with changing technology and the ways people communicate internally and externally with the organisation.
- Today, email is one of the most popular forms of communication. By sending information to an email address, it ensures that we deliver our communications to a platform where recipients are guaranteed to be spending time.
- Website gives a wider demographic reach and around-the-clock availability in terms of access to information etc.
- Social media generates immense exposure and social networks are now a substantial part of every marketing strategy, and the benefits of using social media are so great, easy to use and is a key element for marketing.

COMMUNICATION CHANNELS

Weekly PCP newsletter Monthly activity report Facebook Twitter LinkedIn Website

PARTNERS

- All PCP member agencies
- Member agency staff
- People we have previously worked with in cross sector partnerships
- DHHS staff, politicians, media outlets plus members of our communities

OUTCOMES

• Newsletter sent to over 200 contacts



- Strengthened relationships through reliable content and information
- Member agencies submit information for us to include in the WPCP newsletter as they know it has a wide reach
- Our advocacy work on social platforms has been significant in the **#SecurePCPsFuture campaign which lead to review of the PCP** platform by KPMG
- Significant increase in engagement across Twitter and Facebook



If you would like more information about Wimmera PCP's Communication Strategy visit www.wimmerapcp.org.au or email info@wimmerapcp.org.au