

Award winning campaigns informing the community



Julie Sucksmith (left) and Mary-Anne Toy from NWMPHN's comms team with Icon Agency's Fiona Miller (centre) at the PRIA Victorian awards night.

North Western Melbourne Primary Health Network is honoured to be the winner of the Public Relations Institute of Australia (PRIA) Health Campaign Award for Victoria, for our public awareness campaign 'After Hours Care is Always There'.

The campaign used comic animations and bright graphics to highlight the wide range of health services available in the after hours period, helping people decide the best option for medical care and taking pressure off our busy hospitals.

The campaign is now a finalist in the national PRIA Golden Target Awards, which will be announced on November 13.

Another NWMPHN community engagement activity was also recognised this week at the IAP2 awards, with our Dying Well Community Engagement Forum receiving both a Judge's Encouragement Award and a Sustainable Community Development Certificate.

The Dying Well Forum brought together a broad cross-section of community members to define what dying well meant to them and to create an action plan for making their vision a reality. NWMPHN is now implementing several of the forum's recommendations.

NWMPHN CEO Adjunct Associate Professor Christopher Carter said the organisation has been working hard to find new and innovative ways to engage and inform the community.

"We can't do our work if we don't listen to our community and bring them with us on the journey to better care," A/Prof Carter said.

“That’s why we are working to go beyond business as usual communication and engagement, and we are very proud to be recognised for our efforts.”

For media enquiries:

Ruby Selwood-Thomas *NWMPHN Communications Officer*

T: (03) 9347 1188 E: ruby.selwood-thomas@nwmp hn.org.au

Nicola Nematic *CEH Communications Manager*

T: 0433 623 638 E: nicolan@ceh.org.au



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ABOUT PHNs

Funded by the Commonwealth Department of Health, PHNs began operation on 1 July 2015 and are responsible for coordinating primary health care and facilitating improved health outcomes in their local community. Melbourne Primary Care Network operates the North Western Melbourne PHN.

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We acknowledge the peoples of the Kulin nation as the Traditional Owners of the land on which our work in the community takes place. We pay our respects to their Elders past and present.



T (03) 9347 1188 | F (03) 9347 7433 | E nwmp hn@nwmp hn.org.au | W nwmp hn.org.au

ABN 93 153 323 436 | **Level 1, 369 Royal Parade, Parkville VIC 3052 | PO Box 139, Parkville VIC 3052**