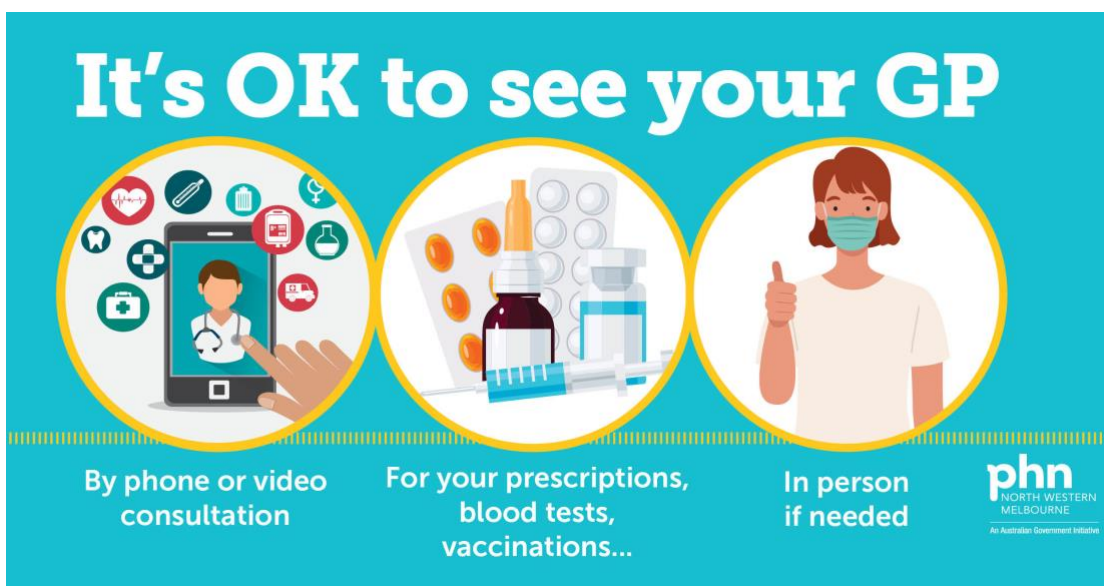


It's OK to see your GP

May 2020

In this pack:

- About the “It’s OK to see your GP” Campaign
- Media release, key messages and short news article
- Campaign assets, suggested social media posts, and poster



About the Campaign

Data is showing reduced visits to GPs and other health service providers, such as pathology, mental health and allied health as a result of the COVID-19 social distancing and lockdown regulations.

GPs, peak organisations and other health industry experts are concerned that rates of preventable diseases may potentially increase due to the lack of primary care intervention, for example cancer screening, blood tests for people with diabetes, and immunisation.

The six-week campaign will be running in local papers, online, and through our networks across the north western Melbourne area.

We encourage you to share and promote this campaign to your networks.



Media release

Now more than ever, it's important to keep your health and wellbeing on track. There has been worrying reports that people are missing or delaying regular health checks or medical care during the coronavirus lockdown.

GPs are concerned that some people might be putting off important medical care including cancer screening, vaccinations and managing chronic conditions such as diabetes and coronary disease, putting themselves at risk.

North Western Melbourne Primary Health Network (NWMPHN) is launching this campaign to encourage people to stay in touch with their GP or health service even during the coronavirus pandemic.

The "It's OK to see your GP" campaign comprises local newspaper advertising and social media marketing to encourage people to actively manage their health, particularly those with chronic conditions and those more vulnerable to poorer health outcomes.

[Read the full release](#)

Media inquiries:

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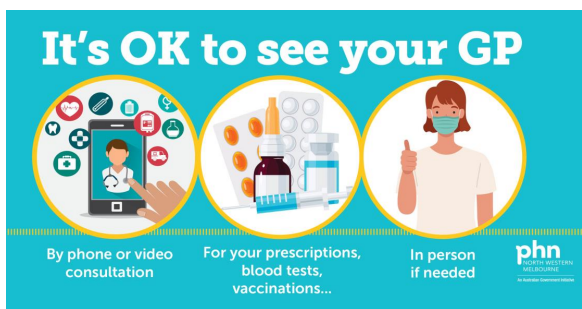
Short news article

Now more than ever, it's important to keep your health and wellbeing on track. GPs are increasingly worried that some people are delaying important medical care including cancer screening, vaccinations and managing chronic conditions such as diabetes and coronary disease, putting themselves at risk.

North Western Melbourne Primary Health Network (NWMPHN) has a new campaign to encourage people to stay in touch with their GP or health service during the coronavirus pandemic.

Share the "It's OK to see your GP": check out the [website page](#) to download [social media tiles \(.zip\)](#) or [posters for your practice \(.pdf\)](#).

Suggested social media posts and banners



Post 1: It is still ok to get medical treatment. Normal check-ups, scans and vaccinations are important.

Post 2: It's ok to call a local GP for scans, tests, or vaccinations to keep your health on track.

Post 3: Leaving home to get medical and other care is allowed. Keep healthy and on track with phone or video consultations, or in person if needed.



Keeping your Mental health and wellbeing on track

Post 4: It's ok to call a local GP, especially to keep mental health and wellbeing on track.

Landing page and hashtags: nwmpfn.org.au/seeyourgp #SeeyourGP #Keepyourhealthontrack



Posters

Download a poster or social image from nwmpnh.org.au/seeyourgp

[Download posters promoting mental health and wellbeing](#)

Three key messages

- Leaving home to get medical and other care is allowed.
- You may be able to speak with your GP or health care provider by phone or video.
- Keep your physical and mental health on track and call your GP or health service today.

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.



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