

General Practice Respiratory Clinic Campaign

CAMPAIGN TOOLKIT

July 2022, Version 1.0

Introduction

Please use the information and resources in this Toolkit to help raise awareness of NWMPHN's General Practice (GP) Respiratory Clinics (GPRCs) campaign. The campaign was created to let the community know: if you feel unwell with a cough, cold or COVID, and can't get into your regular GP, free GP respiratory clinics are here.

The campaign's purpose is to:

- **Alleviate pressure upon GP services** by directing non-urgent respiratory conditions to GPRCs.
- **Alleviate pressure on Emergency Departments** by reducing avoidable or unnecessary trips to Emergency Departments for non-urgent respiratory conditions.
- **Increase timely access to relevant health care** for Victorians suffering with non-urgent respiratory conditions this winter.

The resources supporting this campaign include:

- Social media assets in English, Mandarin, Vietnamese, Cantonese, Greek, Italian and Arabic which can be shared on social media channels or added to websites.
- A 15" video which can be shared on social media channels, added to websites or played on screens in clinics or surgeries.

The campaign is now live with a strong advertising push across radio (English and non-English speaking) and digital marketing (Facebook, Google Search, BVOD and YouTube).

We encourage and appreciate all local support to amplify the message: if you feel unwell with a cough, cold or COVID, and can't get into your regular GP, free GP respiratory clinics are nearby.

Key messages and campaign call-to-action

This page contains the key messaging supporting the campaign, as well as the call-to-action to learn, find and book appointments at GPRCs.

Key Messages

- Winter is here – and so are free local GP respiratory clinics.
- It's winter here in Melbourne, and there are many things out there that can make you or a loved one unwell, like COVID, flu or coughs and colds.
- It's easy to get flustered when you're trying to find help and your regular GP is booked out and hospital emergency departments are overloaded. But, don't panic. Free GP respiratory clinics are open across Victoria now.
- GPs and nurses at these specialised pop-up clinics can treat mild respiratory, flu or COVID [symptoms](#) such as fever, cough, sore throat, fatigue, runny or stuffy nose or sneezing, fever, headache, fatigue or aches and pains.
- So take a breath and get the care you need, right here where you live.
- Right here where we live are dedicated, free GP Respiratory Clinics that can treat mild respiratory symptoms, COVID-19 and flu.

Messaging from the Premier's Office

Woken up with a bit of a cough or runny nose?

Need a test, or support managing asthma, COVID or the flu?

Then a GP respiratory clinic is for you – and it won't cost you a thing.

We've opened 26 more clinics, right across the state – bringing the total to 53.

They're staffed by GPs and nurses who can give you the very best care – close to home.

Call to action

- **Learn more** at GPRespiratoryClinics.org.au
- **Find your nearest** clinic at GPRespiratoryClinics.org.au
- **Book an appointment** at GPRespiratoryClinics.org.au

Please note that the more memorable URL 'GPRespiratoryClinics.org.au' goes directly to the [Victorian Government's GPRC page](#).

Translations

More than 40 percent of north western Melbourne speak a language other than English at home so we have translated the campaign's hero messaging into: Mandarin, Vietnamese, Cantonese, Greek, Italian and Arabic.

Please see the translations on the right for:

- 1 Winter's here, and so are COVID, flu, and coughs and colds. If you feel unwell, we have free GP Respiratory Clinics nearby.
- 2 Free local GP Respiratory Clinics are here.

Winter's here, and so are COVID, flu, and coughs and colds. If you feel unwell, we have free GP Respiratory Clinics nearby

Free local GP Respiratory Clinics are here.

Arabic

حل فصل الشتاء، وكذلك كوفيد والإنفلونزا والسعال ونزلات البرد. إذا شعرت بالمرض، فلدينا عيادات للجهاز التنفسي مجانية قريبة فيها أطباء وممرضات.

عيادات مجانية محلية للجهاز التنفسي

Mandarin

冬季已到来，新冠病毒、流感、咳嗽和感冒也接踵而至。如果您感觉身体不适，请前往您附近免费的呼吸疾病诊所，那里有医生和护士。

是否感觉身体不适？我们在此为您提供帮助。

Cantonese

冬季已到來，冠狀病毒、流感、咳嗽和感冒也接踵而至。如果您感覺身體不適，請前往您附近免費的呼吸疾病診所，那裡有醫生和護士。

是否感覺身體不適？我們在此為您提供幫助。

Greek

Ο χειμώνας είναι εδώ, το ίδιο και η COVID, η γρίπη, οι βήχες και τα κρυολογήματα. Αν αισθάνεστε αδιαθεσία, έχουμε δωρεάν Κλινικές Αναπνευστικών Παθήσεων σε κοντινή απόσταση με γιατρούς και νοσηλεύτες.

Αισθάνεσθε αδιαθεσία; Η βοήθεια είναι εδώ

Italian

L'inverno è arrivato, così come il COVID, l'influenza, la tosse e il raffreddore. Se non vi sentite bene, nella vostra zona ci sono ambulatori pneumologici gratuiti, con personale medico e infermieristico.

Non vi sentite bene? L'aiuto è disponibile

Vietnamese

Mùa đông đã đến, thì COVID, cúm, và ho và cảm cũng có mặt. Nếu cảm thấy không khỏe, chúng tôi có các Phòng khám Hệ Hô hấp miễn phí có bác sĩ và y tá gần quý vị.

Cảm thấy không khỏe? Có sự giúp đỡ

Campaign resources to share

A resource pack [here](#) provides assets to help you raise awareness of GP respiratory clinics. The pack includes:

- Social media assets in English, Mandarin, Vietnamese, Cantonese, Greek, Italian and Arabic which can be shared on social media channels or added to websites.
- A 15" video which can be shared on social media channels, added to websites or played on screens in clinics or surgeries.

If you would like to know more about the campaign, please contact:

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Thank you

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MELBOURNE

An Australian Government Initiative