

# Precious Time – Live every moment

---

## About this pack

*This communications pack contains suggested copy and resources for organisations to use to promote this valuable new and free service to your networks. It includes:*

1. **Background**
2. **Key messages**
3. **Suggested copy for newsletters, social media**
4. **Social tiles**

If you have any questions or requests, please contact:

- Dhwani Patel – Project Officer, North Western Melbourne PHN  
[Dhwani.Patel@nwmphn.org.au](mailto:Dhwani.Patel@nwmphn.org.au)
- Andrew Masterson – Communications and Media Advisor, North Western Melbourne PHN  
[Andrew.Masterson@nwmphn.org.au](mailto:Andrew.Masterson@nwmphn.org.au)

## 1. Background

Enabling someone to plan to die well reduces anxiety, stress and fear of the unknown.

Precious Time was developed by North Western Melbourne Primary Health Network (NWMPHN) to address recommendations arising from extensive community consultation that resulted in a 2018 report, Dying Well.

One of the recommendations called for education, communication, conversations about dying, and end of life choices. These can normalise the dying process, reducing anxiety, stress, and fear of the unknown. By doing so, Precious Time supports and empowers the person approaching end of life, their family, friends and carers.

The project is part of the Australian Government's Greater Choice for At Home Palliative Care measure initiative, to improve palliative care coordination through Primary Health Networks (PHNs).

See a short film about Precious Time [here](#).



## 2. Key Messages

- Precious Time is a website for people in north, west and central Melbourne.
- Precious Time provides a starting point for conversations about dying and death.
- Precious Time provides simple answers to common questions about end of life. These help people who have life-limiting conditions, their families, friends and carers.
- Precious Time includes a directory of services and resources covering a wide range of categories such as social, medical, financial to support someone approaching end of life. It also includes a blog, collating stories about death and dying from around the world.
- Precious Time was developed in consultation with health and palliative care experts.

## 3. Suggested Copy

### Website article

#### **Precious Time: unique website provides advice, resources and support for people near the end of life**

Every year thousands of people receive the most awful news from their doctor: they have developed a condition that is going to end their life earlier than they imagined.

For some this means they might live on for less than a year. For others – diagnosed perhaps with Parkinson’s disease or dementia – the timeframe can be much longer.

For all, however, the sudden knowledge that the path towards death is now clear brings deep shock and grief, followed, in many cases, by concerns about loved ones, family, dependents, and all those set to be left behind.

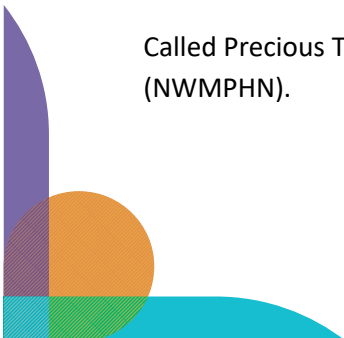
Not surprisingly, this abrupt change of fortune produces a cascade of concerns and worries – about the process of dying itself, the financial, spiritual and legal implications, and even how to tell those closest in life what has happened, and what will happen next.


“It can be a very stressful period,” says philosopher Dr Stephen Fleischfresser from Trinity College at the University of Melbourne.

“As a society we are not very ‘death literate’. We are not used to talking about dying, and these sort of taboos make it very difficult for people to talk openly about their needs and wants when they receive a life-limiting diagnosis.”

Dr Fleischfresser is part of a team that has contributed to a unique website designed for residents in Melbourne’s northern and western suburbs.

Called Precious Time, the site was created by North Western Melbourne Primary Health Network (NWMPHN).





It combines advice and insights from experts on how to have the multiple difficult conversations that arise when the end of life comes into focus.

Precious Time also contains a very large directory of services – many locality-specific – that might be useful. These include symptom support, cultural and spiritual help, home-help and mobility assistance, advance care planning, aged care and counselling services.

There is also an ever-growing blog, full of helpful stories, many gathered from around the world.

“When you or a loved one receives an end-of-life diagnosis there are suddenly all these new questions, about matters you’ve never had to think about before,” said Dr Fleischfresser.

“Finding those answers – even finding out where to look for those answers – can be an extra layer of stress at what is already a very stressful time. Precious Time, at the very least, makes that process much easier.”

The Precious Time website is the first of its kind in Australia – although very likely not the last. At the start of 2023 it won a gold medal in the Australian Design Awards. While the website is focused on NWMPHN’s catchment, the 1.9 million people in the north, west and centre of Melbourne, it may be helpful for anyone facing end of life challenges or their loved ones.

It can be found at [www.precioustime.org.au](http://www.precioustime.org.au)

## Newsletter article

### Find support and services for end of life care

Precious Time is unique a website that provides information, options and education about end-of-life support for individuals, families, friends and carers. Created by North Western Melbourne Primary Health Network (NWMPHN), it is designed to foster communication and planning for people who have received a terminal diagnosis, and for those who love and care for them.

With input from experts on the physical, mental and cultural impacts of ageing and death, Precious Time helps people to create care plans, and understand the social, religious and secular beliefs that influence how each person wishes to be treated. Visit [www.precioustime.org.au](http://www.precioustime.org.au)

## Short text – with calls to action

### To all audiences

Precious Time is a website that provides information, options, resources and education about end-of-life care and choices. It fosters communication and planning for people who have received a terminal diagnosis, and for those who love and care for them.


Visit [www.precioustime.org.au](http://www.precioustime.org.au)

It was created by [North Western Melbourne Primary Health Network](#), in collaboration with digital design agency Portable, and in consultation with palliative care experts and clinicians.

### Include your service in the Precious Time directory

Does your service support people in palliative care in the community? Do you provide care and support for the friends and family of people approaching the end of life? Do you provide funeral,





mortuary or grief counselling services? Do you cater for people living in the northern, western or central Melbourne region? Add your service to our directory via email [end\\_of\\_life\\_program@nwmpnh.org.au](mailto:end_of_life_program@nwmpnh.org.au). This is a free listing.

## Email

### **Subject: Precious Time website supports end-of-life care in the community**

Precious Time is a website that provides information, options and education about end of life care and choices. It fosters communication and planning for people who have received a terminal diagnosis, and for those who love and care for them.

With input from experts on the physical, mental and cultural impacts of ageing and death, Precious Time helps patients, friends, family and carers to create care plans, and understand the social, religious and secular beliefs that influence how each person wishes to be cared for in their final days. This may include options for medical interventions, and how they want their remains treated.

Visit [www.precioustime.org.au](http://www.precioustime.org.au)

Precious Time was created by North Western Melbourne Primary Health Network (NWMPHN), in collaboration with digital design agency Portable.

Please help spread the word about this valuable resource by sharing the NWMPHN social posts with your networks.

Kind regards,

## Suggested social media posts

1. Too often discussions about end-of-life planning don't start until it is too late and emotions are running high.  
@NWMPHN has developed Precious Time, a new service directory to ease communication and planning for people who have received a terminal diagnosis, and for those who love and care for them.  
To find out more visit [www.precioustime.org.au](http://www.precioustime.org.au)
2. Most people are uncomfortable talking about death, and sometimes delay necessary conversations until it is too late.  
Precious Time, a website developed by @NWMPHN, is designed to help people navigate the end of their life.  
To find out more visit [www.precioustime.org.au](http://www.precioustime.org.au)
3. What does it mean to die well? How would you like to spend your end of life period?  
Precious Time, a website for people in Melbourne's centre, north and west, is helping people with a terminal diagnosis and their family, friends and carers.  
To find out more visit [www.precioustime.org.au](http://www.precioustime.org.au)
4. Conversations about the end of a loved ones' life can be tough, but they need to happen early. Precious Time provides the resources and concepts to make having those conversations easier.  
To find out more visit [www.precioustime.org.au](http://www.precioustime.org.au)



5. If you or someone you care about is nearing the end of life, local services and support are available.  
To explore what dying well can look like, visit [www.precioustime.org.au](http://www.precioustime.org.au)
  
6. What local services and support are available for people at the end of their life, and their supporters?  
Precious Time, an online portal from @NWMPHN, is helping to answer this question.  
Find out more: [www.precioustime.org.au](http://www.precioustime.org.au)

## 4. Social Tiles

Please share existing promotions, or share the tiles below on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#) and tag us.

You can download the social media tiles [here](#).



## About NWMPHN

*North Western Melbourne Primary Health Network (NWMPHN) is one of 31 primary health networks in Australia, established to increase the efficiency and effectiveness of medical services, reduce fragmentation of care and improve health outcomes for everyone, especially for the most vulnerable.*

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** [nwmpnhn@nwmpnhn.org.au](mailto:nwmpnhn@nwmpnhn.org.au) | **W** [nwmpnhn.org.au](http://nwmpnhn.org.au)  
 ABN 93 153 323 436 | **Level 1, 369 Royal Parade, Parkville VIC 3052** | **PO Box 139, Parkville VIC 3052**