



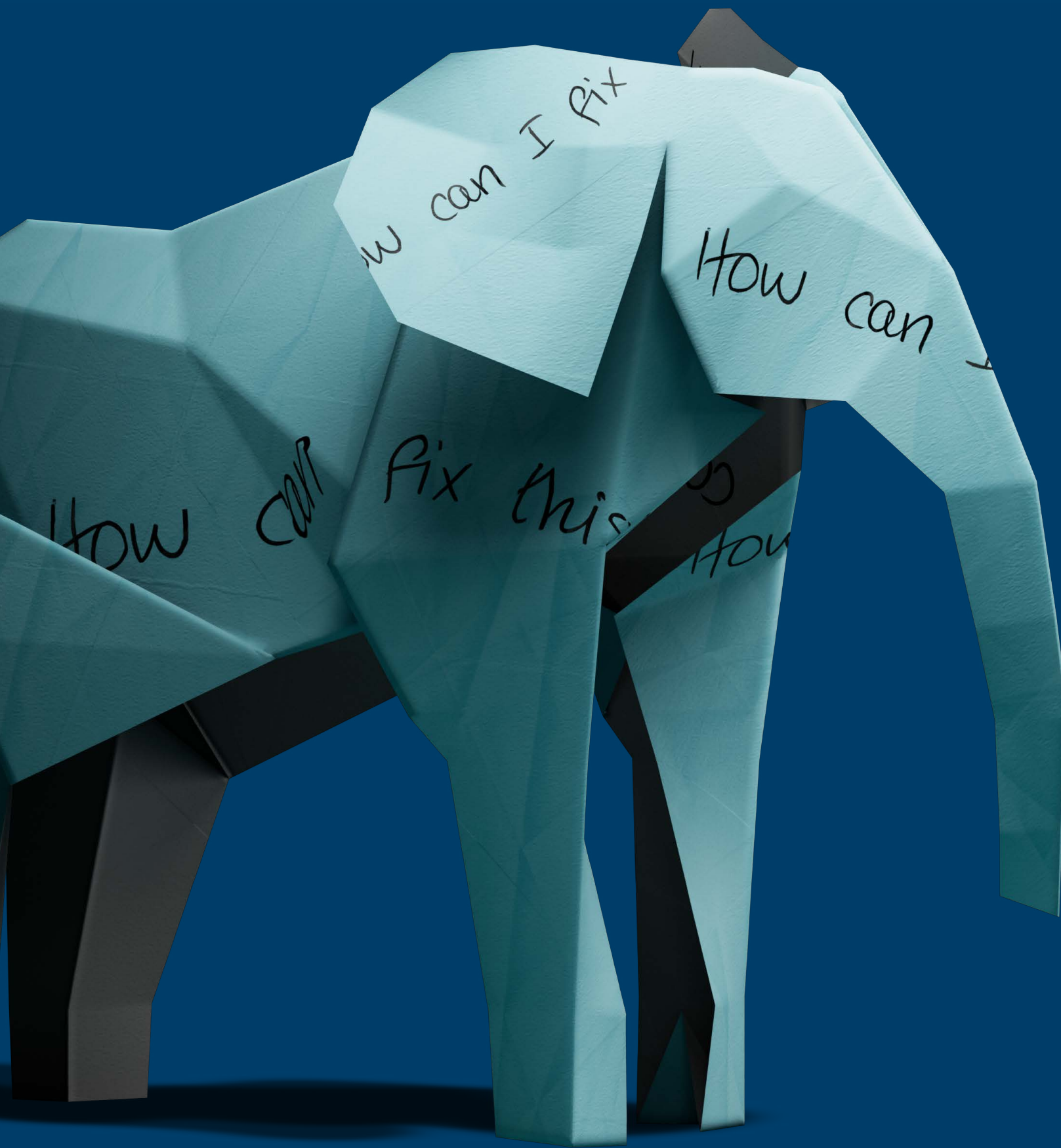
# RAISE IT Partner Toolkit

Health providers working together to reduce stigma  
around alcohol and other drugs

# Acknowledgement of Country

We acknowledge the people of the Kulin nations as the Traditional Custodians 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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# Introduction to the campaign

The RAISE IT campaign is an initiative led by North Western Melbourne Primary Health Network (NWMPHN) to address the stigma and discrimination associated with alcohol and other drug (AOD) use across primary care settings.

Grounded in extensive research, stakeholder consultation, and co-design with people with lived experience, the campaign empowers health practitioners, administrative staff, and service providers to confidently and compassionately respond to stigma - one conversation, one action, and one practice at a time.

RAISE IT serves as both a call to action and a framework for change. It acknowledges the discomfort many feel in addressing stigma and provides a psychologically safe and professionally supported pathway forward.

Through practical tools, clinical resources, training modules, and behavioural insights, the campaign enables every member of the health workforce to raise the standard of care.

NWMPHN welcomes collaboration with aligned organisations that wish to promote or host the RAISE IT campaign, whether by linking to the evidence-based resources, embedding messaging within existing initiatives, or amplifying its reach through their networks.

Stigma is a complex issue, and behaviour change takes time. This campaign is part of an ongoing effort from NWMPHN and its partners to achieve better care for people who need it most.

Together, we can raise awareness, raise compassion, and raise equity in health care.

Visit [raiseit.nwmpnhn.org.au](https://raiseit.nwmpnhn.org.au)



# Foreword

*Health care equity starts with how we treat people in our systems, our conversations, and our assumptions.*

*RAISE IT is NWMPHN's commitment to reducing stigma for people who use alcohol and other drugs, by supporting health professionals and partners to feel confident, informed and connected in this work.*

*This campaign invites all of us - clinicians, staff, organisations - to raise the way we listen, support, and care. Together, we can transform how AOD is experienced in primary care.*

Christopher Carter

Chief Executive Officer  
North Western Melbourne Primary Health Network



# Key messages

## Campaign vision

- Stigma-free care is safer, more effective, and more equitable.
- Every person deserves dignity — regardless of their health history.

## What RAISE IT stands for

- A call to action that empowers professionals to speak up and step forward.
- A framework for action across roles, systems, and services.
- A support network, not just a slogan - backed by tools, training and co-designed strategies.

## What it encourages providers to do

- Raise their understanding through questions, curiosity and reflection.
- Raise concerns and opportunities for improvement with colleagues, leaders or the PHN itself.
- Raise the conversation with patients, in a way that is safe and non-stigmatising.
- Raise the standard of care, for everyone, in every interaction.

# About the Toolkit

This toolkit has been developed to support like-minded organisations who wish to amplify, endorse, or host the RAISE IT campaign. Whether you're a peak body, health care provider, community service, or advocacy group, this toolkit equips you with the messaging, visuals and guidance to join the campaign.

By using this toolkit, you can:

- Help raise awareness about the impact of stigma in AOD care.
- Promote your organisation's support for dignity and equity in health care.
- Direct your audiences to evidence-based tools developed by NWMPHN.
- Collaborate in strengthening the broader sector response to stigma and discrimination.

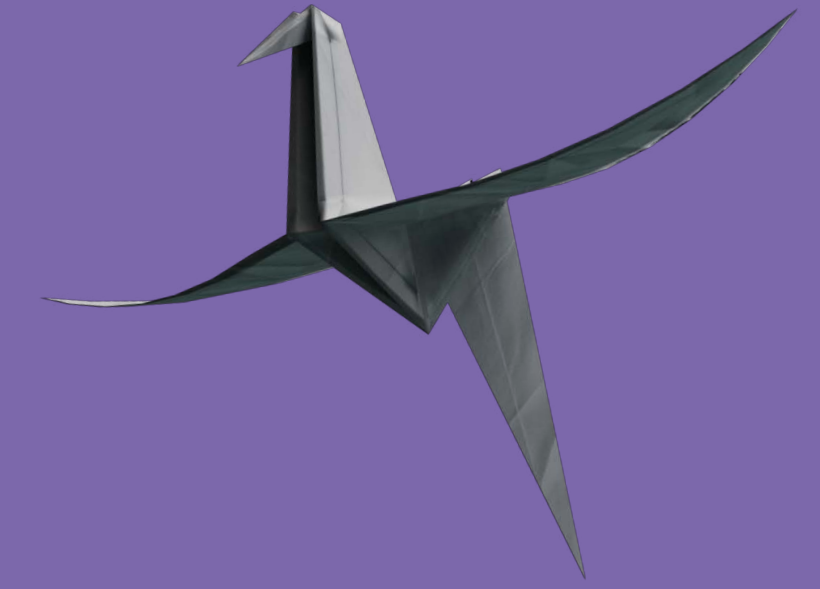
## About the resources:

Resources	Audience	Purpose	How to use
Social media tiles (square format)	Sector-wide	Raise awareness on stigma-free care	Post with suggested captions and #RAISEIT tags
Practice poster (A4)	Health professionals	Reinforce campaign in clinic settings	Print and display in staff rooms or meeting areas
Campaign sticker	Staff / community	Promote awareness and cultural change	Use on windows, devices, ID lanyards or notebooks
Health provider videos	Health professionals	Raise awareness of the issue and promote solutions	Share via web, email or social media channels; include in education sessions

Download all RAISE IT resources here: [nwmpnhn.org.au/raise-it](http://nwmpnhn.org.au/raise-it)

To order printed copies of posters and stickers please contact [comms@nwmpnhn.org.au](mailto:comms@nwmpnhn.org.au)

# Guidance for use



We encourage all partners to use RAISE IT materials in ways that feel authentic to their audience and aligned with their role in the sector. Here's how you can get involved:

## Share the message

- Post campaign tiles to your social channels using #RAISEIT and tag @NWMPHN.
- Feature the videos on your website, intranet or in events.
- Include the posters in staff-facing areas such as tea rooms, and meeting spaces.

## Host the resources

- Add RAISE IT materials to your organisation's resource library.
- Include messaging in newsletters, bulletins, or eDMs to members and networks.
- Add a banner or tile to your homepage or relevant AOD/mental health pages linking to NWMPHN's campaign hub.

## Champion the cause

- Endorse the campaign through a statement, quote, or inclusion in your strategic communications.
- Invite your staff, partners or members to take part in RAISE IT discussions or training.
- Nominate a campaign contact or champion within your organisation.

### Attribution

Please reference NWMPHN as the campaign lead on any shared content. Suggested attribution:

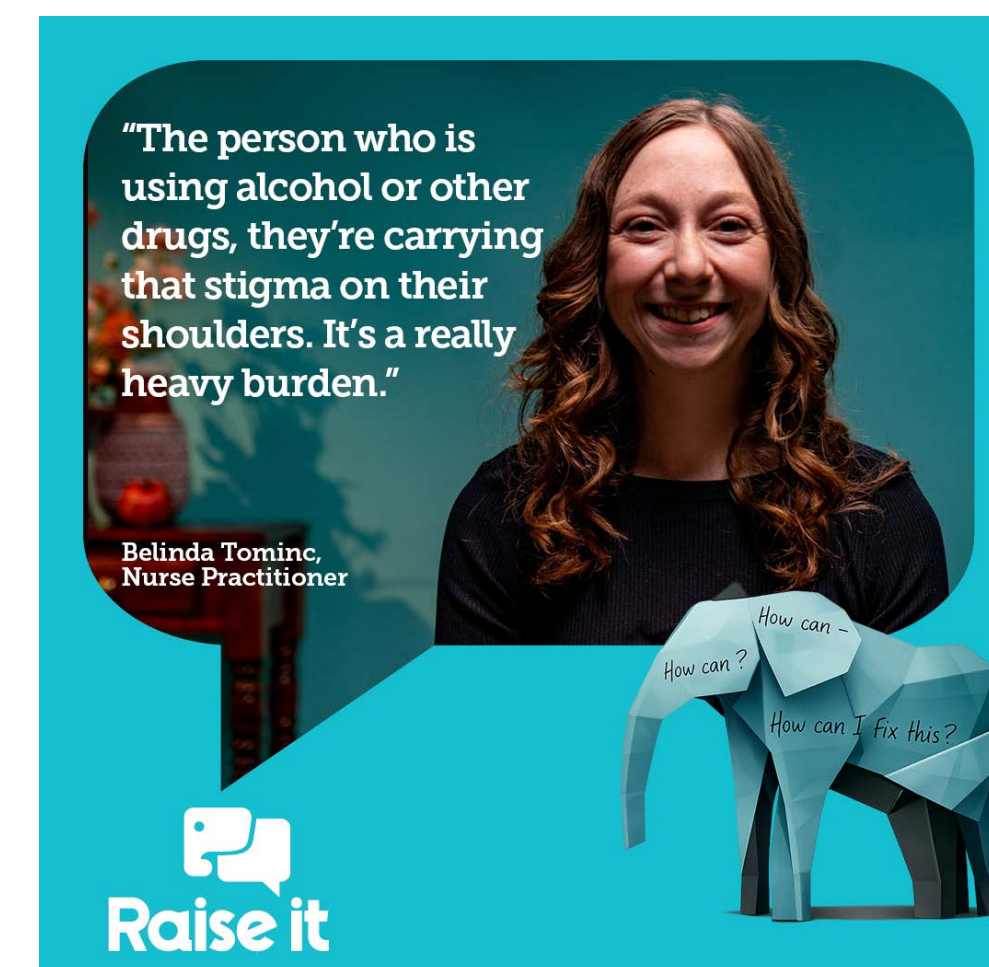
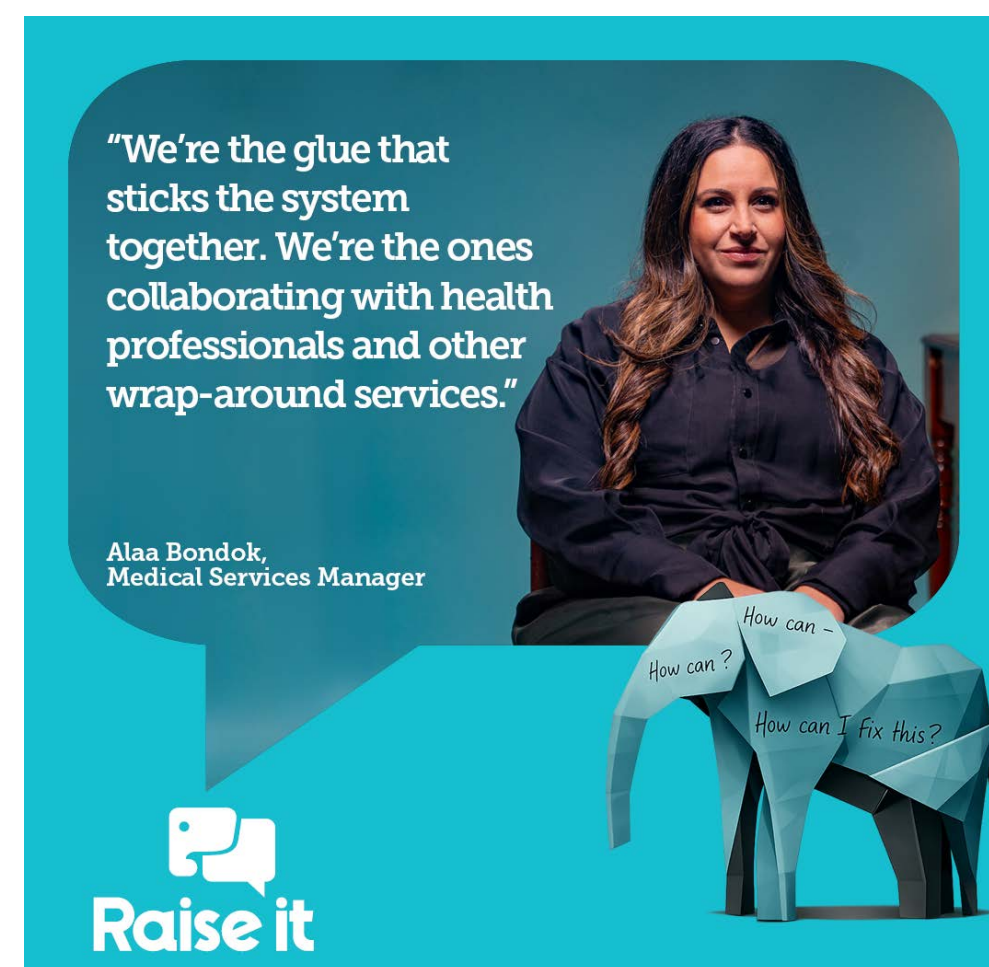
*"This campaign is led by North Western Melbourne Primary Health Network (NWMPHN) as part of its work to reduce stigma in AOD care."*

### Need help?

We're happy to provide copy, asset guidance or support tailored to your platform. Email [comms@nwmpHN.org.au](mailto:comms@nwmpHN.org.au)

# Social media tiles

Download these social media tiles at [nwmpnhn.org.au/raise-it](http://nwmpnhn.org.au/raise-it)



# Social media tiles

Download: [nwmphn.org.au/raise-it](http://nwmphn.org.au/raise-it)

Suggested social media copy is on page 13.

"They rediscover things they may not have experienced for a long time.  
It's a beautiful thing to see people evolve."  
Dr Ohnmar John, GP

How can -  
How can?  
How can I fix this?

Raise it

"Alcohol and other drug challenges should be seen like any other chronic disease, without the stigma behind it."  
Dr Paul Grinzi, GP

How can -  
How can?  
How can I fix this?

Raise it

"People who use drugs or alcohol typically care a great deal about their pregnancy and their baby."  
Elvira Earthstar, Clinical Midwife Consultant

How can -  
How can?  
How can I fix this?

Raise it

"People can be so grateful when you talk about AOD with them.  
It can be a huge turning point in their life."  
Kris Anderson, Medical Receptionist

How can -  
How can?  
How can I fix this?

Raise it

"What we need to see is doctors and pharmacists who will talk about a person's treatment, their plan and how it's going for them."  
Jarrod McMaugh, Pharmacist

How can -  
How can?  
How can I fix this?

Raise it

"It's such a rewarding sector to work in."  
Natalie O'Halloran, AOD Nurse Practitioner

How can -  
How can?  
How can I fix this?

Raise it

"We need to raise the issue of stigma because it is a societal problem. It's not just about health care. If we're not looking at addressing it, everything will get worse."  
Natalie O'Halloran, AOD Nurse Practitioner

How can -  
How can?  
How can I fix this?

Raise it

"This is not something that is their fault, it's not something that is their character. This is a health issue. This is something that affects millions of people, every single day."  
Rachel Philip, Social Worker

How can -  
How can?  
How can I fix this?

Raise it

# Social media tiles

Download these social media tiles at [nwmpnhn.org.au/raise-it](http://nwmpnhn.org.au/raise-it)

"Make us feel welcome. Treat us with respect and we'll go the journey with you. We'll get better health outcomes for ourselves – and you'll enjoy it better too."

Amelia Berg, Peer Worker

How can -  
How can I fix this?

Raise it

"Everyone deserves a second chance ... having a drug or alcohol issue is a big label. A lot of people are reluctant to seek help until it's unmanageable."

Anh Bui, Mental Health and Wellbeing Coordinator

How can -  
How can I fix this?

Raise it

"Sometimes you can't fix anything – but you can still make a difference."

Ann-Marie Power, Registered Nurse

How can -  
How can I fix this?

Raise it

"..a system without stigma encourages inclusivity and participation in health care."

Dr Eric Hadinata, GP and Addiction Medicine Specialist

How can -  
How can I fix this?

Raise it

"There is no other specialty that teaches the range of skills needed to treat the physical, mental and social needs of the person."

Dr Eric Hadinata, GP and Addiction Medicine Specialist

How can -  
How can I fix this?

Raise it

"Simply put, if we don't deal with the stigma, we're not actually addressing the needs of the patient."

Dr Michael Aufgang, GP

How can -  
How can I fix this?

Raise it

"I try and make recording a patient's drug and alcohol history just as standard as any other part of the history."

Dr Owen Harris, GP

How can -  
How can I fix this?

Raise it

"We have to take our time, walk side by side with the client, and understand that most likely there's a reason for everything."

Orlando Green, Dual Diagnosis Counsellor

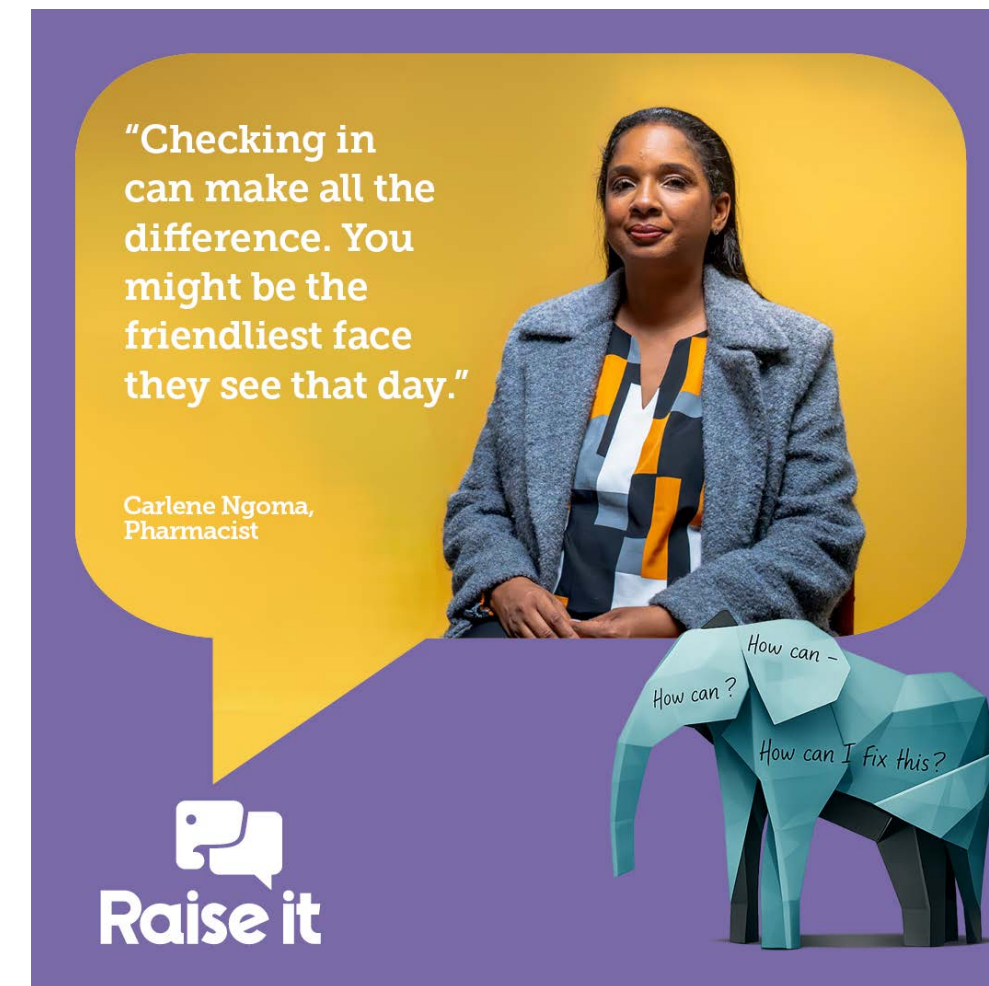
How can -  
How can I fix this?

Raise it

# Social media tiles

Download these social media tiles: [nwmpn.org.au/raise-it](http://nwmpn.org.au/raise-it)

See suggested social media copy to accompany these tiles on the following pages.



# Suggested social media copy

Use this copy on your social media channels – or create your own.  
Combine it with your favourite tiles to suit your audience, like we've done in the examples below.



**Audience:** GPs

**Headline:** "Alcohol and other drug challenges should be seen like any other chronic disease, without the stigma behind it." – Dr Paul Grinzi, GP

**Social copy:**

In primary care, alcohol and other drugs can sometimes feel like the elephant in the room.

But with clinical tools that fit into your consult time, clear guidance, and support that respects your judgement, raising it becomes easier and care becomes more effective.

Together we can all help reduce the stigma around alcohol and other drugs.

**Call to action:** Visit [raiseit.nwmpnh.org.au](https://raiseit.nwmpnh.org.au) to learn more. #Raiselt



**Audience:** Practice managers and receptionists

**Headline:** "People can be so grateful when you talk about AOD with them. It can be a huge turning point in their life." – Kris Anderson, Medical receptionist

**Social copy:** You're often the first person they see when they walk through the door at a practice. And while it can feel like the elephant in the room, knowing how to raise the topic of AOD can open up positive conversations.

There are dedicated resources designed especially for practice managers and medical receptionists to help you feel supported when alcohol and other drug issues arise.

You're never expected to know it all – we're here to back you up.

**Call to action:** Visit [raiseit.nwmpnh.org.au](https://raiseit.nwmpnh.org.au) to learn more. #Raiselt

# Suggested social media copy



**Audience:** Practice nurses

**Headline:** "Sometimes you can't fix anything – but you can still make a difference."  
– Ann-Marie Power, Practice nurse

**Social copy:**

As nurses, you know how important your role can be in supporting someone who is experiencing harm related to alcohol or other drugs.

Across Australia, there are resources, training, and people ready to guide you so nurses can provide the best possible care.

These supports have been developed by health care professionals and informed by people with lived experience, so you will always have support, and they will always have nurses there to care.

**Call to action:** Visit [raiseit.nwmpnhn.org.au](https://raiseit.nwmpnhn.org.au) to learn more. #Raiselt



**Audience:** Pharmacists

**Headline:** "Checking in can make all the difference. You might be the friendliest face they see that day."  
– Carlene Ngoma, Pharmacist

**Social copy:**

Pharmacists can make a huge difference to the lives of people with AOD issues.

By raising the elephant in the room, offering your support, and working together with other local health providers, you may change someone's life.

All around Australia, pharmacists like you can tap into a range of resources, pathways education and support, that makes a real difference when it comes to helping people with AOD.

**Call to action:** Visit [raiseit.nwmpnhn.org.au](https://raiseit.nwmpnhn.org.au) to learn more. #Raiselt

# Suggested social media copy



**Audience:** General

**Headline:** "Make us feel welcome. Treat us with respect and we'll go the journey with you. We'll get better health outcomes for ourselves – and you'll enjoy it better too." – Amelia Berg, Peer worker

**Social copy:**

In primary care, alcohol and other drugs can sometimes feel like the elephant in the room.

But with clear steps and team support available, it becomes easier to manage and more impactful for everyone involved.

Together we can all help reduce the stigma around alcohol and other drugs.

**Call to action:** Visit [raiseit.nwmpnhn.org.au](https://raiseit.nwmpnhn.org.au) to learn more. #Raiselt



**Audience:** General

**Headline:** Working together for better AOD care

**Social copy:**

In primary care, alcohol and other drugs can sometimes feel like the elephant in the room.

It's not always easy to know how to bring it up or how to respond when it's raised.

But you're not expected to have all the answers on your own. Whether it's starting a sensitive conversation, knowing what support is available, or helping guide someone to the right care, there's help for you too.

We're here with resources, training, pathways and support so you can raise it with confidence

**Call to action:** Visit [raiseit.nwmpnhn.org.au](https://raiseit.nwmpnhn.org.au) to learn more. #Raiselt

# Posters - groups

Download posters: [nwmpmn.org.au/raise-it](http://nwmpmn.org.au/raise-it)

## We're working together for AOD care.

Only by raising the elephant in the room can we all focus on what is needed to care for people who need support for alcohol or drug use.

Talking about it with your colleagues and other providers in your community helps to remove stigma and barriers to care.

Hear from other health providers and find out more about resources, training and support available in your area.

Learn more at [raiseit.nwmpmn.org.au](http://raiseit.nwmpmn.org.au)

**Raise it**

**phn**  
NORTH WESTERN  
MELBOURNE  
An Australian Government Initiative

## We're working together for AOD care.

Sometimes, alcohol and other drug concerns can feel like the elephant in the room, for you, your patients, and your staff.

But it's okay, you're not expected to have all the answers on your own. Whether it's raising a sensitive conversation, knowing what support is available, or guiding someone to the right care, there's help for you too.

We have a range of resources, training, and support so you can raise it with confidence.

Learn more at [raiseit.nwmpmn.org.au](http://raiseit.nwmpmn.org.au)

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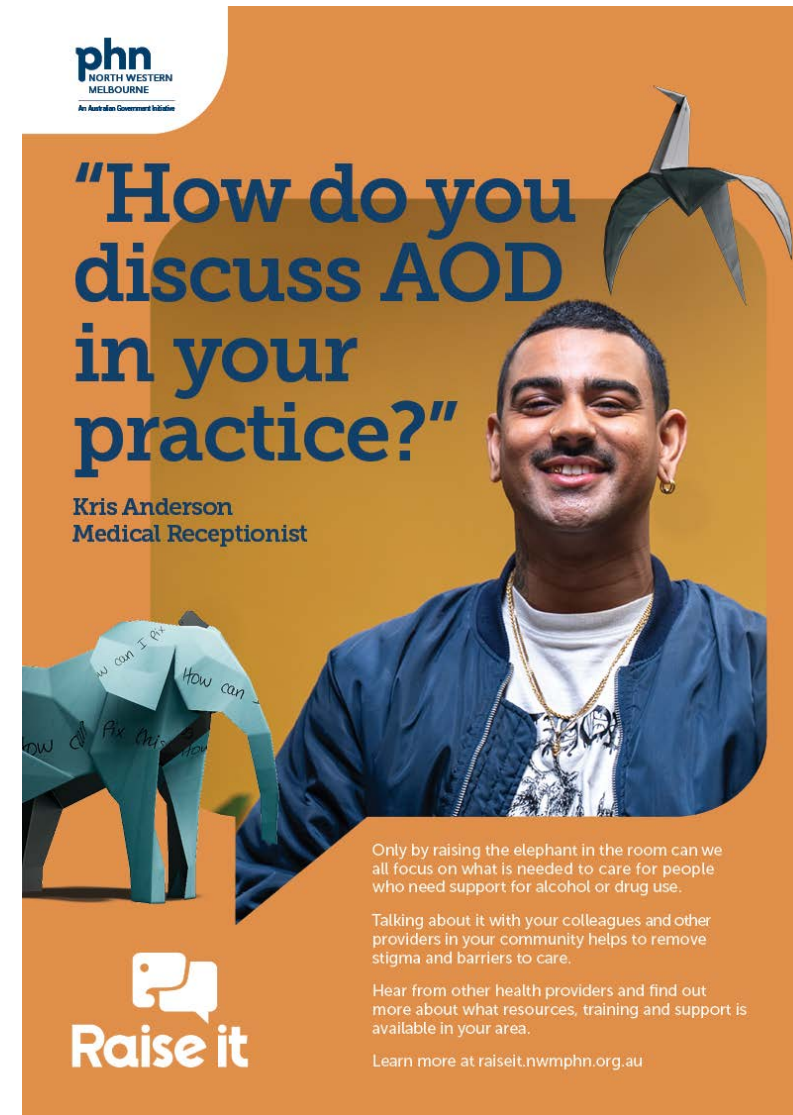
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**Raise it**

**phn**  
NORTH WESTERN  
MELBOURNE  
An Australian Government Initiative

# Posters - practice and pharmacy


Download posters  
[nwmphn.org.au/raise-it](http://nwmphn.org.au/raise-it)



phn  
NORTH WESTERN  
MELBOURNE  
In partnership with the Victorian Government

## "How do you discuss AOD in your practice?"

Kris Anderson  
Medical Receptionist




Only by raising the elephant in the room can we all focus on what is needed to care for people who need support for alcohol or drug use.

Talking about it with your colleagues and other providers in your community helps to remove stigma and barriers to care.

Hear from other health providers and find out more about what resources, training and support is available in your area.

Learn more at [raiseit.nwmphn.org.au](http://raiseit.nwmphn.org.au)

 Raise it



phn  
NORTH WESTERN  
MELBOURNE  
In partnership with the Victorian Government

## "How do you discuss AOD in your practice?"

Dr Owen Harris  
General Practitioner



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 Raise it



phn  
NORTH WESTERN  
MELBOURNE  
In partnership with the Victorian Government

## "How do you discuss AOD in your practice?"

Ann-Marie Power  
Practice manager



Only by raising the elephant in the room can we all focus on what is needed to care for people who need support for alcohol or drug use.

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Hear from other health providers and find out more about what resources, training and support is available in your area.

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 Raise it



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NORTH WESTERN  
MELBOURNE  
In partnership with the Victorian Government

## "How do you discuss AOD?"

Jarrod McMaugh  
Pharmacist



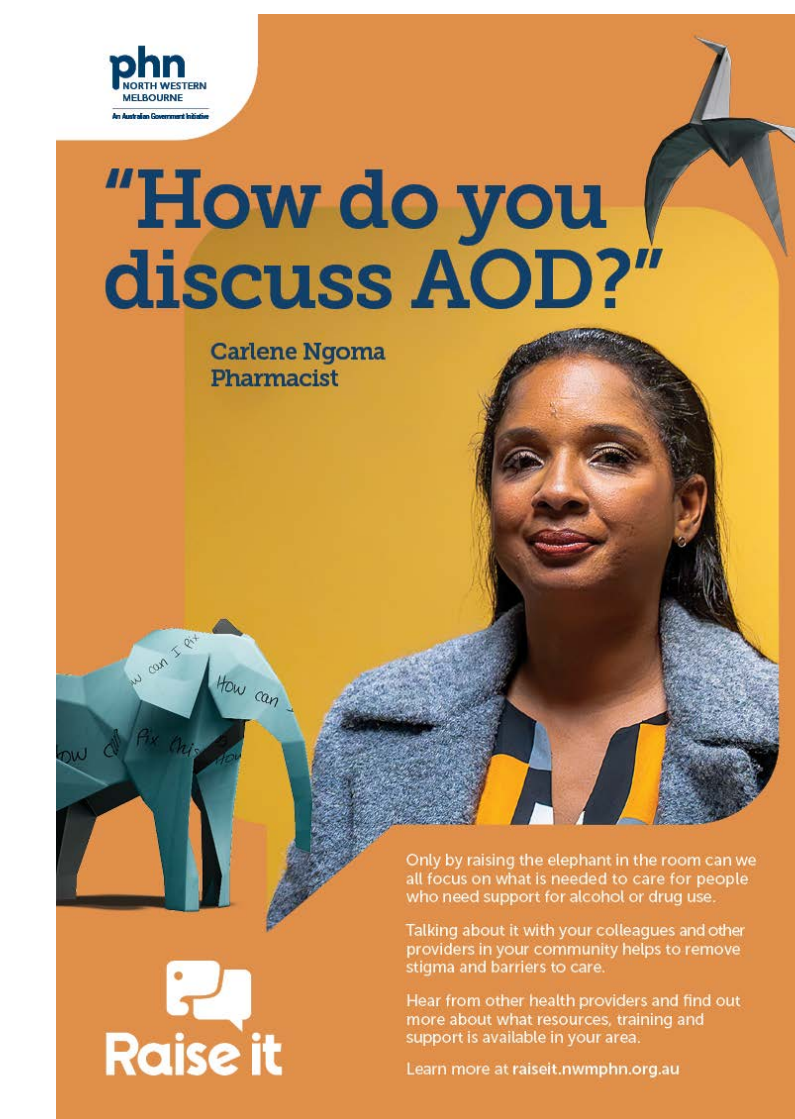
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 Raise it



phn  
NORTH WESTERN  
MELBOURNE  
In partnership with the Victorian Government

## "How do you discuss AOD?"

Carlene Ngoma  
Pharmacist




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 Raise it



phn  
NORTH WESTERN  
MELBOURNE  
In partnership with the Victorian Government

## "How do you discuss AOD in your practice?"

Namarata Malhotra,  
Practice manager



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Hear from other health providers and find out more about what resources, training and support is available in your area.

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 Raise it



# Stickers

Download these stickers:  
[nwmphn.org.au/raise-it](http://nwmphn.org.au/raise-it)

To request printed stickers please contact  
[comms@nwmphn.org.au](mailto:comms@nwmphn.org.au)



# RAISE IT provider videos

This series of videos features 24 leading health professionals and experts from across the NWMPHN region.

These videos can be used to raise awareness of the RAISE IT campaign and may be useful in education and other settings.

To request files in a different file format or to discuss usage, please contact [comms@nwmpnhn.org.au](mailto:comms@nwmpnhn.org.au)

YouTube videos

[Watch all videos here](#)

Or browse videos by profession:

- [Videos featuring GPs](#)
- [Videos featuring practice nurses](#)
- [Videos featuring nurse practitioners](#)
- [Videos featuring midwives](#)
- [Videos featuring practice managers and reception staff](#)
- [Videos featuring pharmacists](#)
- [Videos featuring AOD clinicians](#)
- [Videos featuring lived experience](#)
- [Videos featuring policy and other perspectives](#)

# Contributors

NWMPHN wishes to thank the following health care professionals, experts and people with lived experience for their generous contributions to the RAISE IT campaign.

Alaa Bondok, Medical services manager

Amelia Berg, Peer worker

Angelo Pricolo, Addiction medicine pharmacist

Anh Bui, Mental health and wellbeing coordinator

Dr Anne Saunders, GP

Ann-Marie Power, Registered nurse

Belinda Tominc, Nurse practitioner

Carlene Ngoma, Pharmacist

Elvira Earthstar, Clinical midwife consultant

Dr Eric Hadinata, GP and addiction medicine specialist

Jane Laidlaw, Chief of clinical operations

Jarrold McMaugh, Pharmacist

Jessica Thai, AOD clinician

Kris Anderson, Medical receptionist

Dr Michael Aufgang, GP

Namarata Malhotra, Practice manager

Natalie O'Halloran, AOD nurse practitioner

Nicole Cross, Senior practice nurse

Dr Ohnmar John, GP

Orlando Green, Dual diagnosis counsellor

Dr Owen Harris, GP

Dr Paul Grinzi, GP

Rachel Philip, Social worker

Scott Drummond, Head of policy and practice

# Thank you

Thank you for your commitment to raising awareness, challenging stigma, and creating a health system that treats every person with dignity.

By joining the RAISE IT campaign, your organisation is helping to build a more equitable, compassionate and responsive system of care - for the people who need it most.

Together, we can RAISE IT.

