



Early Intervention

Campaign Overview

January 2024



Healthy Ageing Programs



**Frailty Care in the
Community
Program**



**BUnyAH (Bond
University Allied
Health)
Interprofessional
Healthy Lifestyle**



**Mungulli Yarn and
Walk Program**

Campaign implementation

- Social/ Facebook—2nd January for 16 weeks (22 April)
- Programmatic display banners—2nd January and running for 12 weeks (25 March)
- Display out of Home (GPs waiting rooms and Pharmacies)—2 x 4-week bursts, with the first kicking off 8 January (to 2 Feb) and then another burst commencing 19 February to 15 March



Results for first 13 days:



Impressions
322.5K



Clicks
3,717



Video Views
74



Learn More Clicks
27

- Most of the impressions have come through the digital display advertising but most of the clicks have come from Facebook.
- The Click-Through-Rate on the campaign is surpassing industry averages.
- Primary audience is women aged over 65.
- Next strongest engagement from people aged 55-64.
- 41% of conversions happen on a Tuesday.

Learn More - BUnyAH Interprofessional
24

Learn More - Frailty Care
3

Learn More - Mungulli Yarn
1

Total Learn More Clicks
28

Introducing you to:




i am not frail



I am a grandmother
gardener
dog lover
friend
yoga novice
swimmer
volunteer
mother



A woman with a joyful expression is standing in a swimming pool. She is wearing a red swim cap with goggles perched on top and a dark blue swimsuit. Her arms are slightly outstretched, and she has a wide, open-mouthed smile. The background shows the interior of a swimming pool with blue lane markers and a blurred view of the pool's edge and other people in the distance.

I **am** many things.
One thing I am not...

i am **not** frail

I am in control of frailty
living my life to stop frailty
going to keep moving
going to keep eating well

I am not frail today

I will not be frail tomorrow



Video for social media and screens in medical centres



Posters

You are many things.

Each and every one of them can help you prevent (dare we even say the word) frailty.

Don't stop. Keep living your life.

Fully-funded Healthy Ageing programs are a chat away.



i am
not frail



gcphn.org.au/iamnotfrail

Ask your doctor or healthcare provider to refer you to a free local Gold Coast Healthy Ageing program.

phn
GOLD COAST

An Australian Government Initiative

Posters

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Social media – targeted advertising

phn Gold Coast Primary Health Network - GCPHN
Sponsored (demo) · 🌐

You can prevent frailty in many ways. Don't stop. Keep living your life. Join in Healthy Ageing activities on the Gold Coast.




**i am
not frail**

GCPHN.ORG.AU/IAMNOTFRAIL
Healthy Ageing activities on the Gold Coast [Learn more](#)
When you have even one sign of frailty, you lose your ability to bounce back...

phn Gold Coast Primary Health Network - GCPHN
Sponsored (demo) · 🌐

Anyone can show any signs of frailty, but did you know they can be managed, slowed, stopped or even reversed? Find out more about how you can join Healthy Ageing activities on the Gold Coast.



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not frail**

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Healthy Ageing activities on the Gold Coast [Learn more](#)
When you have even one sign of frailty, you lose your ability to bounce back...

Social media – targeted advertising

phn Gold Coast Primary Health Network - GCPHN
Sponsored (demo) · 🌐

Signs of frailty can be managed, slowed, stopped and even reversed. Learn more about how you can join Healthy Ageing activities on the Gold Coast.



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Healthy Ageing activities on the Gold Coast
When you have even one sign of frailty, you lose your ability to bounce back...

[Learn more](#)

phn Gold Coast Primary Health Network - GCPHN
Sponsored (demo) · 🌐

You can prevent frailty in many ways. Don't stop. Keep living your life. Join in Healthy Ageing activities on the Gold Coast.



**i am
not frail**

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Healthy Ageing activities on the Gold Coast
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[Learn more](#)

Digital Display advertising



i am
not
frail

Don't stop.
Keep living
your life.

[Find out more](#)



i am
not
frail

You can prevent frailty
in many ways.

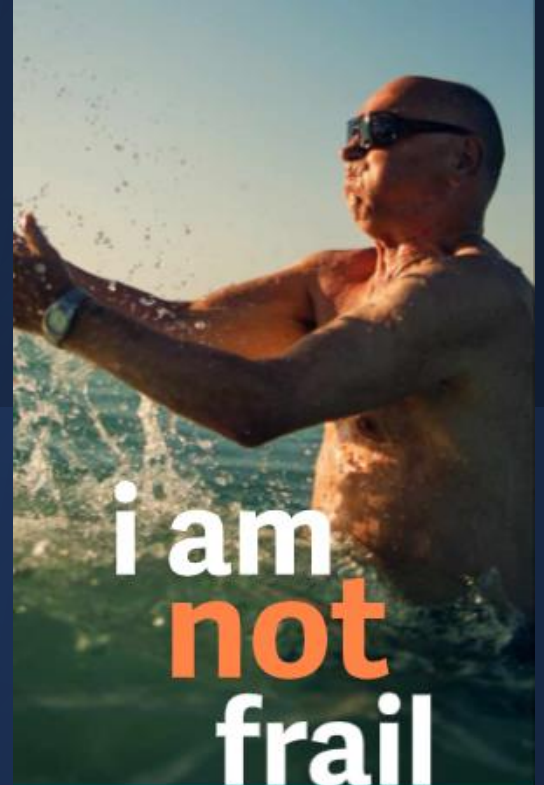
[Find out more](#)



i am
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You can prevent frailty
in many ways.

[Find out more](#)



i am
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frail

You can prevent frailty
in many ways.

[Find out more](#)

Approx 20 different video-style banners along the above themes.

Fact Sheets



i am not frail

Healthy ageing programs on the Gold Coast
Mungulli Yarn and Walk Program

We might all be getting older—but we don't have to get frail as we age.

With the right help, every one of us can manage, slow, stop or even reverse the signs of frailty.

The Australian Government, through the Gold Coast Primary Health Network, is offering 3 programs on the Gold Coast to help people over 65 beat frailty.

What is it?	The Mungulli Yarn and Walk program is a great way for our Aboriginal and Torres Strait Islander clients to engage in an outdoor, education-packed physical activity program.	This cultural-specific program explores cultural activities, healthy eating, specific health conditions, medications, cardiovascular disease risk factors, and physical activity.
Who can join?	First Nations peoples	Participants work with a qualified team including a health worker, physiotherapist, clinical nurse, dietician, pharmacist, and nurse navigator.
How long does it run?	Throughout each year	A physiotherapist guides clients through light physical activities and walks.
Where is it?	Robina Health Precinct, 2 Campus Crescent, Robina	Each session is limited to 10 participants to ensure individuals get the support they need.
How much does it cost?	Free for eligible people	
Who runs it?	Gold Coast Health	
Find out more	P 1300 668 936	



i am not frail

Healthy ageing programs on the Gold Coast
Frailty care in the community program

We might all be getting older—but we don't have to get frail as we age.

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The Australian Government, through the Gold Coast Primary Health Network, is offering 3 programs on the Gold Coast to help people over 65 beat frailty.

What is it?	An individually tailored program to manage and prevent frailty through your choice of in-home, individual or group therapies	This program will help you understand you can reduce your risk of falling and independence.
Who can join?	People aged over 65 (or over 55, for First Nations peoples) who are on a pension or health care card, and can't otherwise access private healthcare	Over six months, you will work with a team of specialists, and this program will help improve your physical performance, cognition, mental health and social support.
How long does it run?	Six sessions, then support available for up to six months	Expect the program to look like a variety of individual appointments and group-based movement sessions that are tailored to your needs. If you're at high risk, home visits are available.
Where is it?	Corporate House, 155 Varsity Parade, Varsity Lakes. Home visits are available for some people. Please contact us for more information.	After your six sessions end, the support goes on in your peer support group. And, a tailored program you can keep working on to keep building up your reserves, you can access 4-6 months of support and care.
How much does it cost?	Free for eligible people	
Who runs it?	Allied health professionals with a special interest in aged care, including psychologists, physiotherapists, occupational therapists, exercise physiologists, dieticians and pharmacists	
Find out more	P 042 327 795 or E frailtyprogram@pnhwales.com.au	



i am not frail

Healthy ageing programs on the Gold Coast
BUnyAH interprofessional healthy lifestyle program

We might all be getting older—but we don't have to get frail as we age.

With the right help, every one of us can manage, slow, stop or even reverse the signs of frailty.

The Australian Government, through the Gold Coast Primary Health Network, is offering 3 programs on the Gold Coast to help people over 65 beat frailty.

What is it?	Health education and exercise classes	Twice a week for 12 weeks, you'll work with Bond University allied health students and their supervisors.
Who can join?	People aged over 65 (or over 55, for First Nations peoples) who are on a pension or health care card	After an hour of group education on topics like nutrition, mood and general health, you'll enjoy group exercise and individual therapies.
How long does it run?	Twice a week for 12 weeks, then follow-up care if needed	Take advantage of the free gym membership at Avanti Health while you are a participant of the program.
Where is it?	Avanti Health Centre, Gold Coast Surgery Centre, Level 1, 103-113 Nerang Street, Southport Follow-up care appointments will be at Bond University Institute of Health and Sport, 2 Promethean Way, Robina	If you'd like further help after the program ends, no problem. The team can help you keep the lifestyle changes going by referring you to other services.
How much does it cost?	Free for eligible people	
Who runs it?	Allied health professionals from Bond University, including occupational therapy, exercise science, physiotherapy and nutrition and dietetics	

'I am not frail' landing page



[I am not frail - Gold Coast Primary Health Network \(gcphn.org.au\)](https://gcphn.org.au/iamnotfrail)

A3 Services Summary



GCPHN Funded Services: Primary Care

More information about these services can be found at www.GCPHN.org.au



GCPHN Funded Services - Gold Coast Primary Health Network

NEED	PRIMARY CARE COMMISSIONED CLINICS			HEALTHY AGEING			CONNECTING SENIOR AUSTRALIANS TO AGED CARE SERVICES			EDUCATION & TRAINING	
SERVICE	Complex Wound Clinic	Medicare Urgent Care Clinic	Endometriosis & Pelvic Pain Clinic	Bond University Allied Health (BUnyAH) Interprofessional Healthy Lifestyles Program	Frailty Care in the Community	Mungulli Clinic	Care Finder			Wound Education	Wound Education
TARGET AUDIENCE	All residents within the Gold Coast Primary Health Network region requiring wound management for chronic and complex wounds.	All residents within the Gold Coast Primary Health Network region who present requiring acute, episodic care for urgent conditions that are <u>not</u> immediately life-threatening. Medicare card holders are bulk-billed for this service.	All residents within the Gold Coast Primary Health Network region who present with endometriosis and/or pelvic pain.	People aged 65+ years or 55+ Aboriginal & Torres Strait Islander (A&TSI), living at home (in the Gold Coast PHN region); has scored 1 or more in the FRAIL scale; at risk of frailty and unable to access mainstream services; A&TSI; CALD; LGBTQI+; and on a Commonwealth Pension/ Seniors Health Care card. They are <u>not</u> eligible if they are under Palliative Care services or already living in a Residential Aged Care Home (RACH).	People aged 65+ years or 55+ A&TSI, living at home (in the Gold Coast PHN region); has scored 1 or more in the FRAIL scale; at risk of frailty and unable to access mainstream services; A&TSI; CALD; LGBTQI+; and on a Commonwealth Pension/ Seniors Health Care card. They are <u>not</u> eligible if they are under Palliative Care services or already living in a Residential Aged Care Home (RACH).	People who identify as Aboriginal and/or Torres Strait Islander (A&TSI) can join in any of the programs from the age of 18.	People aged 65+ years (or 50+ Aboriginal & Torres Strait Islander (A&TSI); or for frail or prematurely aged people (50+ years, 40+ A&TSI) on a low income; homeless (or at risk of homelessness); living with hoarding behaviour or in a squalid environment. They <u>must</u> also: have no carer or support person who can help them, or not have a carer or support person they <u>feel comfortable or trust to support them</u> ; and be <u>eligible for government funded aged care</u> . In addition, they <u>should</u> have one or more of the following reasons for needing intensive support: difficulty communicating because of language or literacy problems; find it difficult to understand information and make decisions; be reluctant to engage with aged care providers or government; and/or be in an unsafe situation if they do not receive services.	Clinical Professional Development for General Practitioners and Nurses working in primary care in the Gold Coast Primary Health Network region.	Nurses and aged care assistants working in Residential Aged Care Homes (RACHs) or community aged care providers in the Gold Coast Primary Health Network region.		
DESCRIPTION	The Complex Wound Clinic provides specialised wound management through a GP and NP with a special interest in wound management, who ensure continuity of care through communication with the patient's usual GP and specialist services.	The Urgent Care Clinic provides access to clinically appropriate urgent care in a non-hospital setting with no out-of-pocket costs for patients, including diagnostic services such as radiology and pathology. Hours: 8am – 10pm daily.	Multi-disciplinary, team-based care of patients with endometriosis and/or pelvic pain. Offering Pelvic Pain Diagnostics (including Anorectal Manometry), Pelvic Floor Physiotherapy, and Allied Health including dietetics and psychology if required.	A 12-week intensive active lifestyle program providing bi-weekly, client-centred health education and exercise sessions to older people at risk of frailty. The program is run by a multi-disciplinary student team and overseen by Bond University academics and practitioners. It includes a free gym membership at Avanti Health Centre for the duration of the program.	A four-to-six month program providing both individual appointments and group-based movement sessions personalised to the patient's needs. It will screen and assess physical performance, nutritional status, medication management, cognition, mental health and social support. Home visits are available for high-risk patients.	In addition to the various health programs offered by the Mungulli team, the Yarn and Walk program provides a weekly group-based walking and education program led by a multi-disciplinary team of health experts. Sessions explore cultural activities, healthy eating, physical activity, and relaxation.	Care finders are <u>not</u> for everyone. They specifically help vulnerable older Australians who need intensive assistance to access aged care and other supports. Care finders can help clients: <ul style="list-style-type: none"> talk to My Aged Care on their behalf and arrange assessments; attend and provide support at the assessment; find and short-list aged care providers in their area; complete forms and understand aged care service agreements; check-in once receiving services and make sure everything is okay; and/or connect to supports in the community, such as health, mental health, housing and homelessness, drug and alcohol services and community groups. 	Wound Care training workshops to upskill practitioners who are responsible for the care and management of patients with chronic or complex wounds.	Wound Care training workshops to upskill nurses working in aged care who are responsible for the care and management of patients with chronic or complex wounds in RACHs.		
PROVIDER(S)	Yelland Medical providing this service at Bundall Medical Centre 21 Ashmore Road, Bundall Ph: 07 5656 4800	Our Medical Gold Coast 2 Leo Graham Way, Oxenford Ph: 07 5573 1122	Medical Super Clinic Benowa 192 Ashmore Road, Benowa Ph: 07 5619 7000	Bond University Allied Health (BUnyAH) E: BUnyAH@bond.edu.au	Pain WISE Ph: 0412 327 795	Mungulli Clinic, GCH, Robina Health Precinct Ph: 1300 668 936	STAR Community Services Ph: 0481 182 092	Footprints Community Ph: 07 3252 3488	Multicultural Communities Council Gold Coast Inc (MCCGC) / CURA Ph: 07 5620 3900	Yelland Medical: Dr Stephen Yelland and Nicola Morley NP	Wound Specialist Services Pty Ltd
MORE INFO	Requires GP referral. gcpnh.org.au/commissionedservices/chronic-disease-service-chronic-and-complex-wound-clinic	Any source, including walk-ins. gcpnh.org.au/commissionedservices/medicare-urgent-care-clinic	Any source including self-referral. gcpnh.org.au/commissionedservices/endometriosis-and-pelvic-pain-clinic	Requires GP or Allied Health referral. gcpnh.org.au/commissionedservices/bond-university-allied-health-bunyah-interprofessional-healthy-lifestyles-program/	Requires GP referral. gcpnh.org.au/commissionedservices/frailty-care-in-the-community-program	Smart referral only to Gold Coast Health (GCH).	Any source, including self-referrals. gcpnh.org.au/commissionedservices/care-finder			Contact GCPHN for further details or visit the website for upcoming events. gcpnh.org.au/event/upcoming-events	



Thank you