



An Australian Government Initiative

Gold Coast Primary Health Network

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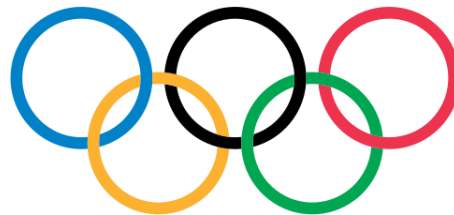
22 October 2024



I've been here before...



**BRITISH OLYMPIC
ASSOCIATION**



Some services we fund or support

- Persistent Pain Program
- Supporting general practices in quality improvement
- Providing greater choices for palliative care services at home
- Supporting health professionals to use My Health Record
- Improving primary healthcare in aged care facilities
- Supporting immunisation
- Alcohol and other drug treatment services
- Youth, adult and senior mental health services for people with mild, moderate or severe and complex mental illness
- Suicide prevention
- Improving Aboriginal and Torres Strait Islander Health
- Supporting cancer screening
- Clinical placements for medical and nursing students



The Communications Plan

The 2024 GCPHN Immunisation Communications Plan was created as a key GCPHN communication roadmap document in late May.

It identified means of communications support for an effective and on-going GCPHN response to vaccine take-up across the Gold Coast with a focus on COVID-19 boosters and the annual influenza vaccine.

Written in an environment of COVID booster take-ups declining and rising cases of influenza, it sought to work with partner agencies to get the latest vaccination information to everyone, but particularly the city's at-risk and vulnerable populations.



The plan in action

- An all-in media call at GCPHN Chair Dr Lisa Beecham's consulting rooms, where the call was made for greater child vaccination on the Gold Coast.
- Dr Beecham also used the occasion to remind people of the importance of having their flu and COVID-19 immunisations.
- Positive coverage of this media event was achieved with Channel 9 and Channel 7 and ABC Radio, MMM and SEA FM, the Gold Coast Bulletin and others online.
- Later, an appeal was launched by the CEO for people to ask for flu and COVID immunisations when visiting their GPs.
- Dr Beecham penned a 650-word opinion column on the importance of immunisation which was printed in the Gold Coast Bulletin on Saturday 12 July.
- A news release on the availability on in-home immunisations to eligible residents was prepared.
- Story development around innovative submissions to the Immunisation Grants Scheme.



Immunisation campaign

GOLD COAST

Are you keeping up to date with your COVID-19 boosters?



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+ PHARMACIST-ADMINISTERED VACCINES +



HELP PROTECT OUR OLDER COMMUNITY WITH A COVID-19 VACCINE



Make some time to protect yourself against COVID-19 and influenza



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Make some time to protect yourself against COVID-19 and influenza

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Our cinema advert





A boost to child vaccination rates on the Gold Coast...

According to the latest figures by the Primary Health Network, the Gold Coast has some of the lowest child vaccination rates in the country against highly infectious diseases such as measles, chickenpox, whooping cough and more. It's a rate that's putting the health of some of the youngest and most vulnerable people in the community at risk.



Daisy C

Dr Lisa

We've delivered **grants of up to \$10,000** to support initiatives and activities that will increase immunisation rates across the Gold Coast.

Awarded to local primary care providers, medical organisations, not-for-profit groups and endorsed health professionals they'll help improve the community's knowledge about the benefits of immunisation.

The funding covers equipment support, training and education, staffing and operations and resources.



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GOLD COAST
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**Immunisation Ready
Grants Program**

Equipping primary care providers to empower informed community immunisation



Questions



An Australian Government Initiative

Building one world class health service for the Gold Coast

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www.gcphn.org.au

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