

TALK ABOUT campaign sharing guidance and examples

TALK ABOUT is a way for Darling Downs and West Moreton PHN to ask the community about their experience with healthcare in our region.

We want to ensure that healthcare is planned around the needs of people in our region and by listening to our communities, we can better understand what's working well and what could be done better. We may also be able to better understand the barriers that make accessing services difficult.

Anyone in the community can contribute to TALK ABOUT, including health professionals. We are also looking for people to help us to get the word out.

One of the easiest ways you can assist us is by encouraging people to get involved through your social media and/or newsletter channels.

Social media examples

If you have a social media channel, you can share one of Darling Downs and West Moreton PHN's regular posts about TALK ABOUT on [Facebook - www.facebook.com/DDWMPHN/](https://www.facebook.com/DDWMPHN/)

The campaign hashtag is #TALKABOUT

Facebook examples

Example 1

We want to hear from people working in or accessing healthcare in the Darling Downs and West Moreton region. Let's TALK ABOUT what you think is working well and what you think could be done better. From 3 March to 14 April 2025, they want to TALK ABOUT **Primary Care Workforce**. Complete their short survey and tell them about your experience at www.ddwmpnh.com.au/talk-about #talkabout

Example 2

WE WANT YOUR OPINION - Darling Downs and West Moreton PHN want to ask you about your healthcare experiences with **Primary Care Workforce**. Let's TALK ABOUT what you think is working well and what could be done better.

Complete the short survey before 14 April 2025 at www.ddwmpnh.com.au/talk-about

#TALKABOUT

Don't forget to tag us in your post by using @DDWMPHN. You may need to follow our page in order to tag us – we would love to have you as a part of our network.

X Examples

Example 1

@DDWMPHN is encouraging people to TALK ABOUT their experience with healthcare in the region. Visit www.ddwmpnh.com.au/talk-about #TALKABOUT

Example 2

@DDWMPHN wants you to have your say on **Primary Care Workforce** in the region. Visit www.ddwmpnh.com.au/talk-about #TALKABOUT

Example 3

Let's #TALKABOUT **Primary Care Workforce**. @DDWMPHN wants your feedback. Visit www.ddwmpnh.com.au/talk-about

Newsletter examples

You may also like to share some information in your newsletter channels. We have provided a short and long option below.

Short option

Darling Downs and West Moreton PHN want to ask you about your experience with healthcare in your community. They want to TALK ABOUT what you think is working well and what you think could be done better. From 3 March to 14 April 2025, they want to TALK ABOUT **Primary Care Workforce**. Complete their short survey and tell them about your experience at www.ddwmpnh.com.au/talk-about #talkabout

Long option

Darling Downs and West Moreton PHN want to ask you about your experience with healthcare in your community. They want to TALK ABOUT what you think is working well and what you think could be done better. From 3 March to 14 April 2025, they want to TALK ABOUT **Primary Care Workforce**. Complete their short survey and tell them about your experience at www.ddwmpnh.com.au/talk-about #talkabout

The PHN will use the information you provide to inform their Health Needs Assessment (HNA) document. The HNA is their guiding document for making decisions about what services they fund in your region, and where they fund them.

Contact our communications team

If you would like more information, or if there is a resource that would be useful for you to help us get the word out about TALK ABOUT, please contact our communications team via email communications@ddwmpnh.com.au.