

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2011-2012, 30/31 May 2011

Question: E11-382

OUTCOME 0: Whole of Portfolio

Topic: COMMUNICATIONS PROGRAMS

Written Question on Notice

Senator Fierravanti-Wells asked:

- a) What communications programs has the department/agencies undertaken, or are planning to undertake?
- b) For each program, what is the total spend?

Answer:

- a) and b)  
See Attachment A.

## Attachment A

a) What communications programs has the department/agencies undertaken, or are planning to undertake (1 July 2010 - 31 May 2011)?

b) For each program, what is the total spend?

DEPARTMENT OF HEALTH AND AGEING – PROGRAMS UNDERTAKEN	TOTAL SPEND
• National Eye Health Awareness	\$167,000
• Dementia ‘Know the Signs’ Project	\$36,797
• General Dementia Communications Resources	\$29,850
• National Palliative Care Program	\$800,681
• National Drugs Campaign	\$3,840,922
• National Partnership Agreement on Preventive Health (NPAPH) - Tobacco Social Marketing Campaign (in conjunction with Portfolio Agency)	\$3,273,532
• National Tobacco Campaign – More targeted approach	\$3,382,131
• National Partnership Agreement on Preventive Health (NPAPH) - Measure Up Campaign, Phase Two ‘Swap it Don’t stop it’(in conjunction with Portfolio Agency)	\$2,170,918
• Health Reform Campaign	\$2,129,820
• National Sexually Transmissible Infections Prevention Program	\$151,489
• Indigenous COAG Local Community Campaigns to Promote Better Health (A3)	\$838,747
• Indigenous COAG Attracting more people to work in Indigenous Health (C4)	\$1,058,733
• Indigenous Ear Health	\$1,556,180
• Indigenous Anti-Smoking Campaign ‘Break the Chain’	\$1,873,896
• After hours GP Helpline	\$153,780
• Connecting Health Services with the Future – letter to doctors; brochure; and web site.	\$63,763
• Activities to promote MBS Health Assessments.	\$4,556
• Lifetime Health Cover mail-out.	\$438,769
• National Alcohol Harm Reduction Strategy - Materials include hard copy brochures and a variety of promotional items.	\$75,493
• Combating Petrol Sniffing (rollout of low aromatic fuel)	\$518,211
• Indigenous Chronic Disease Package	\$250,898
• Quality Assurance Arrangements for Community Care - Information for people receiving community aged care.	\$26,200
• World AIDS Day 2010	\$91,369
• Immunisation / Influenza	\$78,637
• Rotavirus immunisation	\$17,510
• General communications regarding immunisation	\$248,446
• Community Pharmacy Service Charter - printing and distribution of information brochure to 5221 community pharmacies.	\$104,240
• The Rural Health Workforce Strategy (RHWS)	\$6,125

## **DEPARTMENT OF HEALTH AND AGEING - PLANNED PROGRAMS**

- Dementia 'Know the Signs' Project – planning a mass distribution activity to promote broad use of the project materials
- Dementia Communication Strategy – developing a revised Dementia Communication Strategy
- National Drugs Campaign – Developmental research to inform new strategy development and campaign directions for 2011-12 and beyond.
- NPAPH Tobacco Social Marketing Campaign - Advertising, PR activities, website development, health professional communication.
- National Tobacco Campaign – More targeted approach - Advertising, PR activities, website content, health professional communication and community events.
- NPAPH Measure Up Campaign – Phase Two 'Swap it Don't stop it' - advertising, PR and communication engagement activities.
- Indigenous COAG Local Community Campaigns to Promote Better Health (A3) - National messaging, activities and resources, national grants program with community organisations to develop locally-tailored activities to address chronic disease risk factors.
- Indigenous COAG Attracting more people to work in Indigenous Health (C4) - Targeted advertising, public relations and community engagement activities.
- Indigenous Ear Health Campaign - Program of community events to promote ear health and how to prevent ear disease; targeted ear health resource kits for parents/carers/health workers and early childhood workers, including DVD; partnerships with Indigenous media organisations to develop ear health messages and activities.
- Indigenous Anti-Smoking Campaign 'Break the Chain' – Advertising
- After hours GP helpline – Ongoing advertising and PR activities
- Combating Petrol Sniffing (rollout of low aromatic fuel).
- Indigenous Chronic Disease Package Photography and Film Project and reprinting of publications.
- Quality Assurance Arrangements for Community Care - Information for people receiving community aged care.
- Aged Care Education and Training Incentive Program.
- World AIDS Day 2011
- Immunisation / Pertussis
- Immunisation / Prevenar 13
- Immunisation / General communications
- Immunisation / Influenza
- Meningococcal / Hib vaccine
- National Bowel Cancer Screening Program
- RHWS - The Rural Health Champions Program

<b>PORTFOLIO AGENCIES – PROGRAMS UNDERTAKEN</b>	<b>TOTAL SPEND</b>
<ul style="list-style-type: none"> <li>• ‘The Standard’ magazine – printing and postage.</li> </ul>	\$85,159
<ul style="list-style-type: none"> <li>• National Partnership Agreement on Preventive Health - Tobacco Social Marketing Campaign (in conjunction with Core Department)</li> </ul>	\$5,407,761
<ul style="list-style-type: none"> <li>• National Partnership Agreement on Preventive Health - Measure Up Campaign – Phase Two ‘Swap it Don’t stop it’ (in conjunction with Core Department)</li> </ul>	\$8,803,526
<ul style="list-style-type: none"> <li>• National Community Awareness and Education Program</li> </ul>	\$3,168,019
<ul style="list-style-type: none"> <li>• Consumer Networks Australian Cancer Trials Website:</li> </ul>	\$11,500
<ul style="list-style-type: none"> <li>- A national consumer friendly website about cancer clinical trials</li> </ul>	
<ul style="list-style-type: none"> <li>- Printing and distribution of bookmarks to key stakeholders</li> </ul>	
<ul style="list-style-type: none"> <li>• Development of website material, information sheets and publications.</li> </ul>	\$50,242
<ul style="list-style-type: none"> <li>• Further improve the quality and accessibility of information available to consumers of private health insurance products.</li> </ul>	\$107,173

<b>PORTFOLIO AGENCIES - PLANNED PROGRAMS</b>
<ul style="list-style-type: none"> <li>• National Community Awareness and Education Program</li> </ul>
<ul style="list-style-type: none"> <li>• Information about breast cancer in men</li> </ul>
<ul style="list-style-type: none"> <li>• Production and distribution of DL flyer to stakeholders and partners via email and at face-to-face events and activities.</li> </ul>
<ul style="list-style-type: none"> <li>• Development of website material, information sheets and publications.</li> </ul>