

Advertising and information campaigns

The Department of Health's total expenditure on advertising and information campaigns in the current financial year is **\$2,144,345 (ex GST)**

An itemised list of all advertising and information campaigns run by the Department for the current financial year, and the funds attributed to each campaign is provided below.

Campaign	2018-19 Budget ex GST (\$m)	Status
Healthy Produce – Fruit and Veg	0.24	Complete
Human Papillomavirus	0.45	Complete
Life Checks	0.22	Complete
Australian General Practice Training	0.026	Active
Health Star Rating	4.04	Active
Head to Health	0.45	Active
Private Health Insurance Reforms	4.51	Active
Pharmaceutical Benefits Scheme	5.6	Active
Maternal vaccination	0.42	Active
Get the Facts - Immunisation	3.5	Active

Detailed information about the advertising and information campaigns the department has planned for the rest of the 2018-19 year, including the content of those campaigns, estimated expenditure and detail on ad-buys and placements is provided below.

Campaign	2018-19 Budget ex GST (\$m)	Content	Status
Meningococcal vaccination	0.195	Social media and online video	Planned
Influenza vaccination	0.29	Social media	Planned

Department of Health Campaigns 2018-19

Campaign	2018-19 Budget ex GST (\$m)	2018-19 expenditure 1 July 2018 to 28 February 2019 (ex GST \$m)
Healthy Produce – Fruit and Veg	0.24	\$45,806
Human Papillomavirus	0.45	\$134,508
Life Checks	0.22	\$1,224
Australian General Practice Training	0.026	-
Health Star Rating	4.04	\$64,175
Head to Health	0.45	\$99,836
Private Health Insurance Reforms	4.51	\$262,276
Pharmaceutical Benefits Scheme	5.6	\$351,384
Maternal vaccination	0.42	\$107,196
Get the Facts - Immunisation	3.5	\$1,011,245
Meningococcal vaccination	0.195	-
Influenza vaccination	0.29	\$66,695
Total	\$19,680M	\$2,144,345 (ex GST)

Healthy Produce Campaign (complete)

- The campaign aimed to communicate the importance of increasing the consumption of and eating a variety of fruits and vegetables every day.
- The campaign launched on 22 December 2018 with Facebook and search advertising and ran to 2 February 2019.

HPV Campaign (complete)

- The human papillomavirus (HPV) campaign targets parents of adolescent children (primarily aged 11–13 years) with information about the benefits and importance of receiving the HPV vaccine, addressing safety concerns, and the need to sign a consent form in order for their child to receive the vaccine through schools under the National Immunisation Program.
- The campaign also targets young adults up to 19 years of age who are eligible for a catch up vaccination.
- The campaign launched on 27 January 2019 and ran for four weeks.

Life Checks Campaign (complete)

- The Life Checks Campaign encourages Australians aged 45 and over to find out how prepared they are for the future by completing the online Life Check quiz.
- The campaign launched on 21 January 2019 with Facebook and search advertising. It ran until 17 March 2019.

Australian General Practice Training (AGPT) Campaign (active)

- Social media and search advertising was used to inform medical graduates that applications are open to apply for training to become a GP specialist.
- The advertising commenced on 27 March 2019 with Facebook and search advertising. It is planned to run until 27 April 2019.

Health Star Rating Campaign (active)

- The Health Star Rating campaign aims to raise awareness and educate grocery buyers aged 18 years and over about how to use the HSR system to make healthier choices when purchasing packaged foods.
- The campaign is co-funded by states and territories, as agreed by the Australian Health Ministers' Advisory Council (AHMAC).
- A new phase of campaign activity commenced on 6 February 2019 and includes television, online video, digital, out-of-home and in-store advertising. It is planned to conclude in mid-May.

Head to Health Campaign (active)

- The Head to Health campaign launched on Friday 21 December 2018 and is planned to run until 4 May 2019.
- This campaign uses online channels to promote the Head to Health website as a trusted online resource for mental health information and services and a complement to more traditional services such as face-to-face.

Private Health Insurance (PHI) Campaign (active)

- The Private Health Insurance Campaign launched on Monday 18 February 2019 and is planned to run until mid-April 2019.
- This campaign will promote the Private Health Insurance reforms which were announced in October 2017.

Pharmaceutical Benefits Scheme Campaign (active)

- The Campaign will raise awareness of the PBS and the importance of: using medicines as prescribed by health care providers to maximise benefit and prevent harm; safe disposal of medicines and not stockpiling medications.
- The PBS Campaign launched on Thursday 28 March 2019 and is planned to run until mid April 2019 across television, radio, print, out of home and digital media.

Maternal vaccination Campaign (active)

- The campaign encourages awareness and uptake of pertussis (whooping cough) and influenza vaccination among pregnant women.
- The pertussis media buy launched on 1 April planned to run for four weeks, and
- influenza advertising launches on 28 April planned to run for four weeks.

Get the Facts: Childhood Immunisation Campaign (active)

- The Childhood Immunisation Education Campaign supports parents of children aged 0-5 years with vaccination decisions. By explaining the benefits of childhood vaccination and addressing misconceptions about vaccination, it encourages timely completion of the childhood immunisation schedule.
- Two phases of the campaign have been delivered in August 2017 and March 2018. Phase three launched late January 2019 and ran for eight weeks across online channels. Additional activity specifically targeting Aboriginal and Torres Strait Islander audiences. Is continuing until The advertising is across social media.

Meningococcal vaccination Campaign (planned)

- The campaign launches on 21 April and planned to run for four weeks using social media and online video.
- The campaign supports the vaccination program which provides vaccines in schools to year 10 students (14 to 16 years) and a catch-up program for adolescents 15 to 19 years old through GPs and other vaccination providers.

Influenza vaccination Campaign (planned)

- The campaign is planned to run from 13 May until 8 June on social media.
- The campaign will aim to increase uptake of the vaccine for people aged 6 months and over with medical conditions, people aged 65 years and over and ATSI people aged 6 months and over.