

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2010-2011, 20 October 2010

Question: E10-202

OUTCOME 0: Whole of Portfolio

Topic: COMMUNICATIONS PROGRAMS

Written Question on Notice

Senator Fierravanti-Wells asked:

- a) What communications program has the Department and portfolio agencies undertaken since additional estimates and what communications programs are planned to be undertaken?
- b) For each program what is the total spend?

Answer:

- a) See Attachment A.
- b) See Attachment B.

## Attachment A

a) What communications programs has the Department and portfolio agencies undertaken since additional estimates (11 February 2010 to 31 October 2010) and what communications programs are planned to be undertaken?

DIVISION / PORTFOLIO AGENCY	PROGRAM	PLANNED PROGRAM
Aboriginal & Torres Strait Islander Health, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Indigenous Chronic Disease Package - General Practitioner Resource Kit</li> </ul>	<ul style="list-style-type: none"> <li>• Indigenous Chronic Disease Package General Practitioner Resource Kit – Development of a General Practitioner resource kit to be distributed to mainstream and Indigenous Health Services about how to access initiatives under the Indigenous Chronic Disease Package.</li> </ul>
Ageing and Aged Care Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Carelink</li> <li>• Carer Information Support Program</li> <li>• Continued sponsorship arrangement with Sensis for publishing of the Age Page in 55 White Pages directories nationally</li> <li>• Listing of the Aged Care Information Line in the body of the White Pages</li> <li>• Reprints of the 2010 edition of the Australian Government Directory of Services for Older People (AGDOS)</li> <li>• Translation of the AGDOS has into five community languages</li> <li>• Printing of updated or out of stock Aged Care Information Sheets</li> <li>• Translation of 15 Information Sheets published online for download</li> <li>• Distributions to industry and stakeholders on information relating to their obligations under the <i>Aged Care Act 1997</i></li> <li>• National Eye Health Campaign</li> <li>• Healthy Ageing &amp; Eye Health</li> <li>• Contenance Awareness</li> <li>• Dementia Awareness</li> <li>• Palliative Care</li> <li>• Respite for Carers</li> <li>• Remote &amp; Indigenous Service Support program</li> <li>• Residential Aged care</li> </ul>	<ul style="list-style-type: none"> <li>• Carelink - Ongoing promotion</li> <li>• Carer Information Support Program - Ongoing promotion</li> <li>• Remote &amp; Indigenous Service Support program - Service Development Assistance Panel (SDAP): information materials for this service program for Indigenous and remote aged care service providers to access professional assistance and guidance</li> <li>• Residential Care - Consumer Publication: 5 Step pack and Financial Hardship application</li> </ul>

DIVISION / PORTFOLIO AGENCY	PROGRAM	PLANNED PROGRAM
Business Group, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Illicit Drug Use</li> <li>• Skin Cancer Awareness</li> <li>• Tobacco Campaign</li> <li>• Reinvigoration Tobacco Campaign</li> <li>• MeasureUp Campaign</li> <li>• H1N1 Influenza (Human Swine Flu) Public Information</li> <li>• Health Reform Campaign</li> <li>• National Sexually Transmissible Infections Prevention Program</li> <li>• Binge Drinking</li> <li>• Indigenous COAG Local Community Campaigns to Promote Better Health (A3)</li> <li>• Indigenous COAG Attracting more people to work in Indigenous Health (C4)</li> <li>• Opal Fuel Communication Activities</li> <li>• Indigenous Ear Health Campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Illicit Drug Use - integrated media buy with PR activities and information resources</li> <li>• Tobacco - Advertising, PR activities, website development, health professional communication</li> <li>• MeasureUp Campaign - Phase Two – Advertising, PR and communication engagement activities</li> <li>• Health Reform Campaign - PR activities, website maintenance, stakeholder communication</li> <li>• National Sexually Transmissible Infections Prevention Program - PR activities, community awareness grants program, website development, resource distribution and advertising</li> <li>• 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</li> <li>• Indigenous COAG Attracting more people to work in Indigenous Health (C4) - targeted advertising, public relations and community engagement activities</li> <li>• Opal Fuel Communication Activities - communication development and implementation to support rollout of Opal fuel in Kakadu and WA Goldfield communities including, targeted advertising, market research, public relations, website development and community engagement activities</li> <li>• 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</li> </ul>
Health Workforce Division, Department of Health and Ageing		<ul style="list-style-type: none"> <li>• Nurse Practitioner access to the MBS and PBS</li> <li>• Rural Australia Medical Undergraduate Scholarship (RAMUS) Scheme</li> </ul>

DIVISION / PORTFOLIO AGENCY	PROGRAM	PLANNED PROGRAM
Medical Benefits Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Health Technology Assessment Website – build and maintain website</li> <li>• Medical Services Advisory Committee</li> <li>• Horizon Scanning Website</li> <li>• MBS Online website, basic maintenance &amp; enhancements</li> <li>• Promote chronic disease and allied health Medicare items</li> <li>• Quarterly Statistics to provide information on expenditure and services rendered under the MBS</li> <li>• Health Assessment Resource Kits</li> <li>• Distribution charges for various health assessment brochures to facilitate the education of GPs and medical professionals</li> <li>• Healthy Kids Check booklet</li> <li>• Closing the Gap resource kits</li> <li>• Letter from Minister to GPs and OMPs re: MBS Review</li> <li>• Diagnostic Imaging Accreditation Scheme – Guidance material</li> <li>• Quality Use of Pathology &amp; National pathology accreditation scheme</li> </ul>	<ul style="list-style-type: none"> <li>• MBS 1 November 2010 CD</li> </ul>
Mental Health & Chronic Disease Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• National Alcohol Harm Reduction Strategy - <i>Australian Guidelines to Reduce the Health Risks from Drinking Alcohol</i></li> </ul>	<ul style="list-style-type: none"> <li>• National Alcohol Harm Reduction Strategy - Ongoing</li> </ul>
Population Health Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Healthy Eating and Physical Activity Guidelines for Early Childhood Settings (<i>Get Up &amp; Grow</i>)</li> </ul>	
Primary and Ambulatory Care Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Practice Incentives Program – Indigenous Health Incentive</li> <li>• Rural Health Strategy</li> <li>• Rural Primary Health Services</li> <li>• Rural Health Workforce Strategy, Phase 1</li> </ul>	<ul style="list-style-type: none"> <li>• Rural Health Workforce Strategy, Phase 2</li> </ul>

<b>DIVISION / PORTFOLIO AGENCY</b>	<b>PROGRAM</b>	<b>PLANNED PROGRAM</b>
Regulatory Policy & Governance Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Australian Government Hearing Services Program</li> </ul>	
Aged Care Standards and Accreditation Agency	<ul style="list-style-type: none"> <li>• Marketing of industry education and training activities designed to promote high quality care for residents and to assist industry to improve service quality as set out in the Accreditation Grant Principles 1999</li> <li>• Advertising in DPS guides to advise consumers about the role of the accreditation body and the Australian Government's requirement that every home receives at least one unannounced visit each year</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> </ul>
Australian Institute of Health and Welfare	<ul style="list-style-type: none"> <li>• Advertising for the Australia's Health June 2010 conference</li> </ul>	<ul style="list-style-type: none"> <li>• Australia's Welfare November 2011 conference</li> </ul>
Australian Organ & Tissue Donation & Transplantation Authority	<ul style="list-style-type: none"> <li>• Community Awareness Grants Program</li> <li>• National Advertising Campaign (May 2010 – June 2011)</li> <li>• Public Relations and Community Education (to June 2011)</li> <li>• Website Development and Maintenance (to June 2011)</li> </ul>	<ul style="list-style-type: none"> <li>• Community Awareness Grants Program - Ongoing</li> <li>• National Advertising Campaign - Ongoing</li> <li>• Public Relations and Community Education - Ongoing</li> <li>• Website Development and Maintenance - Ongoing</li> </ul>
Food Standards Australia New Zealand	<ul style="list-style-type: none"> <li>• Pregnancy brochure</li> <li>• Promotion materials – promoting safe food handling</li> </ul>	
HealthWorkforce Australia	<ul style="list-style-type: none"> <li>• Stakeholder Relations Strategic Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of a Stakeholder Relations Plan will include the following elements: conferences, workshops, marketing collateral, stakeholder meetings, multimedia production, publications and e-newsletters.</li> </ul>
National Breast and Ovarian Cancer Centre	<ul style="list-style-type: none"> <li>• Supporting Women in Rural Areas Diagnosed with Breast Cancer</li> </ul>	

**Attachment B**

**b) For each program what is the total spend (11 February 2010 to 31 October 2010)?**

<b>DIVISION / PORTFOLIO AGENCY</b>	<b>PROGRAM / PLANNED PROGRAM</b>	<b>TOTAL</b>
Aboriginal & Torres Strait Islander Health, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Indigenous Chronic Disease Package, General Practitioner Resource Kit</li> </ul>	\$90,071
Ageing & Aged Care Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Carelink</li> <li>• Age Page</li> <li>• Aged Care Information Line listing</li> <li>• Directory of Services for Older People (AGDOS)</li> <li>• Translation of chapter 1 (Quick Information Guide) of the AGDOS</li> <li>• Printing of updated or out of stock Aged Care Information Sheets.</li> <li>• Translation of 15 of the Information Sheets</li> <li>• Distributions to industry and stakeholders</li> <li>• National Eye Health Campaign</li> <li>• Healthy Ageing</li> <li>• Continence Awareness</li> <li>• Dementia Awareness</li> <li>• Palliative Care</li> <li>• Carer Information Support Program</li> <li>• Residential Care – 5 Step pack and financial hardship application</li> </ul>	\$3,507,972 \$246,562 \$40,934 \$216,106 \$8,020 \$28,954 \$158,115 \$23,735 \$136,574 \$10,336 \$316,109 \$102,481 \$53,307 \$155,177 \$186,000
Business Group, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Illicit Drug Use</li> <li>• Skin Cancer Awareness</li> <li>• Tobacco Campaign</li> <li>• Reinvigoration Tobacco Campaign</li> <li>• Measure Up Campaign</li> <li>• H1N1 Influenza (Human Swine Flu) Public Information</li> <li>• Health Reform Campaign</li> <li>• National Sexually Transmissible Infections Prevention Program</li> <li>• Binge Drinking</li> <li>• Indigenous COAG Local Community Campaigns to Promote Better Health (A3)</li> <li>• Indigenous COAG Attracting more people to work in Indigenous Health (C4)</li> <li>• Opal Fuel Communication Activities</li> <li>• Indigenous Ear Health Campaign</li> </ul>	\$5,929,959 \$1,159,565 \$646,414 \$4,546,152 \$811,571 \$3,889,886 \$12,132,863 \$1,040,423 \$3,795,935 \$570,450 \$291,121 \$127,066 \$849,614

DIVISION / PORTFOLIO AGENCY	PROGRAM / PLANNED PROGRAM	TOTAL
Medical Benefits Division, Department of Health and Ageing	<ul style="list-style-type: none"> <li>• Health Technology Assessment Website – build and maintain website Medical Services Advisory Committee</li> <li>• Horizon Scanning Website</li> <li>• MBS Online website, basic maintenance &amp; enhancements</li> <li>• Promote chronic disease and allied health Medicare items</li> <li>• Quarterly Statistics to provide information on expenditure and services rendered under the MBS</li> <li>• Health Assessment Resource Kits</li> <li>• Distribution charges for various health assessment brochures to facilitate the education of GPs and medical professionals</li> <li>• Healthy Kids Check booklet, brochure &amp; folder (5000) to promote the uptake of relevant MBS items</li> <li>• Closing the Gap resource kits</li> <li>• Letter from Minister to GPs and OMPs re: MBS Review</li> <li>• Diagnostic Imaging Accreditation Scheme</li> <li>• Quality Use of Pathology &amp; National pathology accreditation scheme</li> </ul>	<p style="text-align: right;">\$11,731</p> <p style="text-align: right;">\$70</p> <p style="text-align: right;">\$931</p> <p style="text-align: right;">\$878</p> <p style="text-align: right;">\$2,111</p> <p style="text-align: right;">\$8,531</p> <p style="text-align: right;">\$3,133</p> <p style="text-align: right;">\$18,668</p> <p style="text-align: right;">\$7,502</p> <p style="text-align: right;">\$22,533</p> <p style="text-align: right;">\$9,832</p> <p style="text-align: right;">\$44,141</p>
Mental Health & Chronic Disease Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• National Alcohol Harm Reduction Strategy</li> </ul>	<p style="text-align: right;">\$234,695</p>
Population Health Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Healthy Eating and Physical Activity Guidelines for Early Childhood Settings (<i>Get Up &amp; Grow</i>)</li> </ul>	<p style="text-align: right;">\$335,850</p>
Primary and Ambulatory Care Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Practice Incentives Program – Indigenous Health Incentive</li> <li>• Rural Health Strategy (NMM - mailout of existing promotional items)</li> <li>• Rural Primary Health Services (NMM - mailout of existing promotional items)</li> <li>• Rural Health Workforce Program, Phase 1</li> </ul>	<p style="text-align: right;">\$108</p> <p style="text-align: right;">\$8,081</p> <p style="text-align: right;">\$2,547</p> <p style="text-align: right;">\$951,218</p>
Regulatory Policy & Governance Division, Dept of Health and Ageing	<ul style="list-style-type: none"> <li>• Australian Government Hearing Services Program</li> </ul>	<p style="text-align: right;">\$73,484</p>
Aged Care Standards and Accreditation Agency	<ul style="list-style-type: none"> <li>• Marketing of industry education and training activities designed to promote high quality care for residents and to assist industry to improve service quality as set out in the Accreditation Grant Principles 1999</li> <li>• Advertising in DPS guides to advise consumers about the role of the accreditation body and the Australian Government’s requirement that every home receives at least one unannounced visit each year</li> </ul>	<p style="text-align: right;">\$176,606</p> <p style="text-align: right;">\$20,867</p>

<b>DIVISION / PORTFOLIO AGENCY</b>	<b>PROGRAM / PLANNED PROGRAM</b>	<b>TOTAL</b>
Australian Institute of Health and Welfare	<ul style="list-style-type: none"> <li>Advertising for the Australia's Health June 2010 Conference</li> </ul>	\$2,250
Australian Organ & Tissue Donation & Transplantation Authority	<ul style="list-style-type: none"> <li>Community Awareness Grants Program</li> <li>National Advertising Campaign (May 2010 – June 2011)</li> <li>Public Relations and Community Education (to June 2011)</li> <li>Website Development and Maintenance (to June 2011)</li> </ul>	\$394,239 \$5,757,012 \$707,326 \$11,564
Food Standards Australia New Zealand	<ul style="list-style-type: none"> <li>Pregnancy brochure</li> <li>Promotion materials – promoting safe food handling etc</li> </ul>	\$11,577 \$175,970
HealthWorkforce Australia	<ul style="list-style-type: none"> <li>Implementation of the Stakeholder Relations Plan</li> </ul>	\$119,201
National Breast and Ovarian Cancer Centre	<ul style="list-style-type: none"> <li>Supporting Women in Rural Areas Diagnosed with Breast Cancer</li> </ul>	\$5,135



