



'When to see your GP' Campaign messaging

The **'When to see your GP' Campaign** aims to encourage the community to understand when to see their GP, and ensure they are getting their regular health checks, vaccinations and screenings.

The Campaign highlights the importance of having a regular GP and trusting their expert advice and is a follow-up to the successful **'Safe to see your GP' Campaign** that launched in mid-2020 as a result of the COVID-19 pandemic.

The below messaging is aimed at supporting general practices and other health care providers promote the campaign through their social media and newsletter channels. This messaging is adaptable and can be personalised to your business.

Stay well messaging

Short

Stay well with expert advice from your GP. Discover ways your GP can help you stay on top of your health. Ask your GP about any health concerns. Visit whentoseeyourGP.com.au

Medium

At this time of the year, even if you're feeling fine, it's important to stay on top of your health.

Staying well means looking after yourself by getting expert advice. No-one can help you more with this than your GP.

Remember, not only is your GP there for you when you're feeling unwell, they can keep you up-to-date with health checks, vaccinations or cancer screenings.

Trust the experts and know when to see your GP. Stay well with expert advice from your GP.

Visit whentoseeyourGP.com.au to make an appointment or find out more.

Health checks messaging

Short

GPs help you stay on top of your health by treating your health concerns and keeping you up-to-date with health plans. They give you the expert advice you need. Visit whentoseeyourGP.com.au

Medium

Sometimes you don't quite feel 100%. Like maybe your asthma is playing up. Getting on top of small things early is a big part of staying well. Any health concerns, no matter how small, should be checked by your GP.

Your GP can give you expert, qualified advice and keep you up-to-date with health checks and things like asthma plans.

Visit whentoseeyourGP.com.au to make an appointment or find out more.





Stay well with
expert advice
from your GP.

Vaccinations messaging

Short

Vaccination advice is just one reason to see your GP. Keep you and your family safe and talk to your GP about vaccinations. GPs take care of your family's safety. Visit whentoseeyourGP.com.au

Medium

Vaccinations play a vital role in helping you to stay well.

If you or anyone in your family needs a vaccination, including flu shots, make an appointment with just see your GP.

Your GP is a qualified expert on vaccinations and can help you stay on top of your health.

Visit whentoseeyourGP.com.au to make an appointment or find out more.

Screenings messaging

Short

GPs are there for you for health checks and important cancer screenings. There's no better expert to have on your side. The best health expert is your GP. Visit whentoseeyourGP.com.au

Medium

Managing your health can take some work, but your GP is here to help you.

See your GP for regular health checks and to make sure you don't miss any important cancer screenings. There's no better expert to have on your side.

Visit whentoseeyourGP.com.au to make an appointment or find out more.

