

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 Example

Talking about death and dying isn't easy, but it is one of the most important conversations we can have that is why Darling Downs and West Moreton PHN want to ask you about your experience with their TALK ABOUT topic '**Death and Dying**'. From 23 March to 4 May 2026, they want to TALK ABOUT what you think is working well and what you think could be done better by sharing your thoughts on end-of-life care services across the region. Complete their short survey 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 Example

@DDWMPHN is inviting you to share your thoughts on healthcare services for people in the region who are experiencing end-of-life care. Let's #TALKABOUT '**Death and Dying**'. Visit www.ddwmpnh.com.au/talk-about to complete a short survey.

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 hear about your experience with healthcare in your community. They're inviting you to TALK ABOUT what's working well, and what could be improved.

From 23 March to 4 May 2026, join the conversation about '**Death and Dying**', and share your thoughts on end-of-life care services across the region. Complete their short survey and have your say: www.ddwmpnh.com.au/talk-about #talkabout

Long option

Talking about death and dying isn't easy, but it is one of the most important conversations we can have that is why Darling Downs and West Moreton PHN want to ask you about your experience with their TALK ABOUT topic '**Death and Dying**'. From 23 March to 4 May 2026, they want to TALK ABOUT what you think is working well and what you think could be done better by sharing your thoughts on end-of-life care services across the region. Complete their short survey 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.