



FACT SHEET

CORONAVIRUS (COVID-19)

NATIONAL HEALTH PLAN

Health Protection – COVID-19 National Communication Campaign

A national communication plan has been developed to ensure timely, factual and consistent information is provided to encourage the public, and the health and aged care sectors, to adopt behaviours that will prevent and mitigate the impacts of COVID-19.

Why is this important?

Communication will be key to a successful response to the COVID-19 outbreak. A national communication campaign – across all media platforms, from now through to the end of the year, and translated into more than 20 languages – will inform people about travel, work and health, including taking up health advice and being reassured about the health system's capacity to manage the response to COVID-19.

The campaign will keep the health and aged care industry informed, including providing up-to-date clinical guidance, triaging and caring for patients, and advice to workers about looking after their own safety. The campaign will also promote the triage line, the dedicated respiratory clinics and telehealth options.

Who benefits?

All Australians, particularly those in high risk groups including older Australians, those with chronic health conditions, Aboriginal and Torres Strait Islander people, and people living with disability. The aged care and health care sector and support industries will require ongoing communication to support their response.

How much will this cost?

This measure will cost \$30 million over 2019-20 and 2020-21.