

Monday, 15 February 2021

24/7 health advice just a phone call away

The face of 24/7 health advice just got a lot more animated, as a campaign featuring a cute, but strife-prone character appears on billboards and screens across North Brisbane this month.

The campaign's mascot brings to life the seriousness of symptoms commonly seen among Emergency Department patients – who are often better off first calling 13 HEALTH – but does so in a light-hearted and friendly way.

Through its body shape and facial expressions, the 'Anytime Health Advice' mascot vividly expresses the painful emotions felt during a health crisis and depicts these across a range of familiar settings.

Among its aims, the Australian Government-funded campaign seeks to raise awareness of health advice for Queenslanders, available anytime from registered nurses, by calling 13 HEALTH (13 43 25 84) for the cost of a local call.

Brisbane North PHN Board Chair Dr Anita Green said people frequently head straight to the hospital if they need medical treatment and their usual GP is closed for the day.

"Going to the Emergency Department isn't always your best option," Dr Green said.

"Many common health problems – like gastro, minor cuts and sprains – aren't medical emergencies, so it just makes sense to call 13 HEALTH for free advice from a nurse before rushing out the door in the middle of the night," she said.

"Another option we recommend is the healthdirect online symptom checker. This website offers health advice you can count on and it's available anytime.

"In many cases, you can get the help you need over the phone or online. Emergency Departments are for medical emergencies only.

"If you suspect an injury or illness is a medical emergency – like a stroke or heart attack – call 000 for an ambulance," Dr Green said.

Brisbane North PHN will promote the 'Anytime Health Advice' campaign across bus stops and billboards, Facebook, online advertising and paid search, and digital panels in general practice – over 6-8 weeks from mid-February.

Ogilvy Australia, the PHN's creative agency for the Anytime Health Advice campaign, has been producing iconic, culture-changing marketing campaigns in Australia for over 50 years.

For more information, and to order a free campaign fridge magnet, go to www.anytimehealthadvice.org.au.

ENDS

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FAST FACTS

- The after-hours period in general practice is defined as:
 - Monday to Friday – after 6pm and before 8am
 - Saturdays – before 8am and after 12pm
 - All day Sundays and public holidays.
- The majority of low acuity (GP-type) presentations at Emergency Departments in the Brisbane North PHN region were from young people aged under 30 years (54.8%).
 - Highest age group: 0-4 years (11.7%)
 - Second highest age group: 20-24 years (10.7%)
 - Source: *Brisbane North PHN After Hours Needs Assessment (March 2020)*, https://d1jydv51x4rbvt.cloudfront.net/downloads/Reports-and-Plans/After-Hours-Needs-Assessment_180620-For-sign-off.pdf
- The most common complaints for people presenting with low acuity (GP-type) presentations at Emergency Departments in the Brisbane North PHN region are as follows:
 - 1st – Injury, poisoning and other consequences of external causes (dislocations and sprains of joints, open wounds, fractures, burns and foreign bodies) = 43% of total presentations.
 - 2nd – Factors influencing health status and contact with health services (individuals who were seeking a specific procedure, follow-up care, or adjustment for medical devices) = 12% of total presentations.
 - Most common complaints differ when broken down by age group.
 - 0 – 14 years: infectious and parasitic diseases are second most common complaint for this age group.
 - 75 – 90 years: symptoms, signs and abnormal clinical and laboratory findings not elsewhere classified.
 - Source: *Brisbane North PHN After Hours Needs Assessment (March 2020)*, https://d1jydv51x4rbvt.cloudfront.net/downloads/Reports-and-Plans/After-Hours-Needs-Assessment_180620-For-sign-off.pdf
 - For complaints definitions, go to <https://www.icd10data.com/ICD10CM/Codes>
- For information on national Emergency Department waiting times, go to <https://www.aihw.gov.au/reports-data/myhospitals/sectors/emergency-department-care>

Editor's note:

Examples of campaign advertising and high definition photos of Dr Anita Green are available to download from our media room here <https://bnphn.org/multimedia>.

13 HEALTH (13 43 25 84) is a Queensland Health-funded confidential phone service that provides health advice to Queenslanders. You can phone and talk to a registered nurse, 24-hours-a-day, seven-days-a-week for the cost of a local call.

The healthdirect Symptom Checker is a federally funded service, providing quality, approved health information and advice.

This campaign has been made possible through funding provided by the Australian Government under the PHN Program. Brisbane North PHN wishes to acknowledge Queensland Health and healthdirect; their cooperation has enabled the PHN to promote these services.

About Brisbane North PHN

Brisbane North PHN is one of 31 Primary Health Networks nationwide and supports clinicians and communities within North Brisbane, Moreton Bay and parts of the Somerset region. The PHN covers approximately 4,100 km² of urban, regional and rural areas, with a population of over one million.

The key objectives of the PHN are:

- increasing the efficiency and effectiveness of medical services for patients, particularly those at risk of poor health outcomes, and
- improving coordination of care to ensure patients receive the right care in the right place at the right time.