



# Better health, together

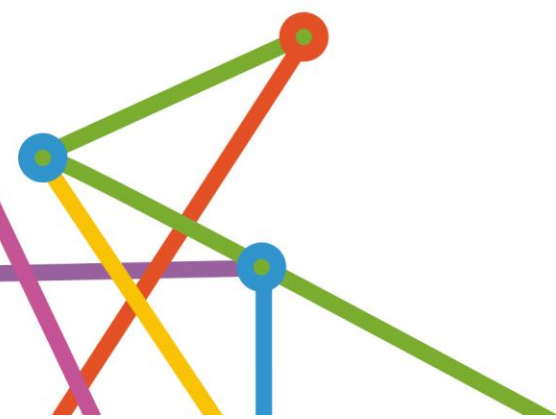
Support Pack

August 2019



**WA Primary  
Health Alliance**  
Better health, together

**phn**  
PERTH NORTH, PERTH SOUTH,  
COUNTRY WA  
An Australian Government Initiative





August 2019

WA Primary Health Alliance is delighted to be working with you to achieve Better health, together. We are committed to working in genuine partnership to improve health outcomes and equity for all Western Australians.

Over the past 12 months, through the consultations to inform the Commissioning for Better Health Program, our ongoing contract relationship conversations and at the Better Health Together Forum, we have heard from a range of stakeholders about what they are looking for from us.

We have learnt how important transparency and sharing is to achieving Better health, together and have prepared this pack specifically for our contracted service providers. It contains information and connections to the range of relevant services and initiatives that WA Primary Health Alliance offers. We hope that by bringing these initiatives and opportunities to your attention, we can extend their reach and maximise our combined impact across primary care.

We encourage you to share the information with your teams and refer to this throughout the duration of your contract. Soft copies can be downloaded through <https://www.wapha.org.au/service-providers/service-provider-support/>

We look forward to working with you into the future to continually improve our primary healthcare system across Western Australia.

Yours sincerely



Learne Durrington  
WA Primary Health Alliance CEO



# Better health, together

## Contents

<b>Fostering a Culture of Sharing</b> .....	4
Better health, together.....	4
Primary Health Exchange .....	6
<b>Directories, Referral and Support</b> .....	8
HealthPathways WA .....	8
My Community Directory .....	10
<b>Leading the Way</b> .....	12
LGBTI Diversity & Inclusion.....	12
My Health Record .....	13
Reflect Reconciliation Action Plan.....	16
The Alliance Against Depression .....	17
Outcomes Focused Commissioning.....	19
General Practice Support.....	21
<b>Media and Branding</b> .....	22





## Fostering a Culture of Sharing

WA Primary Health Alliance promotes and facilitates a range of opportunities to foster a culture of sharing, feedback and stakeholder engagement in primary care.

## Better health, together

### What is Better health, together?

Better health, together is an online knowledge-sharing initiative that invites service providers, researchers, community, consumers, family and carers to share their insights and help inform primary care planning and delivery in WA.

There are several parts to this initiative;

- an online platform supporting stakeholders to give their input to WA Primary Health Alliance on a continuous basis;
- a series of online videos from WA Primary Health Alliance CEO, Leanne Durrington, to encourage online discussion on key issues in primary health;
- stakeholder forums held twice each year; and
- an invitation to join the Online Stakeholder Panel, a register of stakeholders who are invited to respond to ongoing strategic level consultation.

### What are the benefits to you of Better health, together?

Better health, together provides a quick and easy way to share insights and information from your perspective as a service provider. This means you can share real time information on the themes and trends you are observing. Feedback from stakeholders has been that they often are unsure where, or how, to share all the knowledge they have of healthcare needs and trends, or the feedback gathered through their own engagement activities that could reduce duplication and inform broader system level planning.

### Why is Better health, together important to WA Primary Health Alliance?

WA Primary Health Alliance's purpose is to shape, strengthen and sustain a health system that works for people. To achieve this, we need input from as many stakeholders as possible to inform our planning, and ensure we are commissioning the right health services in the places they're most needed.

The insight received through Better health, together will inform our ongoing needs assessments. The Better health together platform helps us to continue to identify the priority health needs of the population in each Primary Health Network region, to keep informed of emerging health trends and changes and be able to commission the most appropriate local services. This will help us achieve our vision of improving health equity in Western Australia.



## How can you support Better health, together?

We want to hear from you and your communities about your experiences of the primary healthcare system. Help improve health planning in the community you serve by sharing the link with your staff and clients and encouraging them to share their opinions and experiences with health services, and the service needs in their community.

We also want to hear from you – if a new service has opened, moved or changed; there are particular health trends or themes emerging in your region; you have a story that demonstrates the difference our work is making in your area; or you have any other feedback regarding the needs assessment, please let us know via Better health, together.

Save the url to your favourites and visit regularly to share your insights with us: [www.wapha.org.au/support-pack-better-health-together/](http://www.wapha.org.au/support-pack-better-health-together/) and join the online stakeholder panel at <https://phexchange.wapha.org.au>

## Who can help with further information?

For more information contact Jane Harwood (Stakeholder Engagement Manager) on (08) 6272 4948 or [jane.harwood@wapha.org.au](mailto:jane.harwood@wapha.org.au)

## Primary Health Exchange

### What is Primary Health Exchange?

Primary Health Exchange is WA Primary Health Alliance's online consultation hub – an online engagement website which offers one opportunity for our stakeholders to contribute to projects and share their thoughts on the planning and design of primary healthcare in WA. We recognise that engagement is an ongoing process and Primary Health Exchange provides people with a platform to exchange ideas, opinions and experiences across primary health.

### What are the benefits to you of Primary Health Exchange?

Primary Health Exchange has a number of Communities of Practice that have been established to enable stakeholders and service providers to engage with each other, share information and resources and facilitate discussion on key topics of interest. A number of these communities have been established by external stakeholders who run the group in partnership with WA Primary Health Alliance.

Primary Health Exchange can also be utilised to complement your existing engagement with your stakeholders. Contact us if you would like to co-host a page with us to support stakeholder engagement related to the service we fund.

### Why does WA Primary Health Alliance support Primary Health Exchange?

WA Primary Health Alliance is committed to developing open, accountable and respectful relationships with all stakeholders across the primary health spectrum. While we have a range of formal and informal networks to build stakeholder relationships and encourage input, Primary Health Exchange enables us to make new connections with stakeholders and the wider community.

We also use Primary Health Exchange to improve collaboration and integration of services and help join up our health system by hosting communities of practice to support networks with a common interest.

Primary Health Exchange is designed to support and encourage people to get involved in the planning of local primary health care in WA to ensure we commission the right services in the right place. We regularly run consultations to involve the community in our projects; provide information to support the commissioning of services; give people the opportunity to submit feedback on local health issues and needs in their area and regularly post local updates and initiatives that are happening in each of our regions across the State.



## How can you support Primary Health Exchange?

- Regularly visit <https://phexchange.wapha.org.au> to see what activities are currently open for comment and look out for links to targeted online engagement that are seeking your input.
- Visit the page for the region you are based in to stay up to date and contribute to the latest news and projects in your region.
- Promote relevant online engagement activities to your service users and broader communities by sharing links with your networks.

## Who can help with further information?

For more information contact Nicola Blacker (Engagement Support Officer) on (08) 6278 7938 or [nicola.blacker@wapha.org.au](mailto:nicola.blacker@wapha.org.au)



## Directories, Referral and Support

WA Primary Health Alliance has a role in facilitating networks and relationships that join up the parts of the wider health system for all stakeholders. There are several specific initiatives that support local referrals, networks and relationships for the benefit of everyone.

### HealthPathways WA

#### What is HealthPathways?

HealthPathways WA is an online clinical decision support tool used by clinicians to help make assessment, management and specialist request decisions for over 550 medical conditions.

Instead of traditional guidelines, each Pathway is an agreement between primary and specialist services on how patients with particular conditions will be managed in the WA health system. HealthPathways is designed to be used at the point of care to provide the primary care clinician with information on the diagnostics, medicine, and community and specialist assistance available to meet the needs of their client/patient.

#### What are the benefits to you of HealthPathways?

- Improves health services delivery across WA by facilitating collaboration between clinicians and practitioners, including GPs and specialists;
- Is tailored to local health services (e.g. referrals to local specialists) to ensure the right care is delivered in the right place;
- Promotes seamless, consistent care for patients and improves navigation of the healthcare system;
- Is an up to date resource with Pathways that are continually being developed, reviewed and refined to include the most current information, including details of the treatment and support service that you offer.

#### Why is HealthPathways important to WA Primary Health Alliance?

HealthPathways is a core element of the support that WA Primary Health Alliance provides to primary healthcare professionals, including GPs, to ensure patients access the right care in the right place at the right time. It is key to achieving our primary objective of improving health outcomes and patient experience.

Pathways include up to date local health service information, providing clinicians with local referral options and resources. By combining clinical and health service information in one place, HealthPathways enables a more seamless, effective and complete patient journey in support of our vision for improved health equity.





### **How can you support HealthPathways?**

As a health service provider you can request a log-in to HealthPathways and make use of it in your organisation. You have a contractual obligation to work with the HealthPathways team to ensure the information about the service you provide is included on the HealthPathways website. This includes the service description, contact details, address of all branches, inclusion and exclusion criteria, cost, wait time and the referral form.

### **Who can help with further information?**

For updates or queries specific to HealthPathways, and to request a login, please contact the HealthPathways team via email on [healthpathways@wapha.org.au](mailto:healthpathways@wapha.org.au)



## My Community Directory

### What is My Community Directory?

My Community Directory is an online directory of health, social and community services, with over 18,000 users and more than 16,000 organisations listed. WA Primary Health Alliance has partnered with My Community Directory to support the development and promotion of this online resource to connect people and services across WA.

My Community Directory is an established platform that is widely used across the country by a range of health, community and government organisations. Partnerships already exist in WA between My Community Directory and the Mental Health Commission and some local governments.

### What are the benefits to you of My Community Directory?

- Sign up for free to list your service, with the ability to update your listing anytime
- Connect to other services to boost your professional and referral networks
- See what other services are available within a particular search radius
- Access resources and support online from the My Community Directory team
- Book time with the Engagement Team at WA Primary Health Alliance for an introduction on how to use the features of the Directory

### Why does WA Primary Health Alliance support My Community Directory?

WA Primary Health Alliance sees supporting and promoting this platform as one way of reducing fragmentation and improving system navigation for service providers and community members. A well populated and frequently used directory will also provide valuable data to support WA Primary Health Alliance to map services across WA and inform our future service planning.

My Community Directory is open for anyone in the community to access and contribute to, and any user of the directory can flag incorrect listings or suggest a listing to add. My Community Directory is a dynamic, evolving resource collectively owned by us all. It has the potential to provide a single directory for all the services that keep people well, supporting local networks and improving knowledge of what services and activities are available.



## How can you support work on the Directory?

- List your service or check your existing listing
- Check the services in your local area are listed and add them or flag any missing information
- Share links to My Community Directory to let consumers and colleagues know about the Directory and also consider adding a link on your own website: [https://www.mycommunitydirectory.com.au/Western\\_Australia/](https://www.mycommunitydirectory.com.au/Western_Australia/)

## Who can help with further information?

The My Community Directory support can help with queries about listings and memberships, via email at [support@mycommunitydirectory.com.au](mailto:support@mycommunitydirectory.com.au)

For information on the Directory features and on the planning data available through the relationship WA Primary Health Alliance has with My Community Directory, contact Jane Harwood (Stakeholder Engagement Manager) on (08) 6272 4948 or [jane.harwood@wapha.org.au](mailto:jane.harwood@wapha.org.au)



## Leading the Way

WA Primary Health Alliance has a unique role in leading system level change by setting the standard and tone for the way that primary care as a whole needs to respond.

## LGBTI Diversity & Inclusion

There is sound evidence to show poorer health and mental health outcomes for LGBTI communities that is directly related to experiences of stigma, prejudice, discrimination, abuse and exclusion. LGBTI people in Australia still experience discrimination, harassment and hostility in many parts of everyday life, including when accessing health services.

To show our commitment to diversity and inclusion, WA Primary Health Alliance has committed to achieving Rainbow Tick accreditation.

### What is Rainbow Tick?

The Rainbow Tick is a set of six accredited standards that supports organisations to develop and implement inclusive practices for the LGBTI community. These standards are:

1. Organisational capability
2. Workforce development
3. Consumer participation
4. A welcoming and accessible organisation
5. Disclosure and documentation
6. Culturally safe and acceptable services

The Rainbow Tick is a world first benchmark for LGBTI-inclusive practice, which signals to consumers, staff and volunteers that an organisation has been independently assessed as having met the required standards and that LGBTI people will be welcomed and receive high quality LGBTI-inclusive care and services.

### Why is Rainbow Tick important to WA Primary Health Alliance?

Achieving Rainbow Tick accreditation is important for WA Primary Health Alliance as it reflects our genuine commitment to promoting LGBTI pride, diversity and inclusion within the organisation and within the primary and social care sectors.

Rainbow Tick accreditation will give us the tools to become an innovative and inclusive organisation that will drive a supportive and productive workplace that recognises and welcomes sexual and gender diversity.



## How can you support diversity and inclusion within your service?

WA Primary Health Alliance is committed to building our capacity to work inclusively with LGBTI communities and champion the change that is required to embed LGBTI inclusive practice within our organisation and our stakeholders.

Your support is important to us and we look forward to working with you throughout the accreditation process and beyond. We welcome any opportunities you can recommend that can support our work towards accreditation and in our ongoing development as a champion of diversity and inclusion.

## Who can help with further information?

For more information on the work WAPHA is leading and on how you can develop the inclusivity of your own organisation, contact Nicola Blacker (Engagement Support Officer) on (08) 6278 7938 or [nicola.blacker@wapha.org.au](mailto:nicola.blacker@wapha.org.au)

## My Health Record

### What is My Health Record?

My Health Record is an Australian government initiative operated by the Australian Digital Health Agency to enable sharing of clinical information with registered health providers across Australia. A My Health Record is a secure online summary of an individual's health information which authorised healthcare providers can view and add to. Every Australian has a digital My Health Record, unless they actively chose not to.

Having a My Health Record means that whether someone is visiting a GP for a check-up, attending a specialist appointment or is in an emergency department following an accident and unable to talk, healthcare providers involved in their care can access their critical health information, including allergies, existing medical conditions, current medications a person may be taking, and test results.

### Why My Health Record?

WA Primary Health Alliance supports My Health Record as an important enabler of a wider approach to reduce fragmentation within the health system. As more people use My Health Record, Australia's national health system will become better connected, resulting in faster and more efficient care for all Australians.

My Health Record puts patients in control of their health information and gives service providers the ability to access key up-to-date information about patients such as shared health summaries, discharge summaries, prescription and dispensing records, pathology reports and diagnostic imaging reports.

Benefits of My Health Record include:

- Timely access to critical information for individuals and health professionals, supporting improved decision making and continuity of care
- Enhanced patient self-management
- Improved safety - in a medical emergency, healthcare professionals can view health information on allergies, adverse reactions and medical conditions enabling them to provide the best possible care
- Increased efficiency by reducing time spent gathering information and reducing duplication of tests and services
- Strong security, with strict rules and regulations on who can see, or use, an individual's My Health Record



### **How can you support My Health Record?**

In your capacity as a primary care provider we encourage you to promote and support use of My Health Record. This can be by displaying posters and material in waiting rooms, encouraging clients to be active users of their My Health Record and encouraging any authorised health professionals in your team to upload relevant information. Some contracts are specific about the assistance and promotion required of them.

### **Who can help with further information?**

Speak to your Contract Manager about any contractual obligations in relation to My Health Record.

For more information on My Health Record visit [www.myhealthrecord.org.au](http://www.myhealthrecord.org.au) or contact the My Health Record team via [myhealthrecord@wapha.org.au](mailto:myhealthrecord@wapha.org.au) for assistance with promoting My Health Record or for information about registering for a My Health Record.



## Reflect Reconciliation Action Plan

### What is a Reconciliation Action Plan (RAP)?

A RAP is a strategic document that aligns with WAPHA's business plan and includes practical actions that will drive our contribution to reconciliation both internally and in the community across WA. Guided by Reconciliation Australia's RAP Framework, which sets out a structured approach to advance reconciliation, WA Primary Health Alliance has developed a Reflect RAP.

Our Reflect RAP outlines the steps required to achieve our vision to improve our effectiveness in delivering culturally respectful services to improve Aboriginal health outcomes in WA. This process will help to produce future RAPs that are meaningful, mutually beneficial and sustainable.

### Why is the RAP important to WA Primary Health Alliance?

WA Primary Health Alliance has a vision to improve health equity and the health status of Aboriginal people. WAPHA is currently developing an Aboriginal Health Strategic Plan and our RAP will support this strategy and reaffirm Aboriginal stakeholder engagement and co-design for improved health services to reduce health disparity and mortality among Aboriginal people across the State.

Our Reflect RAP marks the beginning of our long-term commitment to building internal respect and relationships with Western Australia Aboriginal people and communities, Closing the Gap and advancing reconciliation. The RAP will guide our work with Aboriginal people to better understand and respond to their diverse needs and aspirations as well as underpin collaboration with organisations that support Aboriginal people.

### How can you support our RAP?

WA Primary Health Alliance is committed to building connections across the health system to further improve access for Aboriginal people to targeted care that is effective and culturally appropriate.

Our commissioning principles include contracting culturally competent services and we encourage all our service providers to enhance their cultural competence through employment of Aboriginal staff, having your workforce complete training in cultural safety practices or by embracing a RAP for your organisation.

You can access our RAP through the WA Primary Health Alliance website at [www.wapha.org.au](http://www.wapha.org.au)

### Who can help with further information?

For more information on our current RAP or Aboriginal Health, please contact Annie Young, Aboriginal Health Manager via [annie.young@wapha.org.au](mailto:annie.young@wapha.org.au)



## The Alliance Against Depression

### What is the Alliance Against Depression?

The Alliance Against Depression is an integrated, community-based approach to tackling depression and suicide. It is recognised as the world's best practice for the care of people with depression and in the prevention of suicide. The initial implementation of the framework in the trial region of Nuremberg, Germany (The Nuremberg Alliance Against Depression) resulted in a 24 per cent reduction of suicidal acts within a two-year period. The Alliance Against Depression can be adapted to meet the specific cultural and regional needs of a community and has been successfully implemented internationally.

### The Alliance Against Depression Framework

The evidence from the European Alliance Against Depression studies reveals that while there is value in intervening through each element, real impact on the treatment of depression and reduction of suicide only comes with integration of all four components.

### Why is the Alliance important to WA Primary Health Alliance?

Good mental health is fundamental to the wellbeing of individuals, families and communities. WA Primary Health Alliance understands the important role primary care plays in supporting communities to be mentally healthy.



WA Primary Health Alliance is leading the implementation of the Alliance Against Depression as a key strategic approach to achieving the vision of improved health equity in WA. The strong link between depression and suicide requires a focus on improving access to primary mental healthcare for all people. This can be achieved by raising awareness of depression, by increasing the number of people who seek treatment, and by reducing stigma associated with depression and suicide.



## How can you support Alliance Against Depression?

- Start or join local Alliances in your area
- Promote awareness about depression throughout your service and encourage service users, staff and your broader community to talk about depression
- Support people to get help when they need it

## Who can help with further information?

For more information on the Alliance Against Depression, or to find out how you can start an Alliance in your community or contribute to an established Alliance, please contact the Alliance Against Depression Coordination Centre on [alliance@wapha.org.au](mailto:alliance@wapha.org.au) or visit <https://phexchange.wapha.org.au/AAD>

## Outcomes Focused Commissioning

### What is outcomes focused commissioning?

For WA Primary Health Alliance, outcomes focused commissioning is the process of putting in place primary healthcare solutions/services/activities that effectively meet the health needs of the population in the Primary Health Network's (PHN) region.

Commissioning is a complex process which includes:

- Assessing, analysing and prioritising the local population health and service needs
- Prioritising health and service needs;
- Identifying options, outcomes and measures to address these priorities;
- Specifying outcomes of the services/solutions which will be procured/secured;
- Securing services; and
- Monitoring quality and continuous improvement of services, supported by outcome measurement that focuses on ensuring that the solutions/services/activities have effectively met the health needs of the community.

### What are the benefits to you of outcomes focused commissioning?


Outcomes focused commissioning and reporting enables service providers to measure, report on and share clients' impact journeys. By prioritising outcomes and measuring the best evidence of how clients are better off as a result of accessing their service, providers are well placed to monitor, continuously improve and be accountable for clients' outcomes.

### Why is outcomes focused commissioning important to WA Primary Health Alliance?

PHNs were established with the aim of increasing the efficiency and effectiveness of health services for patients, particularly those at risk of poor health outcomes; and of improving coordination of care to ensure patients receive the right care in the right place at the right time. Outcomes focused commissioning is central to achieving those aims.

To achieve our vision of improved health equity it is critical WA Primary Health Alliance commissions solutions that:

- Build capacity within the place through place-based, flexible design that works for local providers and meets local needs
- Increases accessibility, reduces inequity and increases access for vulnerable, under-serviced and hard to reach groups
- Coordinates care across the continuum, simplifies access and navigation of the primary healthcare system and ensures people receive the right

- 
- care, in the right place at the right time
- Deliver services with a person-centred, holistic approach
  - Creates locally sustainable health systems that utilise early and low intensity interventions and stepped care community based approaches for better individual and population health

### **About the Outcomes Framework**

The WA Primary Health Alliance Outcomes Framework contains a set of consistent outcomes indicators developed to demonstrate changes in the health outcomes of clients. The indicators reflect the shift from traditional commissioning that focuses on processes and activities to a focus on patient/client outcomes and experience.

The Outcomes Framework is intended to be used as a tool for services to identify priorities for quality improvement and to demonstrate the progress they are making on improved health and wellbeing outcomes for their clients.

### **How can you support outcomes focused commissioning?**

As we learn, grow and refine the approach to commissioning for outcomes, we have committed to developing a suite of outcomes indicators that can be applied consistently across commissioned services to enhance accountability and transparency for both WA Primary Health Alliance and commissioned service providers. These have been integrated into the reporting required from commissioned service providers from January 2019.

### **Who can help with further information?**

Contact your Contract Manager or refer to <https://www.wapha.org.au/service-providers/service-provider-support/outcomes/> for further information.

## General Practice Support

### What is general practice support?

WA Primary Health Alliance's Practice Support framework includes several points of contact for general practice depending on the level of support they need and how they prefer to receive it. This framework aims to support general practice providers, principals, managers, clinicians and administrators to develop viable and sustainable businesses to deliver high quality primary healthcare services to the community.

### How can general practice support benefit you?

The Practice Support framework encompasses all aspects of general practice support. The following services are provided free-of-charge to all general practices in Western Australia:

- A toll-free help desk which can provide a quick response to most common queries;
- A dedicated website with a variety of resources such as fact sheets and templates;
- Practice support visits from Primary Health Liaison staff;
- Comprehensive Primary Care and Health Care Homes support for enrolled practices; and
- Educational webinars, networking events and regional workshops.

Practice Support visits, training and resources include information on:

- General practice accreditation and business management;
- Implementing digital health initiatives, including telehealth, data collection and My Health Record;
- Government initiatives and incentives, such as Immunisation and Cancer Screening;
- Interpreting the Medicare Benefits Schedule; and
- Practice Incentives Program.

### Why is General Practice support important?

WA Primary Health Alliance advocates for the pivotal role primary healthcare plays in helping people stay well in their community. We support practices with the necessary tools and information to navigate the health system and maximise efficiency and effectiveness, so they can focus on delivering essential healthcare to their patients.

Supporting general practice and providing opportunities to connect primary healthcare and the broader health system to reduce fragmentation is key to achieving our mission of building a robust and responsive patient centred primary health care system through innovative and meaningful partnerships.



### **Who can help with further information?**

Contact your Contract Manager to find out how local Primary Health Liaison staff can support practices you work with or for additional information on the practice support WA Primary Health Alliance provides.



## Media and Branding

WA Primary Health Alliance has a skilled Corporate Affairs team who can help you increase awareness of the services you offer and to achieve positive media coverage for your work.

### Media announcements

Media announcements of new service launches, funding or significant changes to a service model must be undertaken by WA Primary Health Alliance. This ensures a consistent and coordinated approach to media and includes the necessary liaison with the relevant elected Federal government representative.

All other announcements can be made by the service provider, but the media release must be sent to WA Primary Health Alliance for information and consideration of including a quote. Please give at least three working days for us to provide a quote from the WAPHA team or Executive.

### Media enquiries

If the enquiry is related to a routine, positive aspect of your service, we encourage you to respond, bearing in mind the guidelines below.

Do not respond if the enquiry is related to funding of the service, health policy affecting the service, or any issues deemed sensitive, controversial or that may result in negative coverage. Immediately bring it to the attention of the WA Primary Health Alliance Corporate Affairs Advisor by calling 6272 4900.

### Nature and scope of media comment

When dealing with the media to promote commissioned services, it is important that comments remain factual, transparent and within the immediate scope of service delivery. It is important that service providers do not seek to represent the views of WA Primary Health Alliance, which may only be represented by official WA Primary Health Alliance representatives.

### Acknowledgment of funding and support

The Australian Government's support of a service commissioned by WA Primary Health Alliance must be acknowledged in any article/ media release using the following wording:

***This [service/activity] is supported by funding from WA Primary Health Alliance under the Australian Government's PHN Program.***

Always using the full name of WA Primary Health Alliance, not the acronym WAPHA.

## Good news story amplification

Service providers who keep WA Primary Health Alliance informed of media and other good news stories can benefit from further promotion in a range of publications and websites run by WA Primary Health Alliance, targeting the primary care sector, general practice and the community.

Please submit your story via [communications@wapha.org.au](mailto:communications@wapha.org.au) or our Better health, together platform at [www.wapha.org.au/support-pack-better-health-together/](http://www.wapha.org.au/support-pack-better-health-together/)

Service providers can promote content through WA Primary Health Alliance social media channels by using these tags:

Twitter: [@waphaphns](https://twitter.com/wapha_phns) ([https://twitter.com/wapha\\_phns](https://twitter.com/wapha_phns))

Facebook: [@waphaphns](https://www.facebook.com/waphaphns/) (<https://www.facebook.com/waphaphns/>)

LinkedIn: [@wapha\\_phns](https://au.linkedin.com/company/wapha) (<https://au.linkedin.com/company/wapha>)

For assistance with any of the above, please contact the WA Primary Health Alliance Corporate Affairs team at [communications@wapha.org.au](mailto:communications@wapha.org.au)

## Branding

### Naming and branding of services

Contact your Contract Manager before considering naming or creating a brand for a service. Your Contract Manager and WA Primary Health Alliance's Corporate Affairs team must work with you to ensure you meet these guidelines and those set by the Commonwealth Government.

### Acknowledgment of funding

The WA Primary Health Alliance Services Agreement requires commissioned service providers to acknowledge funding appropriately. This includes using the logos below strictly in accordance with these guidelines.

### Acknowledgment of funding on materials for consumers

Use the logo below in a prominent position on all printed and online materials intended for consumers. You can obtain the logo from your Contract Manager or [communications@wapha.org.au](mailto:communications@wapha.org.au)





## Acknowledgment of funding on materials for GPs and other referrers

To assist GPs and other referrers to understand and easily recognise the nature of a service, we have developed a colour coded logo system to depict the main service streams.

Use the relevant version of the logo, according to the service you are delivering, and the acknowledgment of funding wording. You can obtain the logo from your Contract Manager or [communications@wapha.org.au](mailto:communications@wapha.org.au) and can raise any queries you may have at that time.



***This [service/activity] is supported by funding from WA Primary Health Alliance under the Australian Government's PHN Program.***

Send all materials to [communications@wapha.org.au](mailto:communications@wapha.org.au) for approval prior to publication.

If you have any questions, or need any help with the interpretation and application of the information contained in this guide, please contact the Corporate Affairs team at [communications@wapha.org.au](mailto:communications@wapha.org.au)