



COVID19 as a systemic disease: living with COVID could be harder than we think

12 November 2021 – collated actions and recommendations

In the second half of the forum, participants were asked to note immediate actions they/their organisations could take going forward to mitigate the potential impact of living with COVID-19 based on Professor Nicholson’s presentation. This input was collected via SLIDO to help WAPHA and the WA Department of Health to understand your needs and the actions and support we need to prioritise. Additionally, this provides all of us with sector insight into what needs to happen next and seek opportunities to work together to achieve better health, together.

How can you use or take action on these suggestions from the Forum? WA Primary Health Alliance and WA Department of Health will be using these to inform their own priorities and will continue to share this work through [Primary Health Exchange](#).

The responses below have come directly from participants and have not been edited.

Themes
General messaging and communications
<ul style="list-style-type: none"> • Tell the human story. Create a template for local photos with the truth messages i.e. realities like Jeremy explained
<ul style="list-style-type: none"> • Use local football players / sports players in country to be the face of positive vac message
<ul style="list-style-type: none"> • Work with consumer reps to develop key messages for sharing with communities. WAPHA to share its resources with DHAC chair
<ul style="list-style-type: none"> • Shift the narrative in the media to celebrating the positives of vaccination (COVID and other)
<ul style="list-style-type: none"> • Can WAPHA influence the states COVID media campaign? E.g. “Put your seatbelt on for COVID and get vaccinated early”
<ul style="list-style-type: none"> • Show people the reality of long-term health conditions for those who are not vaccinated
<ul style="list-style-type: none"> • We need to let people know it’s a complex environment and what we know changes everyday. It’s a complex problem with complex and changing solutions
<ul style="list-style-type: none"> • In the country there is an advert with several local GPS advertisement with trusted GPS. North and south of the state asking have you done your cancer checks. Do one with a COVID flavour these are trusted GPS with locals. More uptake
<ul style="list-style-type: none"> • Will be taking this clear information back to our broader community. Provide evidential stories to convey the Successful and credible outcomes from being vaccinated. Helpful honest information, Explaining the complex environment we are living in, to Expect continual improvements as we learn more. Having covid and recovery will change your biology for the rest of your life. by being vaccinated you will be protecting yourself.
<ul style="list-style-type: none"> • Is there any opportunity for positive health messaging for covid 19 vaccination and boosters that can be shown in health clinics such as GP, aboriginal healthcare community clinics and pharmacies. E.g. did you know having the Covid 19 vaccine you reduce your chance of hospital admission by xx% (?90%). Work well with messaging from people with lives experience. Tv, social media, print



Pregnancy and breastfeeding
<ul style="list-style-type: none"> Communicate to GPs, midwives, pharmacists, allied health and the community of the importance and benefits of COVID vaccination for pregnant and breastfeeding woman including infographic communications. Leverage if channels such as RACGP, AMA, PSA and Pharmacy Guild. Improve visibility that the vaccine is safe and recommended for pregnant women. E.g. posters in waiting rooms, billboards, infographic reflecting UK stats that 1 in 5 critically ill COVID patients in the UK in ICU with COVID are unvaccinated pregnant women, messaging such as “Who will look after your child when you are sick?”
Long COVID
<ul style="list-style-type: none"> Promote the work that Jeremy and his team are doing. Let people know there are lifelong impacts/ implications Send peers the link to Professor Nicholson’s presentation video when available - Tell people that this research is happening right here in WA. Speak to family and networks regarding the impact and implications of COVID
Local Government
<ul style="list-style-type: none"> Messaging and engagement - connection with local government at a place level. Working with WALGA & getting the message out via local councils and include focus on vulnerable population groups
Other
<ul style="list-style-type: none"> Get Healthy! how can we lead this in the community for busy working people making unhealthy choices. Partner with HBF or others? Do we need to increase grants for vulnerable groups including funding vaccine clinic for Christmas Day event (Red Cross) for those experiencing homelessness and isolation?