



Public Health Association
AUSTRALIA

Victorian Public Health Consortium 2022 State Election Advocacy Toolkit

#VoteForPublicHealth

Welcome

As public health professionals and voters, you have an important voice in the upcoming election.

Our election priorities outline six strategies that will put us on the path so that Victorian communities can live, learn, work and play in healthy, fair and sustainable environments. We need to shift the focus and spend of the health system to prevention and to stem the unsustainable trend of ever-increasing treatment-focussed expenditure.

You can use this toolkit to get some tips and resources to help spread the message this election campaign.

We encourage you to create your own social media content, or to share the content we have created. You can also retweet or share any content that we post from our Twitter and LinkedIn accounts.

You'll find some more detail later in this toolkit about how to make your messages more impactful through applying a values-based messaging approach. There's also detail on how to enable marginalised community members to be registered to vote and informed about the electoral process.

We encourage you to stand alongside your population health colleagues this election, share your voice and #VoteForPublicHealth.

Election Priorities

At this election, PHAA and AHPA have developed six key priorities we believe are critical for Victoria to have a healthy future.

1. Invest 5% of total government health expenditure on preventive health by 2030.
2. Five-year funding for Local Public Health Units (LPHUS) to deliver local health promotion, prevention & protection activities.
3. Develop a Victorian Public Health Officer (PHO) training program.
4. Invest 5% of total government mental health expenditure on prevention by 2030.
5. Support the self-determination of Aboriginal Community Controlled Health Organisations.
6. Establish a state-based Victorian Sustainability Health Unit.

You can view our full election platform [here](#).

There is also a [shorter version](#) to share with friends, family and colleagues.

How to get involved:

1

Get Social

- Share campaign materials with friends, family & colleagues
 - Use social media as a vehicle to share your message.
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2

Make your voice heard

- Write to your local candidates & political parties
 - Ask questions of candidates about their commitment to public health.
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3

Get out and vote

- Vote for candidates & parties who match your priorities and who show a commitment to public health.

1 Get Social

Social media is a great way to easily contribute to our campaign. You can share campaign materials for friends, family and colleagues to see, or reach out directly to politicians, candidates and parties to show them the importance of public health this election.

1 Get Social

Let others know your support of the campaign, by sharing the campaign materials on social media.

Tag us in your posts:

Twitter:

- PHAA: [@_PHAA_](#)
- PHAA Vic: [@PhaaVic](#)
- AHPA: [@AHPA_AU](#)

LinkedIn:

- [Australian Health Promotion Association](#)
- [Public Health Association of Australia](#)



17%

Tweets of less than 100 characters get 17% higher engagement.

86%

Tweets that contain links receive 86% higher retweet rates.

2x

Tweets with hashtags receive double the engagement than those without.

 Use the campaign hashtag [#VoteForPublicHealth](#) so others find your posts
Add other hashtags: [#PublicHealth](#) [#HealthPromotion](#) [#Prevention](#) [#VicVotes](#)

1 Get Social

Short, punchy, values-driven messages are critical to social media advocacy. You can spread your message even further with images, links & hashtags.

PHAA and AHPA have developed a series of images, links that you can share on your social media accounts. We have also developed some draft messages for you to share.

Share a link to our election platform in your posts. Here's a short link to make it easy:

bit.ly/Vic22PHPlatform

We have developed some example social media posts to make it easier for you to share our campaign.

bit.ly/V4PH_Vic22



Download images that you can use for social media posts [here](#)



1

Get Social

Here's some example posts you might like to try:

This election, I'm voting for parties that know #prevention is better than cure. I'm supporting @AHPA_AU and @PhaaVic to #VoteForPublicHealth

A skilled #PublicHealth workforce will protect us from future health emergencies. I'm supporting @PhaaVic & @AHPA_AU this election #VoteForPublicHealth

#PublicHealth has protected us through COVID-19. I'm going to #VoteForPublicHealth this election to keep Victoria healthy in the future & protect our hospitals.

Prevention is better than the Cure. I support @AHPA_AU & @PhaaVic requesting 5% of health budget spent on prevention by 2030 #VoteForPublicHealth

1

Engage with Politicians on Socials

You can tag Politicians on Twitter to direct questions, quote, or bring attention to our platform:

- Minister for Health & Minister for Ambulance Services, Hon Mary-Anne Thomas (Labor): [@MaryAnneThomas](#)
- Premier of Victoria, Hon Daniel Andrews (Labor): [@DanielAndrewsMP](#)
- Deputy Premier, Hon Jacinta Allan (Labor): [@jacintaallanmp](#)
- Shadow Minister Health, Ms Georgie Crozier (Liberal): [@georgiecrozier](#)
- Minister for Mental Health, Treaty & First Peoples, Hon Gabrielle Williams (Labor): [@GabbyWilliamsMP](#)
- Leader of the Opposition, Hon Matthew Guy (Liberal): [@MatthewGuyMP](#)
- Leader of the Greens, Dr. Samantha Ratnam: [@SamanthaRatnam](#)
- Mr Andy Meddick (Animal Justice): [@AndyMeddickMP](#)
- Mr Clifford Hayes (Sustainable Australia): [@CliffordHayesMP](#)
- Mr Rodney Barton (Transport Matters Party): [@JBourmanMP](#)
- Mr Jeff Bourman (Shooters, Fishers and Farmers Party Victoria): [@JBourmanMP](#)
- Mr Stuart Grimley (Derryn Hinch's Justice Party): [@stuartgrimleyMP](#)
- Ms Tania Maxwell (Derryn Hinch's Justice Party): [@TaniaMaxwellIMP](#)
- Ms Ali Cupper (Independent): [@AliCupper](#)
- Ms Suzanna Sheed (Independent): [@SheedSuzanna](#)
- Ms Fiona Patten (Fiona Patten's Reason Party): [@FionaPattenMLC](#)

2 Make your voice heard

As a professional, and a voter – your voice is important. You can write to candidates and political parties to raise their awareness and garner their support for the campaign.

2 Make your voice heard

Write a letter or email to local candidates or party spokespeople

Use the 'STAR' method to write your own letter or email.

- S** - What's the Situation you want addressed?
- T** - What is the Task that needs to be followed?
- A** - What are the Actions that need to be taken?
- R** - What is the Result that can be expected?

Always make sure to spell-check and edit your letter before sending it off.

Here's a template letter to get an idea or adapt:

[Download Template](#)



Tips for greater impact::

- Keep your letter to one page in length.
- Follow a values-based messaging approach. There is more detail later in this toolkit.
- Link to the #VoteForPublicHealth campaign in your letter.
- Offer to share more information.

2 Who to write to?

It's important your message gets to the right person.

The Health Spokesperson for a political party is the most informed person about their health policies. They are also able to make changes or lend their support to policies.



To find the details of the health spokesperson of a party, search online:

www.new.parliament.vic.gov.au/members

Health Spokespeople for Major Parties:

Victorian Labor - [The Hon Mary-Anne Thomas](mailto:mary-anne.thomas@parliament.vic.gov.au) mary-anne.thomas@parliament.vic.gov.au

Victorian Liberals - [Ms Georgie Crozier MLC](mailto:georgie.crozier@parliament.vic.gov.au) georgie.crozier@parliament.vic.gov.au

Victorian Greens - [Dr Tim Read](mailto:Tim.Read@parliament.vic.gov.au) Tim.Read@parliament.vic.gov.au

Victorian Nationals - [Tim McCurdy](mailto:tim.mccurdy@parliament.vic.gov.au) tim.mccurdy@parliament.vic.gov.au

Fiona Patten's Reason Party - [Fiona Patten](mailto:fiona.patten@parliament.vic.gov.au) fiona.patten@parliament.vic.gov.au

2 Speak to Candidates

Political candidates will start to become more visible as the campaign progresses. You might see them at train stations, public events and town hall meetings. If you have the chance to speak to candidates – here are some tips to follow.

1. Understand the issue.
 - Read our election platform to get the background behind our asks & the evidence.
2. Be clear about what you're asking for.
 - We have six asks in this election campaign – pick one or two asks to focus your advocacy.
3. Know the politician you're talking to.
 - Understand what motivates them and their party first.
4. Only advocate on issues that a politician can impact.
 - Ensure that you're addressing issues within the responsibility of State Government.
5. Thank them for listening and offer to follow up.
 - Share a copy of our [election platform](#) with candidates.

3 Get out and Vote

Every vote matters, and your vote counts. Voting this election is a chance for you to have input about who represents you on the policies and issues that you care about. Now's the time to vote for those who support your key public health priorities!

3 Election Scorecard

How aligned to the Victorian Public Health Consortium are the political parties?

As political parties release their policy platforms – PHAA and AHPA are comparing them to our election platform document and developing a scorecard.

The scorecard will help you make decisions about which party to vote for during the election.

Political parties will continue to release their policy platforms throughout October 2022. We aim to have the scorecard available by mid-November 2022.

The scorecard will be released on the AHPA and PHAA websites and via social media.



3 Support others to vote

Voting is an important democratic right. Ensuring that other people have the same access to voting as everyone else is a key way of ensuring equity in society.

To vote – a person must be enrolled with the Victorian Electoral Commission by 8 November. The easiest and quickest way to vote is online. www.vec.vic.gov.au

The following population groups face barriers to being able to vote:

- People aged over 70, those with chronic illness and their carers
- People living with a disability (especially intellectual disabilities)
- Aboriginal & Torres Strait Islander Australians
- People who are homeless
- People who are culturally and linguistically diverse

Ways the Electoral Commission can assist voters

1. People who struggle to vote in person can apply to vote via a postal vote
2. The electoral commission can provide education sessions for community groups that face barriers to voting
3. The electoral commission has information in Easy English to explain the voting process.

4 Useful Resources

Here are tips on successful advocacy, some advice on the common pitfalls and information about Values Based Messaging to help your voice get heard.

Tips for successful advocacy

Be Direct & Solution focused

Candidates are approached on a wide range of issues. Be direct about what you're asking and have solutions ready.

Be Respectful

Being respectful of candidate & party spokespeople will help you get your message across.

Be Aware

Make sure that you advocate on issues that are the responsibility of State Government in the election. Our election platform only addresses issues that are State Government responsibilities.

Be informed

Ensure you understand the issue you're advocating on and what a party's policy position is. If the party has a different position to your own, understand what they need to do to change – and why.

Words of warning

Caretaker conventions

During the election campaign, a 'caretaker period' applies. This reduces the decisions and appointments that can be made by politicians. Political candidates, can push the boundaries of caretaker conventions – announcing or launching new programs to raise profile during the election campaign. Be careful to not be included within activities that might be considered in breach of caretaker conventions.

The caretaker period for the 2022 State Election will start on November 1st 2022.

Public sector rules

Public sector employees, must remain apolitical, not just during election periods. As such, public servants may not be able to advocate or comment of election advocacy activity.

Workplace conflict of interest

Your employer may have concerns about advocacy activities you undertake. This is because what you say personally, can be considered as the opinions of your employer. Before undertaking advocacy, check conflict of interest policies at your workplace and declare any possible conflict of interest in advance.

Photograph opportunities

Political campaigns are all about raising the profile of candidates. If a candidate asks to have a photo taken with you – as where it will be used and for what purpose. Only provide your consent if you feel comfortable.

Values Based Messaging

Values Based Messaging (VBM) is a way of communicating a message, so that the audience is more likely to listen and take action.

Values are fundamental principles that we live by. They are essential to how we define ourselves as individuals and cultures. As such, values are also a powerful way to bring people together across partisan boundaries.

Communicating with a value-based statement first activates a person's heart and emotions and makes them more open to hearing a message. Leading with facts and figures, can reinforce a message – but only if the audience is open to hearing the message in the first place.

Here's an example:



New South Wales trains ten times as many Public Health Physicians as Victoria every year. To be prepared for future public health threats, the Victorian Government must establish a public health training program in Victoria



We want to be prepared for any future public health threats to keep our loved ones safe and healthy. Establishing a public health training program similar to other states and territories, will ensure we have the best qualified people, ready to act when the time comes.

You can learn more about VBM, on the [VicHealth](#) website.

Call to action

You have an important voice this Election.

- **Use your voice to influence others.** Talk to friends family and colleagues about why investment in prevention is critical to reducing demand in an already struggling health system.
- **Share campaign messages on social media.** Create your own messages - or share the ones we have developed.
- **Write to local candidates & political parties.** Tell candidates why you will be voting for Public Health this election and direct them to our campaign materials.
- **Follow @AHPA AU and @PhaaVic on Twitter.** This will help you stay informed about campaign updates.
- **Use the #VoteForPublicHealth hashtag in your posts.** That way, others can find your posts and share them, spreading the reach.
- **Check out the campaign scorecard.** The scorecard will help you make an informed decision and to vote for parties and candidates who support our election priorities.

Thanks for your support.

Contact

Anna Nicholson

Victorian Branch President

Public Health Association of Australia

phaa.vic@gmail.com

David Towl

Co-President Victoria/Tasmania

Australian Health Promotion Association

vic-tasbranch@healthpromotion.org.au

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