

CANCER CARE NEVER STOPS CAMPAIGN VIDEO ANIMATION SOCIAL MEDIA RESOURCES

SUGGESTED KEY MESSAGES

- Many Victorians are not seeing their GP for medical care during the pandemic.
- The decline in regular health care appointments suggests that fear about getting COVID-19 is stopping people from visiting their GP.
- If people have concerns or are due for a check-up, GPs are available via video call, phone or face-to-face appointments.
- Seeking medical care is one of the four reasons for leaving home, and it's important people continue to attend normal health check-ups.
- #cancercareneverstops

SUGGESTED AUDIENCE

Broad community relevance, particularly:

- Over 50s
- Culturally and linguistically diverse communities (translated versions to follow)
- Primary health care

SOCIAL MEDIA



We have created a small suite of social media assets to help communicate this important message.

There are four versions of the short video, available via You Tube or for download via link below.

[Cancer Care Never Stops 1 \(1:28\)](#) – includes 5km travel exemption message (no captions)

[Cancer Care Never Stops 1a \(1:28\)](#) – includes 5km travel exemption message (with captions)

[Cancer Care Never Stops 2 \(1:14\)](#) – for regional use (no captions)

[Cancer Care Never Stops 2a \(1:14\)](#) – for regional use (with captions)

Access the [creative assets here](#).

Suggested social media messages:

Facebook/Instagram

Have you, or someone you know, put off seeing your doctor during the COVID19 lockdown? Maybe you are worried about going to a clinic or think you will just wait a while? Doctors are concerned that fewer people are getting care when they need it. If something's not feeling right, please see your GP #DontDelay #cancercareneverstops

Linked In

The decline in health care appointments, cancer diagnoses and procedures suggests that fear about getting COVID-19 is stopping people from visiting their GP. Doctors are worried that this may have profound consequences for individuals (and the health system). Please spread the word. Seeking medical care is one of the four reasons for leaving home, so if something's not right, contact your GP #cancercareneverstops

Twitter

Cancer diagnoses have dropped significantly during COVID-19. Doctors are worried that this means people are not getting health checks when they need them, even though visiting your GP is safe permitted and safe. Spread the word. If something's not right, contact your GP. #cancercareneverstops

Thank you for supporting this important campaign.