

# Healthcare anywhere toolkit

Customer Information, Strategic  
Communications and Engagement

December 2024



Instant health  
advice for when the  
unexpected happens

If you are unwell or injured call healthdirect  
for **free** on 1800 022 222.

Registered nurses will help you access  
the healthcare you need from anywhere,  
day or night.

[health.nsw.gov.au/anywhere](https://health.nsw.gov.au/anywhere)

Healthcare   
**anywhere**  
**1800 022 222**  
call healthdirect

# Purpose of this toolkit



The **Healthcare Anywhere** campaign has been developed to increase public awareness of the healthdirect phone service as the first-step in seeking health advice and accessing the right care. This service provides an alternative to visiting ED's for non-life-threatening conditions.

Assets can be downloaded from the links provided. If there are any other assets that would be helpful for you to engage with your community, please contact us.

More information can be found at <https://www.health.nsw.gov.au/anywhere>.

Thank you for your ongoing support to help protect the NSW community

Contact

Campaigns Team  
Strategic Communications & Engagement, NSW Ministry of Health  
[MOH-SCECustomerInformation@health.nsw.gov.au](mailto:MOH-SCECustomerInformation@health.nsw.gov.au)

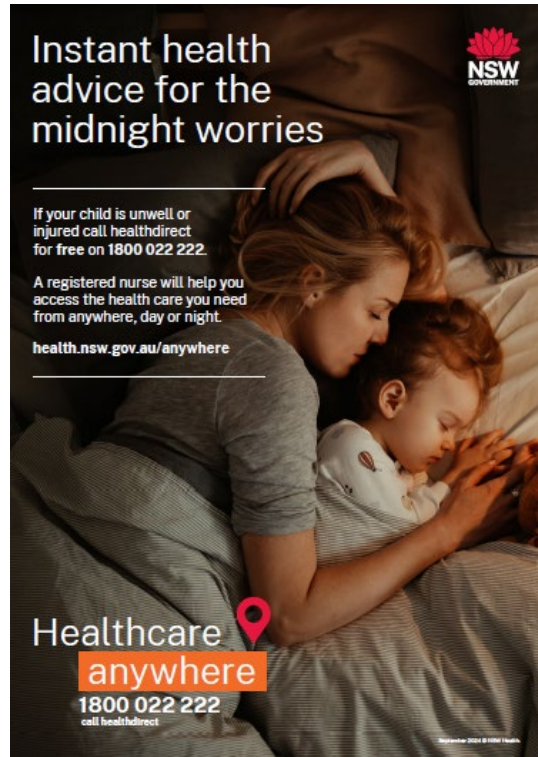
# Key messages and links



<b>Short</b>	<p>Get instant health advice</p> <p>If you are unwell or injured <b>call healthdirect</b> for free on 1800 022 222</p> <p>A registered nurse will help you access the health care you need</p> <p>Help is available from anywhere, day or night</p>
<b>Extended</b>	<p>Unwell and not sure where to go? You can <b>call healthdirect</b> anytime day or night on 1800 022 222 and get the help you need. healthdirect is free and available 24 hours a day, 7 days a week.</p> <p>A registered nurse will answer your call, ask some questions and connect you with the right care.</p> <p>[OPTION A] The healthdirect nurse can:</p> <ul style="list-style-type: none"><li>• connect you with a health expert by phone or video call</li><li>• book you an appointment at a local urgent care clinic</li><li>• connect you with other appropriate, locally available health care</li><li>• call you an ambulance or direct you to the emergency department if your situation is life-threatening.</li></ul> <p>[OR OPTION B] If it's life-threatening, call Triple Zero (000) or go to an Emergency Department.</p>
<b>Links</b>	<p>Learn more: <a href="#">Healthcare anywhere</a></p> <p>Symptom checker: <a href="https://www.healthdirect.gov.au/symptom-checker">https://www.healthdirect.gov.au/symptom-checker</a></p>

# Posters

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**Instant health advice for the midnight worries**

If your child is unwell or injured call healthdirect for free on 1800 022 222.

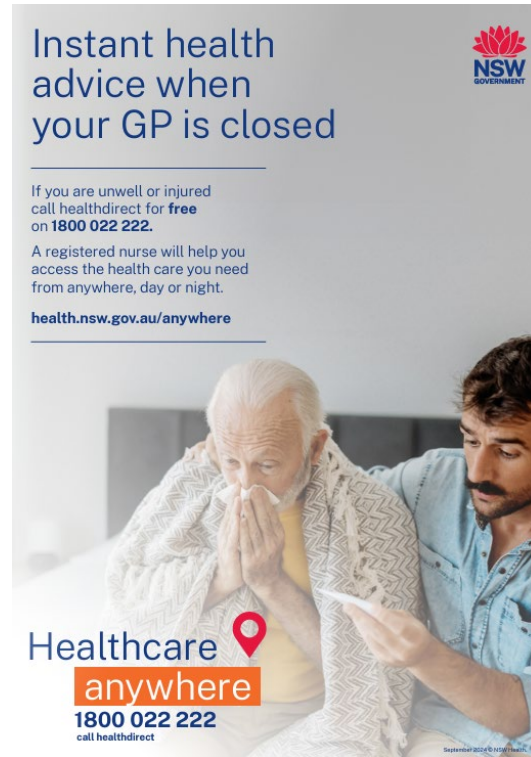
A registered nurse will help you access the health care you need from anywhere, day or night.

[health.nsw.gov.au/anywhere](http://health.nsw.gov.au/anywhere)

Healthcare  anywhere  
1800 022 222  
call healthdirect

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**Instant health advice when your GP is closed**

If you are unwell or injured call healthdirect for free on 1800 022 222.

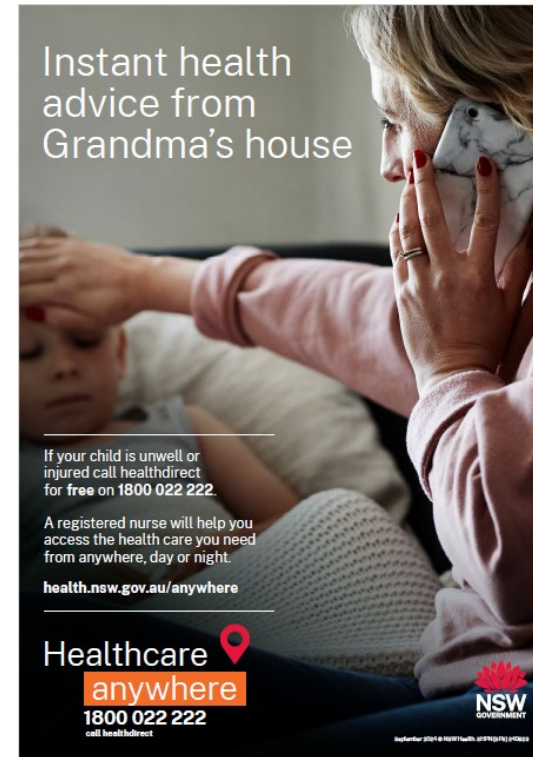
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[health.nsw.gov.au/anywhere](http://health.nsw.gov.au/anywhere)

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


**Instant health advice from Grandma's house**

If your child is unwell or injured call healthdirect for free on 1800 022 222.

A registered nurse will help you access the health care you need from anywhere, day or night.

[health.nsw.gov.au/anywhere](http://health.nsw.gov.au/anywhere)

Healthcare  anywhere  
1800 022 222  
call healthdirect

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**Instant health advice for when accidents happen**

If you are injured or unwell call healthdirect for free on 1800 022 222.

A registered nurse will help you access the health care you need from anywhere, day or night.

[health.nsw.gov.au/anywhere](http://health.nsw.gov.au/anywhere)

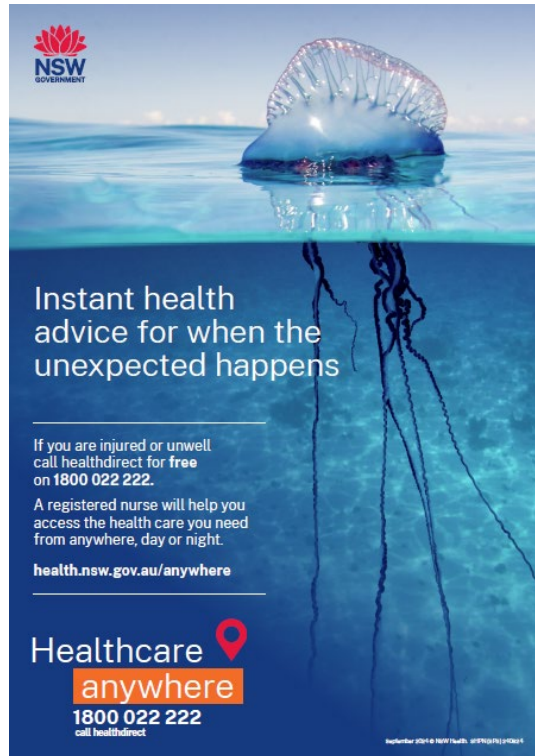
Healthcare  anywhere  
1800 022 222  
call healthdirect

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## Instant health advice for when the unexpected happens

If you are injured or unwell call healthdirect for free on **1800 022 222**.

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[health.nsw.gov.au/anywhere](http://health.nsw.gov.au/anywhere)

Healthcare   
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**NSW**  
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**NSW**  
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## Instant health advice for when accidents happen

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Healthcare   
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**NSW**  
GOVERNMENT

## Backyard play, gone astray? Get instant health advice

If you are injured or unwell call healthdirect for free on **1800 022 222**.

A registered nurse will help you access the health care you need from anywhere, day or night.

[health.nsw.gov.au/anywhere](http://health.nsw.gov.au/anywhere)

Healthcare   
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1800 022 222  
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Playground tumble?  
Get instant health advice

If your child is injured or unwell call healthdirect for free on 1800 022 222.

A registered nurse will help you access the health care you need from anywhere, day or night.

[health.nsw.gov.au/anywhere](http://health.nsw.gov.au/anywhere)

Healthcare   
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NSW GOVERNMENT

Sunday afternoon trampoline tumble?  
Get instant health advice

If your child is injured or unwell call healthdirect for free on 1800 022 222.

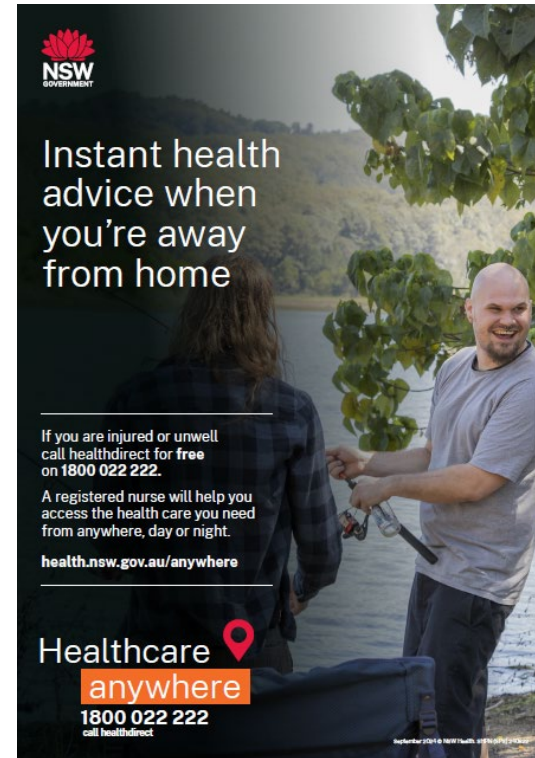
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Instant health advice when you're away from home

If you are injured or unwell call healthdirect for free on 1800 022 222.

A registered nurse will help you access the health care you need from anywhere, day or night.

[health.nsw.gov.au/anywhere](http://health.nsw.gov.au/anywhere)

Healthcare   
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call healthdirect

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# Flyers

## Instant health advice when your GP is unavailable

If you are unwell or injured call healthdirect for **free** on **1800 022 222**.

A registered nurse will help you access the health care you need from anywhere, day or night.

[health.nsw.gov.au/anywhere](https://health.nsw.gov.au/anywhere)

Healthcare   
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## Instant health advice for when accidents happen

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[health.nsw.gov.au/anywhere](https://health.nsw.gov.au/anywhere)

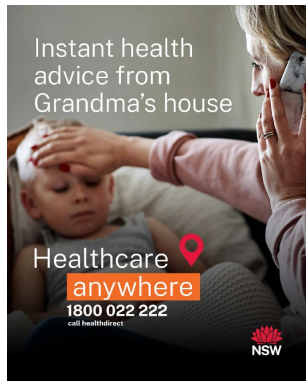
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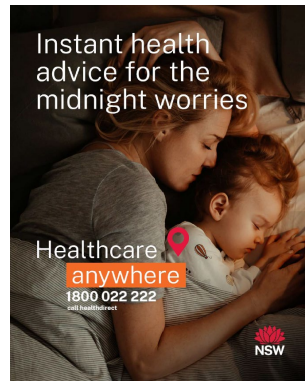
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# Social tiles

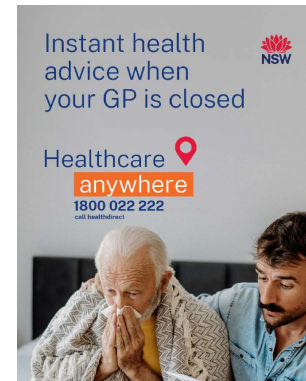
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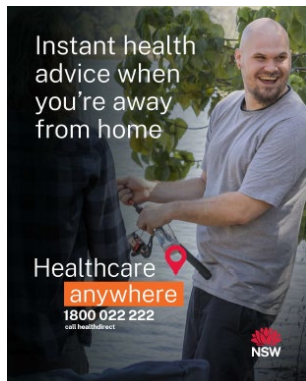


## Post copy (full - default)

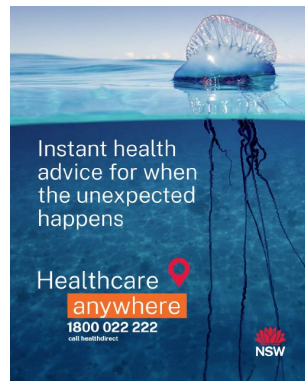
If you are unwell or injured, call healthdirect for free on **1800 022 222**.

A registered nurse will help you access the health care you need from anywhere, day or night.

## Download



## Download



## Download



## Alternative post copy (short option)

For free health advice, anytime day or night call healthdirect on **1800 022 222**.

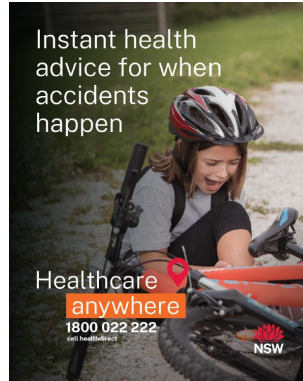


# Social tiles

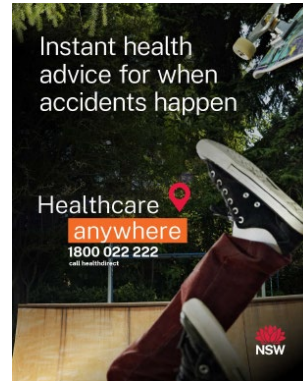
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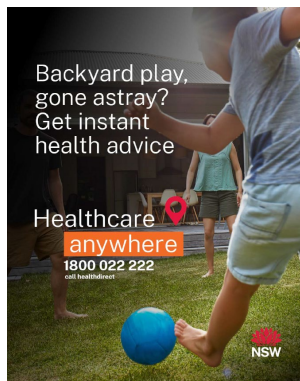
## Download



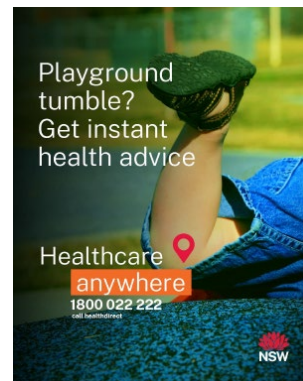
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## Download



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## Post copy (full - default)

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A registered nurse will help you access the health care you need from anywhere, day or night.

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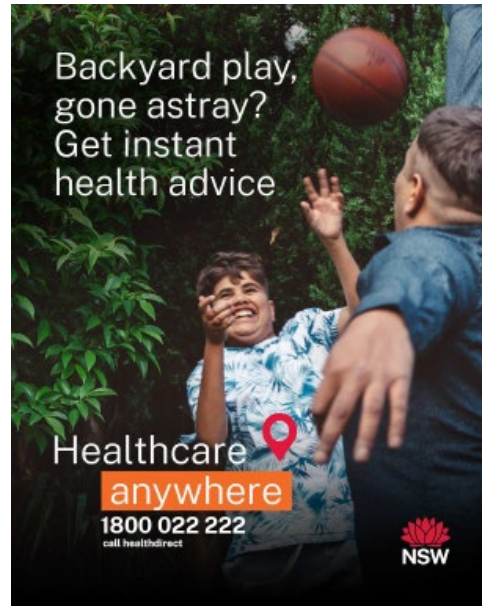
For free health advice, anytime day or night call healthdirect on **1800 022 222**.

# Social tiles – Aboriginal audience

## Download



## Download



## Post copy (full - default)

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## Alternative post copy (short option)

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night call healthdirect on **1800 022 222**.

# Digital screens



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An advertisement for healthdirect. The background is a dark, intimate scene of a woman with blonde hair leaning over a young child who is sleeping in a bed. The child is holding a brown teddy bear. The text is overlaid on the image. In the top right corner is the NSW Government logo. A red location pin icon is positioned to the right of the word "Healthcare". The word "anywhere" is written in white text inside an orange rectangular box. Below this, the phone number "1800 022 222" is displayed in white. At the bottom, a line of white text reads "Call healthdirect for instant health advice for the midnight worries".

Healthcare   
**anywhere**  
1800 022 222  
Call healthdirect for instant health advice for the midnight worries

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An advertisement for healthdirect. The background is a split image of the ocean. The top half shows a clear blue sky and calm water with a jellyfish floating on the surface. The bottom half shows a darker blue underwater scene with the jellyfish's tentacles hanging down. The text is overlaid on the image. In the top right corner is the NSW Government logo. A red location pin icon is positioned to the right of the word "Healthcare". The word "anywhere" is written in white text inside an orange rectangular box. Below this, the phone number "1800 022 222" is displayed in white. At the bottom, a line of white text reads "Call healthdirect for instant health advice when the unexpected happens".

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