

We Are Here For You

Stakeholder Communications toolkit

February 2025

NSW Ministry of Health

V. 1



Campaign overview

The 'We Are Here For You' campaign highlights the commitment of our healthcare workers to ensure that every person receives safe, inclusive, and high-quality healthcare.

It features NSW Health staff delivering a message of unity and inclusion, ensuring patients and the community feel welcome and safe in their care.

No matter who you are or where you are from — NSW Health is here for you.

This toolkit contains assets and resources for you to download and share. Together, we can help reassure our community that NSW Health is committed to treating every person with kindness, respect and compassion.

For more information:

Visit: www.health.nsw.gov.au/hereforyou

Email: communications@health.nsw.gov.au

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Key messages

We Are Here For You campaign

Key messages



NSW Health is committed to providing safe, inclusive, and high-quality healthcare for all.

The NSW Health workforce is as diverse as the communities it serves and every day its dedicated people provide kind and compassionate care to people of all backgrounds and cultures.

Every ability, age, culture, background, language, body, gender, sexuality and identity—you are welcome at our healthcare facilities.

NSW Health is committed to treating every person with kindness, respect and compassion.

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Campaign assets

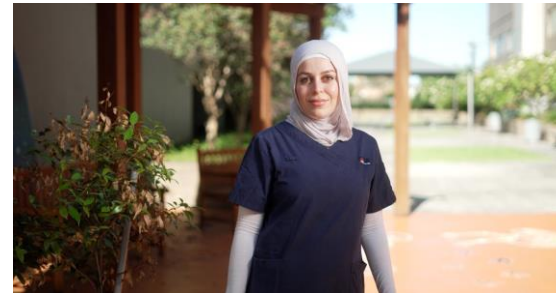
We Are Here For You campaign

Video

Script:

Every day, in every part of NSW
We are here for you
No matter where you come from
We welcome you
People of all cultures and backgrounds
We make sure you are safe, and cared for
No matter what your beliefs
We provide you with quality care
People with all types of health needs
We listen to you
No matter what your personal values or circumstances
We treat you with kindness and compassion
Every person, every time
I am here for you
We are here for you.
We are NSW Health.

Video link: www.health.nsw.gov.au/hereforyou



More than 20 NSW staff feature, representing different ages, backgrounds, cultures, abilities, identities and healthcare roles.

Social media assets: Tiles



Download social media tiles [here](#)



Social media assets: Copy



Creative

Download social media tiles
(as per previous slide).

Post copy

NSW healthcare workers have united with a simple, powerful message for their patients and communities: We are here for you.

NSW Health is dedicated to providing inclusive, safe, and high-quality care to all members of our community.

No matter who you are or where you are from, you will be treated with kindness, respect, and compassion.

Find out more: www.health.nsw.gov.au/hereforyou

Posters



Download posters [here](#)
Order printed posters [here](#)

NSW Health

We are here for you

NSW Health is committed to treating every person with kindness, respect, and compassion.

health.nsw.gov.au/hereforyou

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Digital screen displays




Download digital screens [here](#)

NSW Health

We are here for you

NSW Health is committed to treating every person with kindness, respect, and compassion.



health.nsw.gov.au/hereforyou

A digital screen display featuring a close-up of a smiling man with dark hair. The text "We are here for you" is prominently displayed, with "for you" in a teal box. Below the headline is a commitment statement and the NSW Government logo with the website URL.

NSW Health

We are here for you

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health.nsw.gov.au/hereforyou

A digital screen display featuring a close-up of a woman with long brown hair wearing a teal shirt. The text "We are here for you" is prominently displayed, with "for you" in a teal box. Below the headline is a commitment statement and the NSW Government logo with the website URL.

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health.nsw.gov.au/hereforyou

A digital screen display featuring a close-up of a woman wearing a white hijab and a blue top. The text "We are here for you" is prominently displayed, with "for you" in a teal box. Below the headline is a commitment statement and the NSW Government logo with the website URL.

NSW Health

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health.nsw.gov.au/hereforyou

A digital screen display featuring a close-up of a man with glasses and a blue shirt. The text "We are here for you" is prominently displayed, with "for you" in a teal box. Below the headline is a commitment statement and the NSW Government logo with the website URL.

Digital screen displays




Download digital screens [here](#)

A digital screen display with a dark background and a woman's face on the right side. The text "We are here for you" is prominently displayed in white, with "for you" highlighted in a teal box. Below the main text, a smaller line of text reads "NSW Health is committed to treating every person with kindness, respect, and compassion." The NSW Health logo and the URL "health.nsw.gov.au/hereforyou" are located in the bottom left corner.

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health.nsw.gov.au/hereforyou

Translated assets



Translated assets are available in 30 languages.

Available now:

- Video and script

Available soon:

- Social media tile
- Poster
- Digital screen

Download translated assets [here](#)

Languages:

Arabic	Macedonian
Assyrian	Nepalese
Bengali	Pashto
Chinese (Simplified)	Persian
Chinese (Traditional)	Polish
Croatian	Punjabi
Dari	Samoan
Filipino	Serbian
Greek	Spanish
Hazaragi	Swahili
Hebrew	Thai
Hindi	Tongan
Italian	Ukrainian
Japanese	Urdu
Korean	Vietnamese

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NSW Health webpage

We Are Here For You campaign

NSW Health webpage



www.health.nsw.gov.au/hereforyou

A NSW Government website

Contact us Emergency information

NSW Health

Search...

Careers Public Healthy living Professionals Research Publications Media About Ministers

[Home](#) > [Hospitals](#) > We are here for you

We are here for you

Every day, in every part of NSW, our dedicated staff are here for you.

Every ability, age, culture, background, language, body, gender, sexuality and identity — you are welcome here. We provide a place where every individual feels valued and supported.

Resources

Translated resources

A NSW Government website

Emergency information

Menu

NSW Health

Search...

[Home](#) > [Hospitals](#) > We are here for you

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We Are Here For You campaign

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