

[Non paid] Social media posts

- Possible tags to add where you see fit: **#ClearConsistentCriteria** **#StatewideReferralCriteria** **#SpecialistClinics** **#RightCarePlaceTime**
- Links can be shortened using <https://bitly.com/>

Platform	Date	Topic	Content
Facebook & LinkedIn	Within 4 weeks of the SRC launching in Victorian Health services (as per contracted deliverable)	Advising of upcoming launch date of Tranche 3 and 4 SRC	<p>Referrals to public specialist clinics for selected conditions in Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics will be assessed against statewide referral criteria from 1 May 2021.</p> <p>Clear consistent referral criteria across all Victorian public hospitals. Learn more at https://src.health.vic.gov.au</p>
		Awareness raising of SRC	<p>Statewide public specialist clinic referral criteria from DHHS provide consistency to referring clinicians across Victoria. New referrals made for selected conditions in Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics will be assessed against the criteria from 1 May 2021.</p> <p>Familiarise yourself with the criteria before it comes into effect. Check out [HealthPathways/Online Care Pathways] or visit https://src.health.vic.gov.au</p>
		Call to Action	<p>Know when to refer and what investigations are needed to refer to a public specialist clinic in Victoria. Statewide referral criteria now exist for 6 specialties with 5 more due for release on 1 May 2021. Referrals that do not meet statewide criteria may not be accepted and returned to the referrer.</p> <p>Bookmark the criteria at https://src.health.vic.gov.au</p>
		Awareness raising of SRC	<p>Clear and consistent specialist clinic referral criteria developed by DHHS for select conditions in Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics will apply to all new referrals from 1 May 2021.</p> <p>These criteria join the six specialties with existing statewide referral criteria including ENT, Vascular, Urology, Neurology, Gynaecology and Gastroenterology.</p>

			Check out the criteria and more at [HealthPathways/online Care Pathways link]
	1 May 2021	LAUNCH	<p>The statewide referral criteria for Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics are now in effect across all Victorian public hospitals</p> <p>From today, all Victorian public hospitals will assess new referrals for Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics specialist clinics against consistent statewide referral criteria.</p> <p>Bookmark the website on your browser for quick access https://src.health.vic.gov.au</p>
	Regular promotion of the SRC following launch in health services until completion of project and beyond	HealthPathways	Access the new statewide referral criteria through [HealthPathways/Online Care Pathways], which offers clinicians up-to-date, evidence-based guidance on how to safely manage your patient in primary care. Contact your local PHN for a login. [link to PHN email]
		Awareness Raising	<p>New statewide referral criteria from the Department of Health and Human Services are now in effect for select conditions in Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics.</p> <p>Head to [HealthPathways/Online Care Pathways] to access the criteria as well as supporting clinical and referral pathways [link to your HealthPathways/Online Care Pathways site]</p>
		HealthPathways and raise awareness [multiple options]	Does your patient with [enter a core condition with SRC] need to see a public specialist? Follow the newly developed statewide referral criteria for [condition] on HealthPathways and ensure your referral has all the necessary diagnostics and referral information. [link to your HealthPathways website]
		Awareness Raising	Statewide specialist clinic referral criteria now exist for select Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics conditions. View the statewide referral criteria on HealthPathways or https://src.health.vic.gov.au
		HealthPathways and raise awareness	<p>Your patient doesn't meet all the statewide referral criteria? Review [HealthPathways/online care pathways] to verify if there is anything more that can be done in your practice to manage your patient's condition.</p> <p>Contact your local PHN for a login [link to PHN email]</p>

Twitter	Within 4 weeks of the SRC launching in Victorian Health services (as per contracted deliverable)	Advising of upcoming Launch date	Clear, consistent statewide referral criteria will be in effect for Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics from 1 May 2021. View them at https://src.health.vic.gov.au
		Awareness raising	Statewide referral criteria from DHHS for Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics go live in public hospitals on 1 May 2021. Supporting patients to receive the right care, in the right place, at the right time.
		Call to action/Launch	Launching [date], statewide referral criteria for select conditions in Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics. Login to HealthPathways for access to the criteria and supporting clinical and referral pathways [link to your HealthPathways/Online Care Pathways site]
	1 May 2021	LAUNCH	From today, new referrals for Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics will now be assessed against the criteria. Find out more on [HealthPathways/online care pathways] or the DHHS website https://src.health.vic.gov.au
	Regular promotion of the SRC following launch in health services until completion of project and beyond	Awareness raising [multiple options]	Statewide specialist clinic referral criteria now exist for select [Endocrinology/cardiology/rheumatology/obstetrics] conditions. View the statewide referral criteria on [HealthPathways/Online Care Pathways] or https://src.health.vic.gov.au
		Awareness raising [multiple options]	Did you know there is now statewide referral criteria when referring patients with [enter condition e.g. Type 1 diabetes] into any Victorian public specialist clinic? Be sure to check out the criteria at either https://src.health.vic.gov.au or HealthPathways before making a referral.
		HealthPathways	Your patient doesn't meet all of the statewide referral criteria? Review [HealthPathways/online care pathways] to see if there is anything more that can be done in your practice to manage your patient's condition. Contact your local PHN for a login [link to PHN email]
		HealthPathways and raise awareness	Know when to refer and what investigations are needed using [HealthPathways/Online Care Pathways] for the new statewide referral criteria developed by DHHS. Contact your local PHN for a login. [link to PHN email]