**Doctors in Secondary Schools**

**Social Media Schedule – all PHNs**

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| **About this campaign**   * Facebook and LinkedIn platforms (VTPHNA) * 3 x 4 week bursts *(August 2022, November 2022, February 2023)* * Boost each post for 2 weeks *(2 posts per month)* * Remember to use tags on each platform * DiSS video (long) YouTube link [here](https://youtu.be/ca60CkULNis) or download from Vimeo [here](https://vimeo.com/735992811). * Download DiSS social media (short) video from Vimeo [here](https://vimeo.com/736381698/9aa10ee4d7). * Contact [NWMPHN comms team](mailto:comms@nwmphn.org.au) if you have any questions   **Quotes may be swapped out depending on the image.** | |
| **Main audiences:**   * General practitioners * Practice nurses * Practice managers   **Secondary audiences**   * Allied health professionals * Primary care providers | **Locations:**   * Statewide – Awareness in all areas * By vacancy – Direct in areas with vacancies.   (Target PHN locations according to vacancy/no vacancy). |

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| August 2022 – Week 3-4 | Post: “It’s a really different program. This is just the best job.”  Wedderburn College is part of the Victorian Government’s state-wide Doctors in Secondary Schools (DiSS) program – a multimillion dollar scheme that puts a GP (4 hours) and nurse present one day a week at 100 schools in suburban, regional and remote locations, considered most in need.  DiSS clinics have been operating across the state since 2017. So far, the clinics have completed more than 55,700 consultations.  We visited Wedderburn College and spoke about this rewarding program.  Watch here: <link>  Or apply now: <https://bit.ly/3xOy09O> | <insert video> |
| September 2022 - Week 1-2 | Post: Take a break and experience something truly rewarding, one day a week.  “Being in our portable on site at the school makes me feel like I am a part of their school community, and it takes me out of my usual clinic environment, which is a very nice change,” says practice manager, Jessica Chung, IPC Health, and Doctors in Secondary Schools (DiSS) practice nurse at Victoria University Secondary College.  Victoria has 100 government secondary schools which benefit from the DiSS program. Students can access safe, quality health services with a GP (4 hours) and nurse present one day a week.  GPs and nurses are trained in adolescent health and wellbeing at no cost, supported by their local PHN, and work with school staff and wellbeing teams to deliver the program, in a purpose-built facility.  Change your day-to-day.  Find out what it is like to work in a school. Watch here: <link>  Apply now: <https://bit.ly/3xOy09O> | <insert graphic> |
| November 2022 – Week 1-2 | Post: We have new exciting opportunities in our region for XX, as part of our Doctors in Secondary Schools program.  Change your day-to-day and make a real difference to the lives of young people.  This program has become an important part of the statewide health system, and a valuable asset for schools, staff, students, parents, and their community. It is also a unique opportunity for GPs and nurses, to become part of the school community, watching kids grow and thrive. Find out what current DiSS clincal teams say about the program.  Watch here: <link>To see vacancies and to apply, visit: vtphna.org.au/applydiss | <insert graphic> |
| November 2022 – Week 3-4 | Post: Be the change – for you and our next generation.  This is an opportunity to widen your practice, by spending time with secondary students, providing safe, quality, and accessible health care in a supported environment.  As part of the statewide Doctors in Secondary Schools (DiSS) program, GPs and practice nurses deliver services at a school each week, for 4 hours for the GP and up to one day for the nurse.  “The benefit of DiSS will be felt by many young people for years to come and it is exciting to play a part in this.” - GP Mark Timlin, DiSS Fountain Gate Secondary College in Narre Warren  Change your day-to-day and give kids the health care they need, where and when they need it.  Apply now: <https://bit.ly/3xOy09O> | <insert graphic> |
| February 2023 – Week 1-2 | Post: Help shape the health of the next generation  100 Victorian Government secondary schools have a Doctors in Secondary Schools program where students can access safe, quality health services from a GP and nurse on one day every week in term time.  This is an opportunity to spend quality time with young people and help them through the tough transition from adolescence to adulthood.  Change your day-to-day and give kids the health care they need, where and when they need it.  Apply now: <https://bit.ly/3xOy09O> | <insert graphic> |
| February 2023 – Week 3-4 | Post: Working with teens, on site at a school, is truly a life-changing experience.  The statewide Doctors in Secondary Schools program does just that. It puts GP-nurse teams on campus once a week at 100 schools in suburban, regional and remote locations, considered most in need.  “It's just a really wonderful feeling to be here and to be working in the program”. Dr Johanne Dennis, Wedderburn College  Watch here: <link>  Or apply now: <https://bit.ly/3xOy09O> | <insert video> |