

Joint Regional Needs Assessment

# Stakeholder Communication Kit

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Updated June 2024

The Joint Regional Needs Assessment (JRNA) is a collaboration between:

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## Introduction

Northern Queensland Primary Health Network (NQPHN) in collaboration with Torres and Cape Hospital Health Service (TCHHS), Cairns and Hinterland Hospital and Health Service (CHHHS), Townsville Hospital Health Service (THHS), and Mackay Hospital and Health Service (MHHS) are collectively working on a Joint Regional Needs Assessment (JRNA) to identify the health needs and service gaps within our region.

The JRNA survey is part of an extensive regional needs assessment undertaken every three years. The assessment of national and local health data provides NQPHN, TCHHS, CHHHS, THHS, and MHHS with a deep understanding of the health needs and service gaps across the northern Queensland region, helping to guide and inform healthcare investment, resourcing, and the development and delivery of locally tailored health programs.

We're asking our partners—health care and community services providers—to share the survey link and messages in this communications kit with your networks and the wider community.

Together, we are dedicated to building a healthcare system that addresses immediate community needs and fosters long-term strategies for improved health and wellbeing for all people in our region.

We thank you for your help in ensuring that a wide range of voices and experiences inform this work. To learn more about the JRNA and survey, visit [www.nqphn.com.au/JRNA](http://www.nqphn.com.au/JRNA)

## Key messages

- Northern Queensland PHN, Torres and Cape HHS, Cairns and Hinterland HHS, Townsville HHS, and Mackay HHS want to learn more about the health needs impacting people living and working in our region to improve healthcare resourcing and service delivery.
- We want to hear from you! Help us identify the needs in your community by taking our [online survey](#).

- Have your say on health care! Tell us about the health of your community by taking part in a [short online survey](#). Your experiences matter to us.
- Help shape healthcare that's suited to your needs. Take our [survey](#) today. Your answers will help improve access to good healthcare in our community.

## Email template

**Audience:** Health and community sector professionals and service providers

**Subject line:** Important! Have your say on healthcare in our region.

### Email body:

Northern Queensland PHN is partnering with Torres and Cape HHS, Cairns and Hinterland HHS, Townville HHS, and Mackay HHS to assess the health needs of the people who live and work in our region. The [Joint Regional Needs Assessment survey](#) is part of an extensive regional Needs Assessment (HNA) undertaken every three years.

Commonwealth and State governments mandate HNAs to ensure resources provided to improve population health and wellbeing outcomes are being used most effectively. Answers to this [survey](#) will help NQPHN and their HHS partners gain a deeper understanding of current health needs and service gaps experienced across our vast and diverse region.

### Take part: Have your say on health

As a key stakeholder in the region, you have been invited to participate and share your unique perspectives. We greatly value your consideration and input into this process. You can help us to identify the health needs and service gaps experienced in your community by:

- taking the online survey
- sharing news of the survey with your clients and the wider community with the help of our stakeholder communication kit ([available here](#)).

**Take the survey here:** <https://forms.office.com/r/uqZp4BHpYQ>

Click here to take the JRNA survey

To learn more about the JRNA and survey, please visit: [www.nqphn.com.au/JRNA](http://www.nqphn.com.au/JRNA)

For any enquiries about the project, please contact the NQPHN Data and Intelligence Team at [data.intelligence@nqphn.com.au](mailto:data.intelligence@nqphn.com.au)

## Newsletter copy

Northern Queensland PHN in collaboration with Torres and Cape HHS, Cairns and Hinterland HHS, Townsville HHS, and Mackay HHS are collectively working on a Joint Regional Needs Assessment (JRNA) to identify the health needs and service gaps within our region.

Your voice is important! Help to identify the health needs and gaps in services experienced in your community by taking the [online survey](#). Your unique perspectives and health experiences matter.

The survey will help NQPHN, TCHHS, CHHHS, THHS, and MHHS learn about the health conditions impacting people living and working in our region to improve healthcare resourcing and service delivery.

To learn more about the JRNA survey and to take part, please visit: [www.nqphn.com.au/JRNA](http://www.nqphn.com.au/JRNA)

## Social media posts

Help us to share the news of our survey by posting it to your social media channels.



[Download social tile 1](#)

[Download social tile 2](#)

[Download social tile 3](#)

## Accompanying post copy:

🗣️ Have your say on healthcare! 🗣️

Northern Queensland PHN, Torres and Cape HHS, Cairns and Hinterland HHS, Townsville HHS, and Mackay HHS want to learn more about the health and wellbeing of people living and working in our region. Your answers will help to improve access to good health care in our communities.

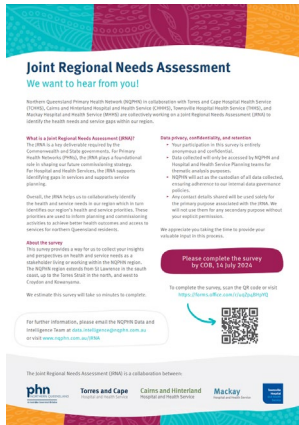
👉 Take the online survey here: <https://forms.office.com/r/uqZp4BHpYQ>

🚫 The survey closes 14 July 2024 🚫

👁️ Learn more here: [www.nqphn.com.au/JRNA](http://www.nqphn.com.au/JRNA)

## A4 flyer

Download the printable flyer to display in your place of work or local community centre.



[Download the A4 flyer \(PDF\)](#)

## Banners: website and newsletter

Download banners for use on websites and in newsletter designs here.



[Download website/newsletter banner 1](#)



[Download website/newsletter banner 2](#)

## Survey button

When using the survey button, you will have to add the link to the image yourself. The image should link to: <https://forms.office.com/r/uqZp4BHpYQ>



[Download the survey button](#)