



SRH and COVID-19 Coalition Communication Strategy

The Coalition consists of experts in women's sexual and reproductive health (SRH) across clinical practice, health service delivery, research and advocacy. There is currently no other Coalition within Australia that is advocating for issues concerning contraception and abortion during the COVID-19 pandemic. This places us in a unique position to:

- Be proactive in our clinical guidance and advice to government
- Respond in a timely manner as issues arise
- Capitalise and promote our expertise regularly

Purpose

The purpose of the communication strategy is to help the Coalition achieve its objective of gathering, synthesising and disseminating evidence-informed policy and practice briefs, consensus statements and public letters to promote the delivery of high quality sexual and reproductive health (SRH) care for women during the COVID-19 pandemic and beyond.

Objectives

The objectives of the communications disseminated by the Coalition are to:

- Engage effectively with stakeholders including women*, SRH service providers and government
- Develop advocacy and traction around the issues pursued by the Coalition
- Ensure all messaging of the issues pursued by the Coalition is evidence-informed and conveys a strong message that will support policy and practice where this is necessary

Communication methods

- A webpage will be curated specifically for the Coalition, embedded within the SPHERE website, which will include links to stakeholder and partner organisations
- Twitter, social media, media networks and stakeholder networks will be utilised to disseminate the Coalition's message.

Targeted Stakeholders

All Coalition members may elect or be nominated to be involved in the development of communications to the following stakeholders:

- SRH providers
 - Regular **SRH COVID-19 Coalition bulletins** will disseminate consensus statements and other documents regarding the delivery of abortion and/or contraception care.
 - Dissemination of evidence-based consensus statements via **HealthPathways¹** will enable rapid implementation by GPs seeking advice on appropriate SRH access and care for their patients.

*The Coalition uses *women* as an inclusive and broad term that refers to and acknowledges the diversity in needs and experiences of all people who may access and use sexual and reproductive health services.

¹HealthPathways is a web-based information portal designed to support primary care clinicians in managing patients and making referrals to services. Programs are developed by PHNs across every state and territory in Australia.



Government

- Relevant Coalition recommendations will be synthesised and submitted as **focussed briefings to Government** to advocate for policy change.
- **Public letters** calling for policy change will also be circulated and forwarded to relevant government ministers and bureaucrats.

Consumers

The Coalition will develop brief videos and other **consumer-focussed communications** to increase women's awareness of health and referral pathways. This includes information on where they can access services and advice related to changes in policy or procedure.

Endorsement Process

The **process for ratification of statements and documents by members** should be followed prior to the dissemination of documents to SRH providers and government. Individual members and their approved affiliations will be listed on the documents that are disseminated by the Coalition. Members may also seek endorsement of statements from their representative organisations; however, this should not cause delays in the dissemination process.

*The Coalition uses *women* as an inclusive and broad term that refers to and acknowledges the diversity in needs and experiences of all people who may access and use sexual and reproductive health services.

¹HealthPathways is a web-based information portal designed to support primary care clinicians in managing patients and making referrals to services. Programs are developed by PHNs across every state and territory in Australia.