



Government of Western Australia
Department of Health



ACCESS HEALTH WA

**WHERE TO
GO WHEN...**

Know your health care options

access.health.wa.gov.au



About this toolkit

This toolkit has been developed to support the rollout and promotion of **Access Health WA**, a new State Government initiative designed to help Western Australians understand their healthcare options and know *where to go when*. It provides clear, consistent, and ready-to-use materials that strengthen community awareness of appropriate and timely care pathways.

Access Health WA brings together simple, trusted guidance on the wide range of non-emergency health services available across the state – including general practitioners, urgent care clinics, pharmacies, after-hours support, 1800MEDICARE, and the WA Virtual Emergency Department.

The toolkit collates key campaign assets, templates, and information to make it easy for health services, and stakeholder organisations to share accurate and aligned messages. Resources can be downloaded, copied, and adapted to support your local communications needs, including newsletters, digital screens, social media, posters with QR codes, intranet content, and scripts for reception and on-hold messaging.

By using these materials, you are helping your community feel more confident navigating the health system, promoting early and appropriate care-seeking, and contributing to better health outcomes for all Western Australians.

Need something additional?

Please get in touch if you can't find what you need or to request alternative formats.

Email communications@health.wa.gov.au



General announcement email

Dear Colleagues/Members/Families,

I am pleased to share the launch of [Access Health WA](#), a new State Government initiative designed to help Western Australians understand their healthcare options and know *where to go when*. The campaign provides clear, trusted information about non-emergency care pathways, including GPs, urgent care clinics, pharmacies, after-hours services, 1800MEDICARE, and the WA Virtual Emergency Department.

Access Health WA supports the broader Winter Strategy 2026 by promoting early and appropriate care-seeking. As valued members of our health community, your support is essential in helping the community make informed decisions about their health care and navigate the system confidently.

We encourage you to use the available resources and help share this important message through your networks and clinical settings.

Visit [Access Health WA](#) for more information.

Thank you for your continued commitment to the health and wellbeing of Western Australians.

Sincerely,
[Insert name here]

Internal news

Access Health WA helps Western Australians navigate healthcare choices

In a significant step toward improving access to health care, the WA Government has launched its Access Health WA campaign focusing on increasing public awareness of the range of health services available in WA.

Designed to inform and empower the community, the new public-facing campaign aims to guide people in understanding and choosing the most appropriate and timely healthcare option.

Access Health WA is a key component of the WA Health Winter Strategy 2026 and highlights health services available in WA, including:

- emergency departments
- urgent care clinics
- general practitioners
- pharmacists
- 1800MEDICARE
- WA Virtual Emergency Department.

The new campaign directly supports winter preparedness – helping the community understand alternatives to the ED, promoting early and appropriate care seeking.

The development of Access Health WA aligns with winter priorities, ensuring the platform reflects community needs and improves access to accurate, reliable information.

Access Health WA brings together credible guidance and information from multiple parts of the health sector, creating a single, trusted source that supports patients, clinicians, and service partners to make informed decisions.

Access Health WA makes it easier to know *Where to go when*.

Visit [Access Health WA](#) for more information.

Website news

WA Government launches Access Health WA campaign and website

In line with the WA Government's vision of ensuring quality health care when and where it's needed, its Access Health WA campaign has been rolled out to provide the community with consistent, timely, and accurate information about appropriate healthcare options in WA.

The new long term public-facing campaign directly supports the WA Health Winter Strategy 2026, which outlines the need for stronger prevention, clearer system navigation, improved patient flow, and increased capacity and workforce pressures. It highlights health services available in WA, including:

- emergency departments



- urgent care clinics
- general practitioners
- pharmacists
- 1800MEDICARE
- WA Virtual Emergency Department.

Designed to help Western Australians to confidently navigate the health sector, Access Health WA empowers people to make the right healthcare choices, understand alternatives to the emergency department, promote early and appropriate care seeking, and as a result reduce avoidable pressure on hospitals.

The Access Health WA platform reflects community needs and will allow people to search for credible information from trusted and reliable sources, that will support them to make informed decisions, especially during peak winter demand periods.

Access Health WA makes it easier to know *Where to go when*.

Visit [Access Health WA](#) for more information.

Stakeholder newsletter content

WA Government launches Access Health WA campaign and website

As Western Australia prepares for the winter period ahead, the WA Government has rolled out a comprehensive new long term public-facing health access campaign to ensure the community can continue to access safe, timely, and appropriate health care during the highest-demand months.

Launched this week, the Access Health WA campaign aims to strengthen the WA health system and support the community, by aiming to increase public awareness and understanding of the range of health services available in WA, including:

- emergency departments
- urgent care clinics
- general practitioners
- pharmacists
- 1800MEDICARE
- WA Virtual Emergency Department.

Designed to help Western Australians to confidently navigate the health sector, Access Health WA empowers people to make the right healthcare choices, understand alternatives to the emergency department, promote early and appropriate care seeking.

The Access Health WA platform reflects community needs and will allow people to search for credible information from trusted and reliable sources, that will support them to make informed decisions.

The new campaign highlights a significant commitment to the health and wellbeing of Western Australians and plays an essential role in delivering quality health care across the state.

Over time, Access Health WA aims to standardise and simplify guidance for the community and reduce the burden on stakeholders to explain the differences between health services.

Access Health WA makes it easier to know *Where to go when*.

For more information visit [Access Health WA](https://access.health.wa.gov.au).

Receptionist/Front of House info

What is Access Health WA?

Access Health WA is a new State Government website helping Western Australians find the most appropriate healthcare options for non-life-threatening conditions.

It provides clear information on GPs, urgent care clinics, pharmacies and after-hours services, making it easier to choose the right care at the right time.

Why was it launched?

It's part of the WA Health Winter Strategy 2026. It aims guide people on the most suitable care option for their needs.

Where can I go for information?

- Visit **access.health.wa.gov.au** for the best care option near you.
- For medical advice, call 1800MEDICARE on **1800 633 422**.
- For emergencies, always call Triple Zero (**000**).

Social media post

Not sure where to go when you're unwell? The new Access Health WA website makes it easy to find fast, safe and appropriate care for non-life-threatening conditions.

Whether you need a GP, urgent care clinic, pharmacy or after-hours advice, Access Health is your guide to the right care, at the right time.

Visit access.health.wa.gov.au



Clinician briefing information

Purpose of Access Health WA

Access Health WA is a new State Government initiative designed to help the community understand their healthcare options and confidently choose the most appropriate care for non-life-threatening conditions. The platform provides clear, trusted information on GPs, urgent care clinics, pharmacies, 1800MEDICARE, after-hours advice, and the WA Virtual Emergency Department.

Why it matters to clinicians

- Supports better patient flow and system performance.
- Helps patients seek care earlier, improving health outcomes.
- Provides consistent, reliable guidance that clinicians can direct patients to.

Your role

Clinicians are one of the most trusted sources of health advice. Referring patients to Access Health WA helps reinforce safe care navigation and empowers patients to understand their options.

Where to find resources

Clinician-ready posters, digital assets, screens, and messages are available for use in waiting areas, clinics, and service points.



Visual assets

Digital assets	
Instagram 1080pxX1350px	    
Facebook 1080pxX1080px	    
Intranet banner 600pxX200px	
DTV Split screen 370pxX520px 300PPI	    



Digital assets continued

QR Digital screen 1920pxX1080px
72PPI



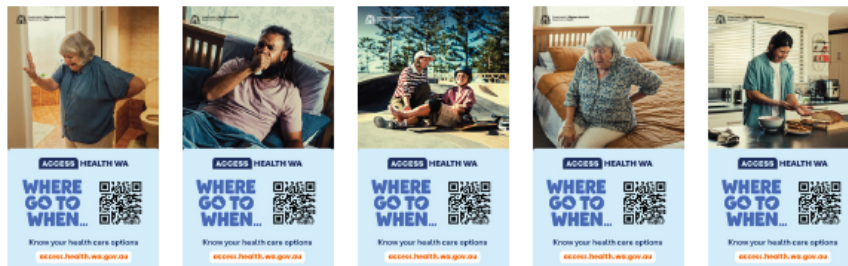
Digital screen 1920pxX1080px
72PPI





Digital assets continued

QR Digital screen
1080pxX1920px
72PPI



Global header
640pxX177px
150PPI



Leaderboard
728pxX90px
150PPI





Print assets

QR A3 Posters
Print 300DPI



Corflute A0
Print 300DPI

