

WA Preventative Health Strategy

What helps you stay healthy?

Big or small — we want to hear it

Have your say



About this toolkit

This toolkit has been developed to support consultation on the WA Government's first comprehensive Preventative Health Strategy.

The strategy will provide a long-term roadmap for improving the health and wellbeing of Western Australians by focusing on preventing illness before it occurs. It aims to embed prevention as a core part of how government works, invests and collaborates to support healthier communities across the State.

Community voices are central to the development of the strategy. The consultation process provides an opportunity for all Western Australians to share their views on what supports better health and wellbeing, and the actions needed to improve health outcomes for current and future generations.

The toolkit brings together key messages, communication materials and templates to help stakeholders promote the consultation and encourage participation. Resources can be adapted for newsletters, websites, social media channels, digital screens, intranets and community engagement activities.

By using these materials, you are helping ensure the strategy is informed by diverse voices from across Western Australia, including people living in regional and remote communities and those experiencing the greatest barriers to good health.

Why this consultation matters

Preventative health is everyone's business.

Health outcomes are influenced by many factors beyond healthcare services, including housing, education, employment, transport, food environments, community connection and the natural environment.

The Preventative Health Strategy presents an opportunity for organisations across sectors to help shape a shared vision for prevention in Western Australia. By contributing to the consultation, stakeholders can help identify priorities, opportunities and actions that will improve health and wellbeing outcomes for communities across the State.

What we need from you

We encourage organisations to:

- share the consultation with staff, members, clients and communities
- promote participation through newsletters, websites and social media
- host conversations within their networks
- encourage feedback from priority populations
- provide organisational submissions where appropriate
- help amplify the voices of communities who may otherwise be underrepresented.

Consultation website

[Preventative Health Strategy - Consumer Consultation - Western Australia Department of Health - Citizen Space](#)

Internal newsletter content

Help shape WA's first Preventative Health Strategy

The WA Government is seeking community input to help inform the State's first comprehensive Preventative Health Strategy.

The strategy will set a long-term vision for improving health and wellbeing across Western Australia by focusing on prevention and addressing the factors that influence health before illness develops.

Preventing illness before it occurs improves quality of life, supports healthier communities and helps reduce pressure on the health system. The strategy will help embed prevention as a core part of how government works and invests in health.

Importantly, the strategy is being shaped with communities, not for them. Consultation activities will provide opportunities for Western Australians from all walks of life to share their experiences, priorities and ideas for creating healthier communities.

The consultation will focus on understanding what matters most to people, particularly those living in regional and remote areas and communities experiencing greater health inequities.

The strategy will also bring together efforts across government, health services, non-government organisations and communities to deliver better outcomes for all Western Australians.

As an organisation committed to improving the health and wellbeing of Western Australians, [Organisation Name] encourages all staff to participate in the consultation and share their perspectives.

For more information and to have your say, visit [Preventative Health Strategy - Consumer Consultation - Western Australia Department of Health - Citizen Space](#).

External newsletter content

Blurb (50 words)

Help shape WA's first Preventative Health Strategy

The WA Government is inviting Western Australians to help shape the State's first comprehensive Preventative Health Strategy. Share your views on what supports better health and wellbeing, reduces health inequities and strengthens prevention across WA. Consultation is now open for a limited time. Visit [Preventative Health](#)

[Strategy - Consumer Consultation - Western Australia Department of Health - Citizen Space.](#)

Full copy (170 words)

[Organisation Name] supports the development of WA's first Preventative Health Strategy

[Organisation Name] is supporting the WA Government's consultation on the development of Western Australia's first comprehensive Preventative Health Strategy.

The strategy will provide a long-term roadmap for improving health and wellbeing across the State by focusing on prevention and addressing the factors that influence health before illness occurs.

Preventing illness before it happens improves quality of life, supports healthier communities and helps create a more sustainable health system. The consultation provides an opportunity for Western Australians to share their views on what supports good health and wellbeing, and the actions that could make the greatest difference to future health outcomes.

Community voices are central to this work. Feedback will help inform a strategy that addresses health inequities, supports fair and culturally appropriate approaches, and reflects the needs of communities across metropolitan, regional and remote Western Australia.

As an organisation committed to improving the health and wellbeing of Western Australians, [Organisation Name] encourages our staff, members, stakeholders, clients and communities to participate in the consultation.

To learn more and have your say, [visit the consultation website](#).

Short script

For use in messages on hold, social media videos, video newsletters

Did you know the WA Government is developing the State's first Preventative Health Strategy?

[Organisation Name] is encouraging Western Australians to share their ideas on what supports better health and wellbeing and what actions can help prevent illness before it occurs.

Your feedback will help shape a healthier future for Western Australia and ensure community voices are at the heart of the strategy.

The consultation is open for a limited time.

Visit [the consultation website](#) to learn more and have your say.

Q&A

What is the Preventative Health Strategy?

The WA Government is developing the State's first comprehensive Preventative Health Strategy.

The strategy will provide a long-term plan to improve health and wellbeing by focusing on prevention and addressing the factors that influence health before illness occurs.

Why is the Government consulting?

The Government wants to hear directly from Western Australians about what supports good health and what should be prioritised in the strategy.

Community feedback will help ensure the strategy reflects local needs and addresses health inequities across the State.

Who can participate?

All Western Australians are encouraged to participate, including people living in metropolitan, regional and remote areas.

Where can I find more information?

Visit [insert consultation website] to learn more and provide feedback.

Social media post

Option 1

 Have your say on the future of health in WA.

The WA Government is developing the State's first comprehensive Preventative Health Strategy and wants to hear from you.

Your feedback will help shape actions that support healthier communities, prevent illness and improve wellbeing across Western Australia.

[Organisation Name] encourages our community, members, stakeholders and partners to get involved and share their perspectives.

 Consultation is open for until 24 July.

Find out more and have your say: [insert consultation website]

Option 2

A healthier WA starts with prevention.

Help shape the State's first Preventative Health Strategy by sharing your ideas and experiences.

Together, we can create a stronger, fairer and more connected prevention system for all Western Australians.

Have your say today: [Preventative Health Strategy - Consumer Consultation](#).

Social media tiles

to download social media tiles visit the [Preventative Health Strategy campaign toolkit webpage](#).



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Have your say on WA's health and wellbeing

Help shape the WA Preventative Health Strategy

Join the consultation

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WA Preventative Health Strategy

"Our communities know what works"

Your voice matters

Tell us what helps your community stay healthy

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Your experience matters

Help shape WA's health future

Have your say

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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