

Care Opinion Campaign Calendar 2023

World PRIDE

February 17 - March 5

Key message: Encourage members of the LGBTQIA+ community to safely share their experiences to ensure the service is a welcoming, inclusive and safe space.

Patient Experience Week

April 23 - April 29

Key message: A call to action to consumers and patients to generate stories that will help identify trends in the patient experience.

Men's Health Week

June 11 - June 17 (tbc)

Key message: Keeping in line with the theme for Men's Health Week 2023 (TBC) the campaign will draw awareness to men's issues and encourage men to tell their story.

NAIDOC Week

July 2 - July 8

Key message: Listening to and learning from Aboriginal and Torres Strait voices in health and aged care. To be developed in line with the theme for NAIDOC Week 2023 (TBC).

Womens and Childrens

September 4 - Septmeber 10 (tbc)

Key message: In recognition of women's health week and child protection week focus on stories about paediatric care maternity and women's health stories - where applicable include stories that reflect on important changes made. *DATES TBC*

Mental Health Week

October 8 - October 14 (tbc)

Key message: In line with the theme for Mental Health Week (TBA), combined with a focus on story generation around the patient journey, continuity of care and timely care following referral. *DATES TBC.*

National Carers Week

October 15 - October 20 (tbc)

Key message: With a focus on stories told by carers and family, acknowledge the vital role they play in the health care system by sharing existing stories and encouraging stories to be told to influence change.

Kindness Campaign

November 5 - November 11

Key message: Scheduled for November but can be used as a 'positive story generation' campaign, a time to drive stories about kindness in action and give a boost to staff morale.

January

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

July

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Other notable dates:

International Nurses Day

May 12th

Key message: ... A time to highlight the incredible work done by nursing staff and generate positive stories to boost staff morale.

Day of Older Persons

October 1st

Key message: Investigating how older persons typically provide feedback at your service and use that to drive further story generation by older persons and their families/carers to identify what is being done well, and gaps in care.