



Allied Health  
Professions  
Australia

# FAIR ACCESS TO ALLIED HEALTH FOR ALL

## DIGITAL KIT

Help stop the  
suffering and  
make your  
vote count



# WHAT'S IN THIS KIT?

- 3 About the campaign**
- 4 How to use this kit**
- 5 Images**
- 6 Logos**
- 7 Email signatures**
- 8 Web Banners**
- 9 Social media tiles**
- 10 Professions social media tiles**
- 11 Virtual backgrounds**
- 12 Posters**

# ABOUT THE CAMPAIGN

**We're calling for fair access to allied health for all, and we need your help to stop the suffering.**

**What does suffering sound like?**

**For many, it's the sound of being ignored and overlooked.**

**Enough is enough.**

**It's time to bring about the change for allied health that will mean that people finally get the attention and the relief they deserve.**

**Allied health services provide unique value to the Australian health, care and support system because they are diverse,**

**preventive, collaborative and holistic; as well as being cost efficient.**

**However, most people don't get the access they need to the allied health services that would improve their lives.**

**To address this requires federal government intervention.**

**Find out more about how you can get involved, tell your story, and make your vote count at the next federal election at the campaign website [ahpa.com.au/electioncampaign](https://ahpa.com.au/electioncampaign).**



## HOW TO USE THIS KIT

This kit has been developed by Allied Health Professions Australia in conjunction with Icon Agency to raise awareness for our

**FAIR ACCESS TO ALLIED HEALTH FOR ALL** campaign.

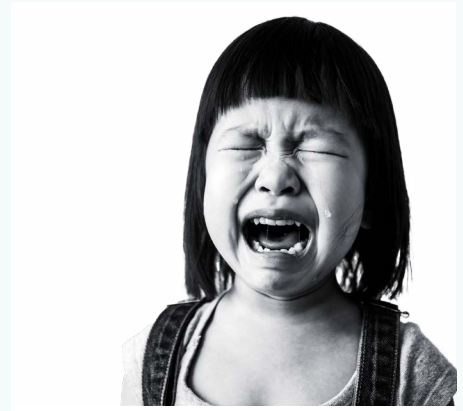
The kit includes sharable digital and print assets for both the public and professionals supporting fairer access to allied health.

Simply click to download the assets you wish to use, or download the campaign logo to create your own.

Get involved by following us on facebook, twitter, and linkedin.

If you require further assistance please email [communications@ahpa.com.au](mailto:communications@ahpa.com.au).

# ABOUT THE IMAGES



**The imagery consists of three character profiles, with each visually displaying a level of suffering - pain, discomfort, or frustration/distress.**

**The characters that have been used are from a mixture of gender, ethnicities and age**

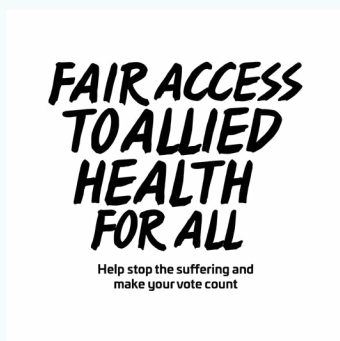
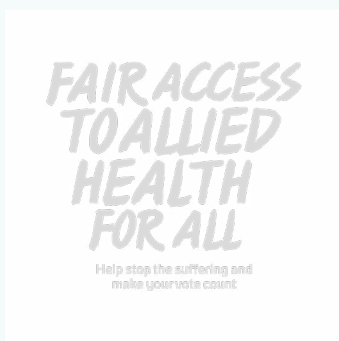
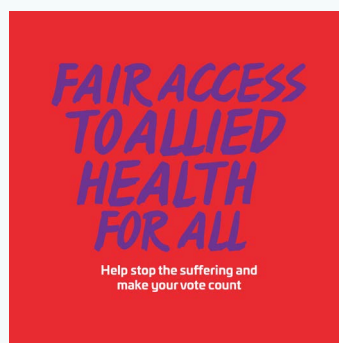
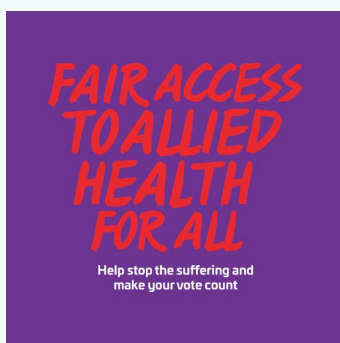
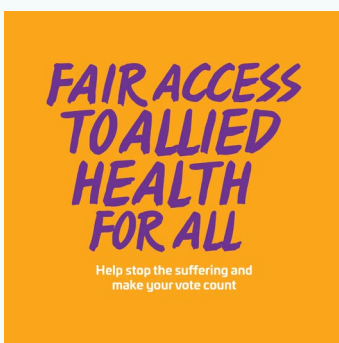
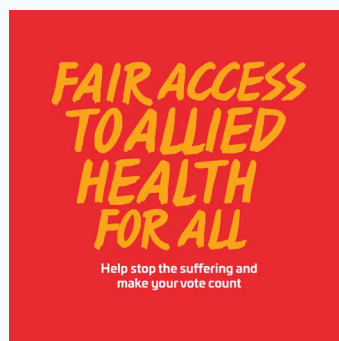
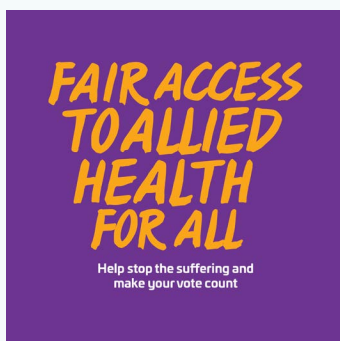
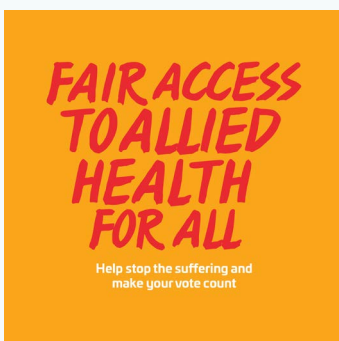
**demographics, demonstrating the universal nature of this issue.**



# LOGOS

These logos have been developed for you to add to your own campaign assets. These include full colour, and black and white transparent options.

[Download them here.](#)



# EMAIL SIGNATURES

Use these graphics in your email signature. [Download them here.](https://ahpa.com.au/electioncampaign)

## FAIR ACCESS TO ALLIED HEALTH FOR ALL

Help stop the suffering  
and make your vote count

[ahpa.com.au/electioncampaign](https://ahpa.com.au/electioncampaign)



HEALTH SERVICES YOU  
NEED TOO FAR AWAY?

AUSTRALIANS' SUFFERING  
MUST BE HEARD.

VOTE FOR BETTER  
ACCESS TO ALLIED  
HEALTH SERVICES.



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CAN'T AFFORD PRIVATE  
HEALTH INSURANCE?

AUSTRALIANS' SUFFERING  
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VOTE FOR MORE FUNDING  
FOR ALLIED HEALTH  
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GAP FEES  
HURTING YOU?

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# WEB BANNERS

Use these web banners on your websites, and in emails.

[Download them here.](#)

What does  
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# SOCIAL MEDIA TILES

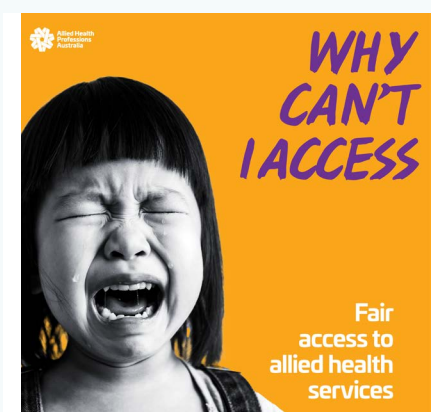
Use these graphics on your social media platforms. Download the graphics - including [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).



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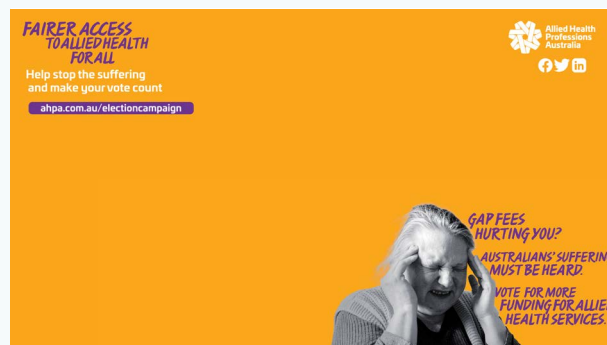
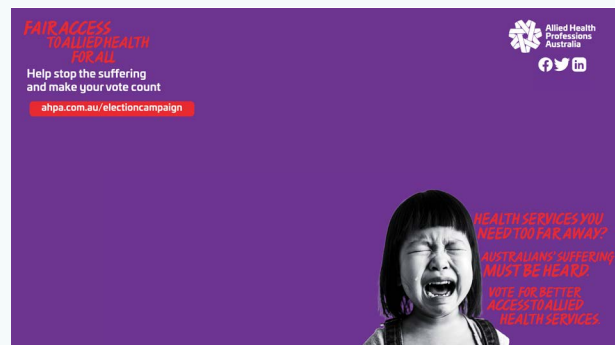
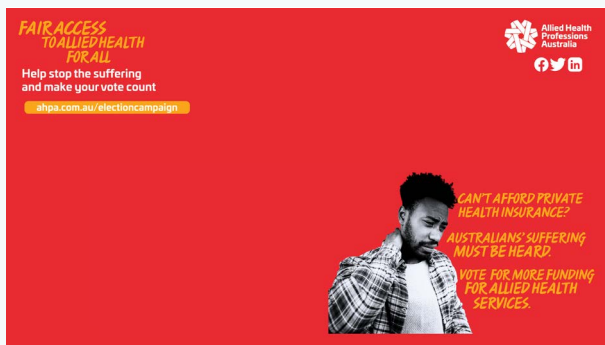
Use these graphics on your social media platforms. Click download the graphics - including [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

This includes editable 'Why Can't I Access' graphics (see the second row below) to represent specific professions and insert your own text - we've used Univia Pro.



# VIRTUAL MEETING BACKGROUNDS

Use these graphics as backgrounds in virtual meetings. [Click here to download them.](#)



# POSTERS

Print these posters to hang in waiting rooms, practices and other areas. [Click here to download posters to print at home.](#)

Commercial copies are available to [download here.](#)







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Professions  
Australia

Get involved by following us on social media, posting on your own platforms, and using the hashtags **#alliedhealth** and **#fairaccessforall**.

Please contact Allied Health Professions Australia's Communications Manager Suzie Medhurst at [communications@ahpa.com.au](mailto:communications@ahpa.com.au) for more information.

