PARTY-Tips for youth friendliness from the GP field - Vision & its Expression

Many of you may have noticed by now that we have a number of university health clinics participating in PARTY. Recently in conjunction with some students who are studying media & communications, Deakin Medical Centre designed promotional materials answering the questions that young people frequently ask about their service. What is the health service? Where is the health service? Will you tell anyone that I’ve been to the medical centre? Why would I use the health service? How much will it cost me?

Students came up with the tag line “It’s FREE, It’s CONFIDENTIAL, It’s ON CAMPUS”. Deakin’s Marketing & Communications people then designed envelopes with each being the size of a standard Post-it® note. A range of seasonal health promotions content has been created to be put inside. Each envelope has a small card with tips, links to relevant authoritative websites and a small give away. The starting themes include Winter Wellness (an individually wrapper herbal tea bag), Sexual Health (a condom) and Stress Less.

If you’ve like to see a bit more and have a minute or two, you can watch two student produced videos about the health service that were created as part of the project.

http://www.youtube.com/watch?v=4kneZb4ulLM&feature=related
http://www.youtube.com/watch?v=j_UnFIHKf4

Deakin Medical Centre has a small advantage in being able to access their student university volunteer resource pool. With a little creative thinking, you too may be able to access emerging skills to promote better health among your young patients. Can you tap the resources offered by young people who are around your practice, patients, students & your children’s friends? Because you are enrolled in PARTY, if you were interested we may be able to facilitate access (within reason) to some similarly skilled Melbourne University students for you.

Can we help you make your service more relevant to and focussed on young people? Please give me a call if you would like to take the discussion further.

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