

firstline

Summer 2014/15

Positive insights into better healthcare PR
Quarterly news from Palin Communications

Kimbra fronts "Asthma: Take Control" campaign for National Asthma Week



Singer Kimbra belts out her single 'Miracle' at the launch of the Asthma: Take Control launch event in Melbourne.

Palin Communications worked with GSK, Asthma Australia, Asthma Foundation VIC and National Asthma Council Australia to launch the *Asthma: Take Control* campaign during National Asthma Week in September 2014. The campaign encouraged proper asthma management among people affected by the disease in light of research that

showed up to 9 in 10 patients with asthma are not getting the full benefit of their medication.

International recording artist Kimbra was the official campaign ambassador. She told the media about her personal reasons for getting involved – having suffered from asthma from a young age. The launch event was held in Melbourne's Federation Square. It featured a four-metre high inflatable lung installation. Ambassador Kimbra performed a very special acoustic rendition of her latest single 'Miracle'.

The campaign generated national and major metro media attention including stories on Studio 10, Channel 10 News, AAP Melbourne, Daily Mail, That's Life Magazine, WHO Magazine, Yahoo7, ABC 774 and ABC 612. The initiative also received significant media coverage in music and music industry publications.

Leo Henderson joins Jim Hungerford, CEO of The Shepherd Centre, and his dad David for Loud Shirt Day celebrations at Parliament House.

Aussies get LOUD to support deaf children for #LoudShirtDay

Bright and silly shirts were the order of the day in celebration of The Shepherd Centre's annual fundraiser, Loud Shirt Day on 17 October. Palin Communications worked with The Shepherd Centre to coordinate a proactive media campaign to help generate awareness and encourage fundraising support for the early intervention services which help give children in NSW and ACT the gift of sound and speech.

There was a positive response from a range of media to the fundraising campaign with stories in The Carousel, Practical Parenting, mX Sydney and mX Brisbane, Canberra Weekly Magazine, Daily Telegraph online and Mother&Baby. NSW politicians joined in the celebrations by donning their loud socks on Thursday 16th October and posing for pictures on the steps of Parliament House with The Shepherd Centre CEO Jim Hungerford and David and Leo Henderson, a Sydney family who has benefitted from the fundraising efforts of Loud Shirt Day.

Social media was buzzing with #LoudShirtDay Twitter and Instagram posts on the day itself, with support from many fashion and mum bloggers and the team at BuzzFeed Australia. Channel 7's Daily Edition also showcased the campaign with a special Loud Shirt Day shout out.

Overall, the Loud Shirt campaign was seen by over 1 million people. Hopefully it will help raise some much-needed funds for The Shepherd Centre!



New Zealand MS patients celebrate reimbursement

The Palin team headed to Christchurch New Zealand in early November to assist Biogen Idec with a communication program to support the reimbursement of multiple sclerosis therapy Tysabri. The medicine was reimbursed via PHARMAC from 1st November 2014. The team worked with the Multiple Sclerosis Society of New Zealand to spread the positive news and to assist with media opportunities showcasing the impact that this news will have for appropriate NZ people with MS.



Dr Mason (Neurologist), Malcolm Rickerby (President MSNZ) and Rachel Lugg (MS sufferer) chat on CTV's Canterbury Live.

The reimbursement news generated major metro and suburban consumer media coverage on both the north and south islands. Stories about the news were featured on the front page of both the Sunday (Christchurch) Press and the Taupo Times newspapers.

Neurologist Dr Debbie Mason, President of MS NZ Malcolm Rickerby and MS patient Rachel Lugg were featured in a TV story on Canterbury TV's Canterbury Live program. Coverage was also triggered in the New Zealand Herald, Gisborne

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Herald, Rodney Times, Manakau Courier, Rotorua Daily Post, Timaru Herald and via an AAP New Zealand newswire story which was picked up by Yahoo News NZ, 3News online, NZ City among others.

Australians raise their hands for allergy awareness

Allergy management has been the hot topic with schools across Australia for the past few months following the launch of a new awareness initiative called "Raise Your Hand for Anaphylaxis Awareness".

Palin Communications joined forces with Alphapharm to implement the new campaign, which aimed to generate a better understanding on the importance of allergy and anaphylaxis awareness.

Schools were encouraged to "raise their hands" at www.anaphylaxis101.com.au to be in the running to win two education grants.

Channel 7's Health Editor, Dr Andrew Rochford, was quick to jump on board as the campaign ambassador. He helped to kick off the national initiative with a presentation to an attentive crowd at his former school St Rose Catholic Primary School on Sydney's northern beaches. The campaign generated national media coverage with Dr Rochford featuring in a special anaphylaxis news story for Channel 7 News.

The campaign continues and has to date generated over 150,000 hands raised!



Dr Rochford chats to canteen manager Anne-Marie McInnes about food allergy awareness.

New pilot project for bowel cancer blood test

Australian biotech company Clinical Genomics teamed up with regional insurer, Westfund Health to pilot the first commercially available DNA blood that screens for bowel cancer. The new blood test was the result of over a decade of collaborative research between Clinical Genomics, the CSIRO and the Flinders Centre for Innovation in Cancer in Adelaide.



Dr Larry LaPointe CEO of Clinical Genomics has his blood sample taken by Professor John Dearin from Lithgow.

The Blue Mountains played host to the pilot project between July and November 2014. It saw Lithgow GPs come together for an education that explained the science behind the new test and the logistics for the pilot. Westfund Health provided reimbursements for the either the stool test or the new blood test to members from the Blue Mountains aged 50 or over.

Westfund CEO, Grahame Danaher, welcomed the opportunity to become the first person from the Blue Mountains to give a blood sample for the new test (pictured).

The pilot project was covered on the front page of the Lithgow Mercury and in Medical Observer. Editorial stories also appeared in Australian Life Scientist, Pharma Dispatch and WIN local TV News among others.

Palin eyes growth in 2015

It has been a busy year for the Palin Communications team and 2015 is set to be even bigger.

Account Manager Ishtar Schneider was named the Emerging PR Practitioner of the Year at the National PRIA Golden Target Awards held in Brisbane. Ishtar has been an integral part of the Palin Communications team for over two years and continues to delight clients and run great projects.

The Palin team is incredibly proud of Ishtar for sweeping up the well deserved accolade.

Palin Communications recently appointed international healthcare PR-pro Ben Seal to the team as Palin's newest Account Director.

Ben is a 12 year veteran of health communications having worked at a range of health-focused agencies in Australia and the UK as well as medical charities like Cancer Council Australia and the UK's Imperial Cancer Research Fund.

Managing Director Martin Palin says Ben will be terrific addition to the team and is excited to announce the appointment.

"Ben's decision to join the Palin team and Ishtar's award is further evidence of the agency's ability to attract the very best talent in healthcare PR. It's all about building a team of the highest quality consultants. You need a committed, cohesive, experienced team before you can deliver great results for clients," said Palin.



Ishtar Schneider is named the National Emerging PR Practitioner of the year by PRIA.



UK native, Ben Seal joins Palin as the newest Account Director.

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