

# firstline

Winter 2013

Positive insights into better healthcare PR  
Quarterly news from Palin Communications

## Palin “blogumentary” shows anatomy of medical news stories

Ever wondered how health and medical news stories actually get put together?

Then check out our latest video “blogumentary” for a behind-the-scenes look at the development and implementation of a media relations program. The aim was to raise awareness of a fundraising initiative for the Garvan Research Foundation in early 2013.

It shows how medical news stories are constructed and packaged to help educate the community on specific issues by meeting the needs of TV news producers.

Watch the video here – <http://palin.com.au/video-blog/anatomy-of-a-medical-news-story>

Many thanks to Garvan for permission to post.



**Researcher Goli Samimi of the Garvan Research Institute being filmed for the TV news story.**

## International Guide Dog Day

Palin assisted Guide Dogs NSW/ACT with the media relations and launch of their “Guiding the Way” public education campaign during Guide Dog Awareness Week.

The launch event was hosted by sports commentator Andrew Voss and officially opened by NSW Minister for Disability Services Andrew Constance in Martin Place on April 22.

The education campaign focused on correcting common myths and misconceptions about guide dogs. It also

highlighted the costs associated with training pups to become guide dogs.

Guide dogs pups were invited to star at the end of the Channel 7 Sunrise segment on the day of the launch. Quite apart from causing chaos in the studio, they also helped raise awareness of how important guide dogs are to those who are vision impaired.

## Campaign gives Australians the “whole story” about grains and weight loss

Australians have great appetite for the latest news on weight management. In response to recent public debates, many have restricted their carbohydrate consumption without considering the scientific evidence.

Palin Communications has been working with the Grains and Legumes Nutrition Council (GLNC) to launch “Grains and Weight Loss: The Whole Story” to spread the word about the nutritional (and weight loss) benefits of whole grain and high fibre grain foods.

The six-month education campaign encourages Australians to adopt a diet that includes quality grain foods to help with long term weight loss management. With the support of high profile experts like dietitian Dr Joanna McMillan and nutritionist Kristen



**GLNC is helping tell the ‘whole story’ about grain foods.**



**The guide dog pups kept the Sunrise hosts and CEO Dr Graeme White busy on the morning of the launch.**

Beck, social media platforms, media relations and a suite of new online resources, Palin Communications hopes to shift the public’s perceptions about carb consumption and weight loss.

Take a look at the campaign website and resources here – <http://www.glnc.org.au/grainsthewholestory/>

## Palin supports 2013 Sh\*tbox Rally fundraising

Palin Communications was a proud sponsor of ‘The Bratva’ team participation in the 2013 Sh\*tbox Rally ride from Adelaide to Fremantle (via Uluru) helping to raise funds for Cancer Council NSW.

So far the Bratva team has raised close to \$9,000 ([http://fundraise.shitboxrally.com.au/the\\_bratva\\_2013](http://fundraise.shitboxrally.com.au/the_bratva_2013)).

The rally was an incredible effort by a huge number of passionate and dedicated people. In total the participants have raised over \$1.25 million and the rally is now the single largest fundraiser

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# Palin

COMMUNICATIONS

Where evidence-based PR drives health-related change



### **We spy a Palin logo on the Bratva rally car, can you?**

for the Cancer Council NSW. If you want to see what happened on the road, check here to see the videos from all

seven days <http://www.shitboxrally.com.au/>. You can also visit the Bratva team Facebook page to relive the journey and see pics from the ride <https://www.facebook.com/teambratva>.

### **Westfund's voice gets heard in industry debate**

Westfund Health is a leading member-owned Australian health insurance fund. The team at Westfund has been working with Palin Communications since October 2012 to raise their corporate profile and to make sure they stand out from the bigger 'for profit' players in the sector.

They are a fund with an experienced executive team and strong views about the Australian health system. So this has been leveraged into a media relations and content strategy to demonstrate both Westfund's broader advocacy for a better health system and their specific commitment to the well-being of their members.

The program has integrated guest articles in Crikey, interviews with high profile radio commentators like Alan Jones, letters to metropolitan newspapers like the Australian Financial Review, regular updates to regional media about Westfund's community program, the establishment of new social media platforms, a new website, interviews with specialist journalists covering health insurance and a coordinated program of blogs and commentaries.

The PR program is ongoing but the word is out. Westfund is different. It has

*Palin is helping transform Westfund Health in 2013.*



a voice and plenty to say. Hopefully this program of content generation and policy advocacy will help it transform into an even stronger business in the future.

### **QBiotics set for human cancer trials and wound healing investigations**

Queensland life sciences company QBiotics Limited is aiming to once again attract the attention of biotech investors as it seeks to raise \$10M to further fund its human cancer trials and progress the R&D of a potential new wound healing product.



**QBiotics and EBC-46 featured on News.com.au**

Palin Communications is assisting with the media relations. Based in Yungaburra near Cairns, QBiotics has already identified an active medical compound (EBC-46) from a plant unique to the North Queensland's rainforest called blushwood. The compound has demonstrated remarkable anti-tumor properties in clinical treatment of cancer in companion animals. QBiotics is now in the process of raising \$10 million to fund human anti-cancer trials with this drug and to implement a research program to further evaluate the wound healing potential of a new compound derived from the same plant called WH-1.

The capital raising has already been covered on news.com.au, the Courier Mail, PharmaDispatch, MergerMarket, Queensland radio and a range of other media outlets.

### **Palin helps launch needs assessment survey for Victorian parents**

Palin Communications worked with Triple P Parenting and Monash University on the media launch of the My Say survey in Victoria. The survey is the first phase of a program evaluating the needs of parents, carers and healthcare professionals dealing with children with developmental disabilities.

The news package focused on the launch of the program using case studies to demonstrate how families that have a child with a disability benefit from the Triple P Stepping Stones project.

The PR program generated coverage on Channel 7 News in Melbourne ([http://www.youtube.com/watch?v=o8L5qGid\\_UI](http://www.youtube.com/watch?v=o8L5qGid_UI)), in local print media featuring the identified case study families, on the 3AW Afternoons program, and across numerous ABC Radio stations in regional Victoria.

In total, there were more than 580,000 opportunities to see media coverage about the survey. For more information on the My Say survey and the Stepping Stones program go to [www.MySay.org.au](http://www.MySay.org.au)



**Coverage of the MySay survey featured on Channel 7 News in Melbourne.**



For more information visit [www.palin.com.au](http://www.palin.com.au) or call Martin Palin on 02 9412 2255 or email to [martin@palin.com.au](mailto:martin@palin.com.au) or follow us at [www.twitter.com/palincomm](http://www.twitter.com/palincomm)