



Communication Strategy and Action Plan - Summary

Communication Objectives

- To promote awareness of rural generalist training opportunities in Tasmania and encourage applications for available training positions.
- To promote an attractive and rewarding career path for junior doctors in Tasmania.
- To promote opportunities for post Fellowship rural generalist practice in Tasmania.
- To increase the awareness of what a rural generalist is and how a rural generalist model may be the best model of care for consumers in remote, rural and regional Tasmania.
- To gain support and endorsement for rural generalist training and practice from health professionals and organisations not actively engaged with this workforce model.

Target Audiences

- Local Community – stakeholders that would benefit from the services of a Rural Generalists in their local area.
- Potential RGs/RGs– potential RG trainees / RG trainees on the pathway and Rural Generalists.
- Health Community –medical/health professionals who would benefit from understanding the role of rural generalists to promote greater understanding and support of the RG Model in the health community.
- Decision Maker – stakeholders with decision making power that can directly impact on the TRGP.

Key Messages

- A rural generalist is a specialist medical practitioner who provides general practice and emergency care and other components of medical specialist care in hospital and community settings to meet the needs of a rural or remote community.
- Working in rural and remote Tasmanian communities provides a rewarding career and a great lifestyle.
- The Rural Generalist Pathway qualifies a doctor to not only be a rural practitioner, but also leads into careers in many other related areas of medical practice including qualifies you for life as a specialist rural doctor clinical leadership, academic practice, research, international aid work, expeditionary and remote medicine, defence forces, retrieval medicine as well as providing medical services to rural communities nationally and internationally
- A rural generalist model of care can provide a more sustainable and continuous service to remote, rural and regional communities. It provides a high-quality and cost-effective service.
- Rural generalists already exist in Tasmania. We need more in our remote, rural and regional communities to improve access to healthcare and meet the needs of these communities.

Partner Organisations

The following organisations will partner with the TRGP-CU to promote the TRGP:

Organisation	How will the TRGP-CU partner with this Organisation
Royal Australian College of General Practitioners	<ul style="list-style-type: none"> • Career marketing • Develop consistent messaging
Australian College of Rural and Remote Medicine	<ul style="list-style-type: none"> • Career marketing • Develop consistent messaging
General Practice Training Tasmania (GPTT)	<ul style="list-style-type: none"> • Careers marketing • Developing consistent messaging
UTAS Rural Clinical School	<ul style="list-style-type: none"> • Training and working in rural areas • Developing videos and photographs of students
Tasmanian Rural and Remote Training Hub	<ul style="list-style-type: none"> • Training resources • Training pathway guide • Guide to hospitals • Intern guides • Promoting training opportunities
HRPlus	<ul style="list-style-type: none"> • Collaborate with existing Recruitment Campaigns
Ochre Health	<ul style="list-style-type: none"> • Collaborate with existing Recruitment Campaigns
Centre for Antarctic, Remote and Maritime Medicine (CARRM)	<ul style="list-style-type: none"> • Careers marketing
Rural Doctors Association of Tasmania	<ul style="list-style-type: none"> • Key role in promoting the RG model of care • Utilise the current Destination Rural Strategy of RDAA to promote rural careers to local doctors in conjunction with the work completed in the coordination unit • Promote TRHC and other local educational events

Monitoring and Evaluation

1. Minimum Data Set (MDS)
2. Evaluation forms, surveys – F2F events (eg TRHC) and online events
3. Website stats – number of visitors, pages visited, docs downloaded
4. Feedback – recording email and website feedback requests
5. Media monitoring – positive and negative coverage in the media (eg newspapers, social)