

Choose Your Best Healthcare Option Toolkit

Overview

Pegasus Health is a charitable organisation which supports primary health in Waitaha Canterbury. Our purpose is that *'all people in Canterbury lead healthy lives'* and our role is *'together making Canterbury the best place to receive and provide primary care'*.

Healthcare can be a bit overwhelming with so many options and some people might not be aware of all the choices available. Pegasus Health has launched a campaign and designed a user-friendly website to assist people in choosing their best healthcare option.

Your support in spreading the "Choose Your Best Healthcare Option" message through your channels plays a pivotal role in increasing awareness within the Waitaha Canterbury community about the healthcare choices available to them.



Objective

We aim to educate the people of Waitaha Canterbury about the full spectrum of healthcare options available to them. By doing so, we can help alleviate the strain on our healthcare system by guiding individuals to the most suitable care provider for their specific needs.



Choose Your Best
Healthcare Option
yourbestcare.co.nz

Campaign

‘Choose Your Best Healthcare Option’

Key Messages:

- Healthcare can be overwhelming due to its many options, but our campaign is here to simplify the process. With a user-friendly website and valuable resources, we aim to empower people in Waitaha Canterbury to make informed decisions about their health.
- At Pegasus Health, we believe everyone should have access to healthcare. That's why we launched our 'Choose Your Best Healthcare Option' campaign. It's all about helping people in Waitaha Canterbury make informed decisions about their health.

Toolkit:

We're excited to offer you a toolkit that's designed to support the Choose Your Best Healthcare Option campaign in your community. Please feel free to share any posts we do during the campaign from our social media accounts.

Here is the link to our website: yourbestcare.co.nz

Our pack includes:

- Social media tiles with suggested messaging
- Email signatures
- Posters
- Screensavers
- Facebook banner

Social Media:

Below is a guide on how to share the Choose Your Best Healthcare Option on your channels.

When posting on social media, please include the website link <https://yourbestcare.co.nz> to direct people to the right place.

Make sure to use the hashtag #yourbestcare when you post so we can see the action and others can follow the conversation.



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Social Media Caption Option 1

When it comes to healthcare, making the right choice can be overwhelming. Our friends at Pegasus Health are here to help you navigate through the options. Visit their user-friendly website yourbestcare.co.nz and empower yourself to make informed decisions about your health! #yourbestcare

Social Media Caption Option 2

Not sure which healthcare option is best for you? yourbestcare.co.nz is here to educate you about the full spectrum of options available. Let us guide you towards the most suitable care provider for your needs! #yourbestcare

Social Media Caption Option 3

Navigating through healthcare options can be challenging. That's why we've teamed up with Pegasus Health to help you the Choose Your Best Healthcare Option! Together, we aim to educate and empower individuals to make informed decisions about their health. Visit yourbestcare.co.nz #yourbestcare

Social Media Caption Option 4

Feeling overwhelmed by healthcare choices? Pegasus Health's 'Choose Your Best Healthcare Option' campaign is here to help! Visit yourbestcare.co.nz for user-friendly tools and resources to guide you to the right care provider! #yourbestcare

CONTACT FOR BRANDING SUPPORT

Are you interested in using the "Choose your best healthcare" branding for your healthcare-related initiatives? We're here to help!

If you'd like to incorporate our branding into your materials or collaborate with us on healthcare messaging, please don't hesitate to reach out to our Communications Team at communication@pegasus.health.nz. We are here to assist you in producing content and ensuring that the messaging and branding align with our shared values of diversity, inclusivity, and community focus.

Together, we can make a positive impact on healthcare education and options for the people of Waitaha Canterbury.



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