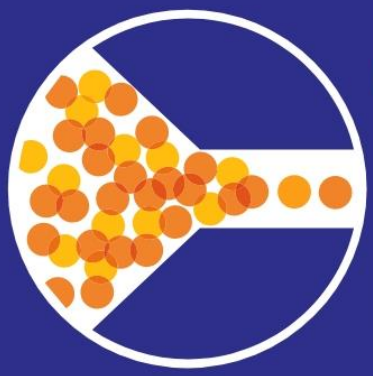

CLEAR THE HOSPITAL LOGJAM

Supporter Pack

AMA

How to use this supporter pack

This Supporter Pack provides tools that you can use to show your support for the AMA's Clear the Hospital Logjam campaign.

Click the links within this document to download the digital format materials. More information on how to use each item is provided throughout this pack.

How you can show your support:

- → Encourage your members/supporters to take action at www.hospitallogjam.com.au
- → Share our campaign content, such as our social media posts.
- → Download the campaign logo to create a website button that links to the campaign website
- → Download email signature and add to your email
- → Download posters and display in your workplace, clinics or other locations.
- → Share our campaign explainer animation
- → Use our hospital logjam finder in your own advocacy.

The Clear the Hospital Logjam campaign has already commenced, so you can take all of these actions straight away.

Authorised by D McMullen, Australian Medical Association. Level 1, 39 Brisbane Avenue, Barton, ACT, 2600

Thank you for supporting the AMA's Clear the Hospital Logjam campaign

A lack of government funding is resulting in public hospitals that are in logjam – with ambulances ramping, emergency departments at capacity, and long waits for essential surgery. There are just not enough beds or staff to deal with the demand.

This isn't just a problem that existed during the Covid-19 pandemic. And it isn't new. The performance of our public hospitals has been declining for several years and after years of continued neglect, they are now at breaking point.

Our hospitals no longer have capacity to surge and meet increased demand – which means exhausted hospital staff must work harder and patients have their care delayed, sometimes for many months. **But their care can't wait any longer. Urgent action is needed a long term, sustainable funding plan.**

Our health system needs to be funded for the future, to fix the current logjams, and keep Australians healthy and out of hospitals.

Authorised by D McMullen, Australian Medical Association. Level 1, 39 Brisbane Avenue, Barton, ACT, 2600

What's included in this pack?

Item	Purpose
Social media share graphics	Designed share graphics and text to accompany posts on your social media channels to drive people to the Clear the Hospital Logjam website and to engage them on AMA social media platforms.
Website buttons	To create a button for your website that links to the campaign website.
Email signatures	To place within your email signatures to signify support for Clear the Hospital Logjam and link people to the website.
Logo files	For other forms of promotion.
Posters	To display in your workplace or other locations, promoting the campaign and driving people to the campaign website.
Animated Explainer Video	To be downloaded and posted on your social media channels. The video explains the current hospital logjam situation.

Email signature

To place within your email signatures to signify support for the AMA campaign and link people to the Clear the Hospital Logjam website.

Click to download the email signature graphic

*Be sure to hyperlink the image with www.hospitallogjam.com.au

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Social media share graphics

Copy and paste the captions below or adapt it if you need to. Download the share graphic and post together on your social media channels. We also encourage you to share posts from the AMA Facebook page and engage with the AMA Twitter account.

	The current public hospital crisis is costing lives. It's time our governments delivered the proper, long-term funding for our public hospitals that Australians expect and deserve. Take action at www.hospitallogjam.com.au
	Our hospitals need to be funded for the future, to fix the current logjams and keep Australians healthy and out of hospitals. Join the campaign at www.hospitallogjam.com.au
	Do you have a story about the logjams in our public hospital system? Tell us about it at https://www.ama.com.au/form/share-your-experience

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Website buttons

These website buttons are to be placed on your websites. Embed the image onto your website and link it to the www.hospitallogjam.com.au website.

Animated Video

This animated video explains the current crisis facing our public hospitals. The video is also hosted on the www.hospitallogjam.com.au website.

Click here to download the video file

Logo file

You may wish to add the Clear the Hospital Logjam logo to other materials you produce.

Click here to download the logo files.

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Posters

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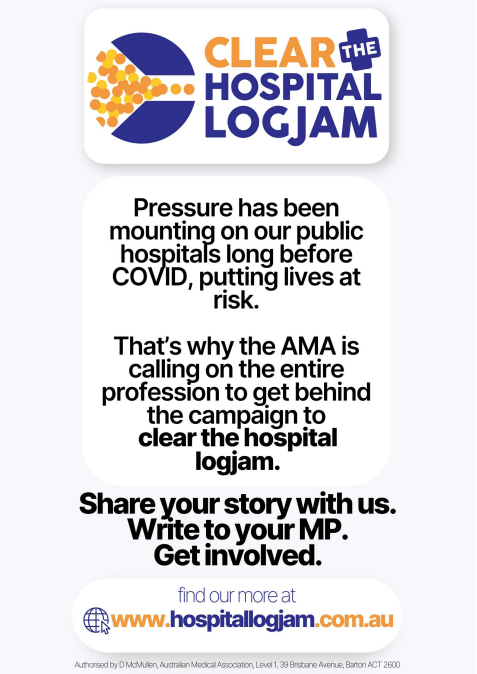

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Thank you

Thanks for supporting the AMA's Clear the Hospital Logjam campaign.

Our public hospitals are in crisis. Your support will help show our governments how critical it is that we address the funding issue that is resulting in logjams right across the country.

If you have any questions, please contact the AMA.

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