

Do we have the right infrastructure?

Strengthening our health communication systems: Pandemic lessons for Melbourne's west

Communication in public health emergencies is a national government responsibility, however, some responsibilities are devolved to states and local regions. The importance of effective leadership, governance and coordination for public health communication cannot be understated, especially in a health emergency. Having the right infrastructure is critical.

As a region we need to ask ourselves, do we have the right infrastructure?

The establishment of a taskforce or committee is one of the key strategies regions can take to build the right infrastructure. The questions below help to unpack what this should look like. They are drawn from the evidence in HealthWest's latest report, *Strengthening our health communication systems: Pandemic lessons for Melbourne's west*.

Do we have a specialised taskforce (or existing committee) that can lead our communications response at a regional level?

Does it connect to state and federal government coordination structures?



Is it multisectoral?



Does it have a regional communication strategy? Does this include a strategy for monitoring, evaluation and capacity building?



Does it have established operating procedures and processes?



Are there agreed budgets to support ongoing and emerging needs? Do these include funding for translation, interpretation, communication, capacity building and community engagement?

Is it connected to a regional health communication team?

Does it connect to a network of other taskforces across the state?

How does it connect to other local health communication teams?