

**Victorian Government**  
**COVID-19 | DPC - Frontline Stories |**  
**Stakeholder Pack**

10/08/2020



# Introduction

Our case numbers continue to be high, hospital admissions are growing, and tragically, people are dying.

Melbourne and Mitchell Shire, for the most part, have responded well to the Stage 3 “Stay at Home” restrictions and the introduction of mandatory face coverings.

At the same time, Victorians need to play their part in slowing the spread of coronavirus.

It is against this backdrop that we now add a layer to the Staying Apart Keeps Us Together campaign.

A layer of personal stories, direct experience, and emotional appeal. By sharing the stories of those exposed to and impacted by coronavirus, we can build more meaningful connections with the community. These strong, heartfelt and personal appeals carry a ‘realness’ and humanity that can be lost in the daily updates.

As Professor Sutton said on Saturday 25 July,

*“This is an invisible enemy in lots of ways and when we just talk about numbers, when we talk about reproduction numbers and transmissibility, that doesn't bring it home like understanding the genuine consequences for people does.”*

This part of the campaign is designed to show the public the effect the virus is having on individuals, and through telling individual stories provide an additional motivation to do the right thing to help slow the spread of coronavirus.

We will be looking to tell more of these stories over the coming weeks.

This layer of messaging will run alongside existing assets, notably testing, restrictions, behaviour and hygiene advice messaging.

As always, the campaign directs people to the single source of clarity, the Victorian Government’s coronavirus website for current information and updates: [vic.gov.au/CORONAVIRUS](https://vic.gov.au/CORONAVIRUS)

# What you can do to help

You can help by:

- Sharing the materials that you can access from this stakeholder kit with your community via social media and digital platforms.
- Directing people to the Victorian Government's coronavirus website for current information and updates: [vic.gov.au/CORONAVIRUS](https://vic.gov.au/CORONAVIRUS)
- Advising anyone who is concerned to call the coronavirus hotline on 1800 675 398 (24 hours).

# 'Frontline Stories' Campaign Assets



# June

## *Coronavirus Survivor*

### **Recommended Copy:**

Beyond the numbers, these individual stories tell the personal impact coronavirus (COVID-19) is having on Victorians and their families.

This campaign shares the effect the virus is having on individuals, and through telling individual stories, reminds us all we have a part to play in helping slow the spread of coronavirus.

June, went from knowing she “didn’t feel quite right”, to 32 days in ICU. As coronavirus quickly took hold, medical staff believed she may not live through the first night. The virus has left its mark, with June now home, but continuing to fight against its impact on her body.



[Downloadable link to videos](#)

# Sarah

## *Coronavirus Patient*

### Recommended Copy:

Beyond the numbers, these individual stories tell the personal impact coronavirus (COVID-19) is having on Victorians and their families.

This campaign shares the effect the virus is having on individuals, and through telling individual stories, reminds us all we have a part to play in helping slow the spread of coronavirus.

Sarah, has been battling coronavirus for nearly 8 weeks. In and out of hospital, isolating away from her two little boys has been heartwrenching. Since we filmed this story with Sarah, she has been re-admitted and we are all wishing her a safe recovery.



[Downloadable link to videos](#)

# Sam

## *Coronavirus Patient*

### Recommended Copy:

Beyond the numbers, these individual stories tell the personal impact coronavirus (COVID-19) is having on Victorians and their families.

This campaign shares the effect the virus is having on individuals, and through telling individual stories, reminds us all we have a part to play in helping slow the spread of coronavirus.

Sam, was admitted to the COVID ward struggling to breathe after collapsing at home within days of contracting the virus. His message as a healthcare worker recovering at home, is clear. We are the frontline.



[Downloadable link to videos](#)

# Michael

## *Coronavirus Survivor*

### Recommended Copy:

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This campaign shares the effect the virus is having on individuals, and through telling individual stories, reminds us all we have a part to play in helping slow the spread of coronavirus.

Michael, 46 years old, contracted coronavirus. While in an induced coma, he was unaware that his wife and mother-in-law had also contracted the virus. Michael's wife was hospitalised and his mother-in-law unfortunately lost her life. Michael shares his experience.



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[Downloadable link to subtitled videos](#)



# Deb & Greg

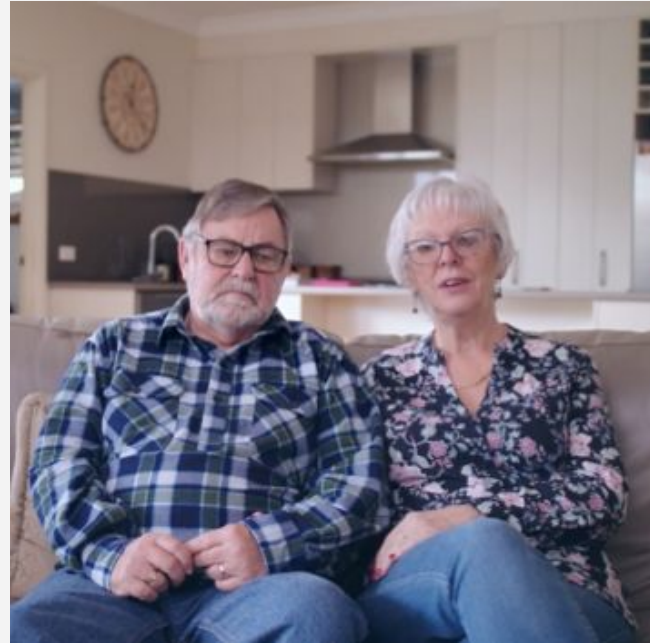
*Parents of Catherine - Nurse at the The Royal Children's Hospital*

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This campaign shares the effect the virus is having on individuals, and through telling individual stories, reminds us all we have a part to play in helping slow the spread of coronavirus.

Deb and Greg, juggle their emotions of pride and fear, as their daughter Catherine, a nurse at The Royal Children's Hospital, takes her place every day in the last line of our defence against coronavirus.



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# Associate Professor Craig French

*ICU Director at Western Health*

## Recommended Copy:

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Associate Professor Craig French, head of ICU at Western Health, sees first-hand the terrible impact coronavirus has on patients every day. He witnesses the painful separation patients have from their families who are unable to be with them, including in their final moments.



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# Amanda

*Nurse Unit Manager at Northern Health*

## Recommended Copy:

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Amanda, a Nurse Unit Manager at Northern Health, captures the thoughts of our health service workers, describing the exhaustion of providing care during this critical time. Amanda asks us to heed warnings about the virus, and emphasises that our hospitals are the last line of defence.



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**Thank you**

