



# Service Delivery Welcome Pack

Aboriginal Health Television (AHTV) for  
Aboriginal Community Controlled Health Organisations (ACCHO's)



Tonic Health Media recognises and acknowledges the traditional owners of this nation we call Australia and we pay our respects to Aboriginal & Torres Strait Islander elders - past, present and those of tomorrow.

## **Welcome to Aboriginal Health Television**

In July 2018, Australia's leading health media network Tonic Health Media, welcomed an announcement by Federal Minister for Indigenous Health, the Hon. Ken Wyatt AM, that an audience targeted, culturally relevant Aboriginal Health Television network would be delivered to hundreds of Aboriginal community controlled health services across the country.

AHTV is committed to delivering important health messages to Aboriginal & Torres Strait Islander audiences in partnership with Aboriginal Community Controlled Health Organisations.

AHTV is a world first media solution that targets Indigenous audiences with culturally relevant content and important health messages at point of care when patients and their families and carers are most open to health messaging.

We are excited to be part of this initiative to partner with AMS's and provide a free waiting room solution that will educate, entertain and engage audiences with health content that is culturally appropriate to Indigenous communities.

## **Health Television Relevant to your audience**

It is widely accepted that a key barrier to shared decision-making and informed choices is the information gap between providers and consumers. AHTV is a tool to bridge that gap and increase the health literacy and health system literacy of patients.

Aboriginal and Torres Strait Islander communities are diverse and defined by place, history, language and family. This means that closing the health literacy gap will often require tailored content specific to individual communities. AHTV is designed to deliver health messages that are specifically created to have real impact.

AHTV recognises this diversity by providing high quality, culturally relevant content in waiting rooms of important health messages to your communities at the point of care just before they see a doctor, nurse or health worker.

AHTV will be easily accessible to both younger and older Indigenous people, urban, rural and remote audiences, and be representative of not just a single voice but instead reflect the many Indigenous voices across Australia.

With AHTV's digital platform, content can be creatively designed to connect and identify with Indigenous viewers. The AHTN plans to produce, broadcast and share its Indigenous content freely to extend its reach.

## **Benefits for your Aboriginal Medical Services**

Aboriginal Health Television is a premium high definition network featuring clinically approved, culturally relevant health and wellbeing content provided to Aboriginal Medical Services (AMS's) to help improve health literacy of local Indigenous audiences.

AHTV will provide the following to AMS' at no cost:

- A digital TV screen and associated out-of-home media technology

- Service installation and ongoing technical support provided by Tonic Health Media (secure broadband Internet connection is to be supplied by AMS)
- AMS's can offer local community partners the opportunity to air content on AHTV that promotes positive lifestyles (i.e. sport, art, education, storytelling, music, dance, cooking, craft, travel, etc.) These clips will air nationally as part of the AHTV network content library.
- AMS specific Content provided in accordance with AHTV production guidelines, including;
  - *AMS Promo Video (1 X 90 SEC)* to provide an overview of AMS, its services and commitment to the local community. Ideally this clip will contain local language (with English subtitles) and is aired in the local AMS area only. Tonic will provide production guidelines and editing assistance, if required.
  - *AMS Community Callout (1 X 5-8MIN)* this is an opportunity for AMS to produce or source local video content that showcases the local community, its language and people. This clip features real people, real stories and positive lifestyle messages. This clip is aired nationally to share a local community experiences across all Aboriginal nations.

### **Out-of-Home Digital TV**

Tonic's digital signage technology allows educational campaigns to be geographically targeted to specified locations. This enables segmentation and delivery of healthcare messages direct to individual AMS locations or across other centres within your community or region. Geo-targeting enables health education and other campaigns to be strategically delivered to engage specific audiences.

### **Web & Social Media**

AHTV offers digital extension through its website ([aboriginalhealthtv.com.au](http://aboriginalhealthtv.com.au)) as well as using mobile apps and syndicated content shared with relevant online partners. The benefits of producing content is that it can be quickly made readily available to view online and easily sharable on popular social media platforms such as Indigenous apps, Facebook, Instagram and YouTube; in other words, wherever best to engage with Indigenous young people.

For older people, AHTV health messaging clips will also be available to view using a personal computer, mobile phone or tablet without having to download media player software.

### **Tonic Health Media Syndication**

In order to reach the 50% of Indigenous people who use non-Aboriginal health services, a subset of programming from AHTV will extend to Tonic Health Media's existing digital platforms reaching 4,500+ Practices, Hospitals, Pharmacies and Health Centre waiting rooms across the country, as well as online. Wherever Indigenous audiences communicate, work, live and play, AHTV will be available to view and share.

## **AHTV Network Content**

AHTV will provide a wide range of network programming as part of its editorial or “backbone” content. The AHTV Content Strategy will be determined in consultation with the AHTV Advisory Group, NACCHO, Media Partnerships and through its involvement of local Aboriginal & Torres Strait Islander community media production.

Backbone content on AHTV will include a mix of health and wellbeing as well as lifestyle content, which will convey important health and wellbeing messages relating to Indigenous populations.

AHTV will deliver health and wellbeing messages with a positive and reassuring tone and look at unique ways to creatively deliver culturally relevant and demographically appropriate community health messages.

AHTV will enable patients and care providers to become more aware of health and wellbeing information and to have a more informed conversation with their doctor, nurse or Aboriginal Health Worker. Viewers in waiting rooms are a mix of patients, family and friends so the messaging will have wide impact and may also help encourage family, friends and others community members to seek better health care.

## **AHTV Content Partners**

Aboriginal Health Television has formed media partnerships with NITV and ABC Indigenous to source high quality and culturally relevant content for AHTV.

AHTV will also work with peak body and local community Indigenous production companies and content suppliers to source entertaining, informative and engaging content including HitNet, IRCA (Indigenous Remote Communications Association), BushTV, Desert Pea... just to name a few.

AHTV is open to all content supplier opportunities from large production houses to independent producers. Our mission is all about to sourcing great content to attract audiences young and older to get their attention and deliver important health messages.

## **Targeted Health Issues**

AHTV will provide clinically approved health content regarding targeted health issues affecting Aboriginal & Torres Strait Islander communities that includes;

### **Chronic Diseases**

- Diabetes
- Cardiovascular Disease including stroke
- Rheumatic Heart Disease
- Cancer
- Musculoskeletal
- Eye Disease
- Kidney Failure
- Blood Borne Viruses & STI's (including Hepatitis C Treatment & HIV Prevention)
- Chronic Infections

- Depression, anxiety and serious persistent mental health issues

#### Lifestyle Intervention

- Smoking Cessation
- Alcohol & Drug Use
- Sexual & Reproductive Health
- Mental & Social Health & Suicide Prevention
- Obesity (including Diet, Nutrition, Sport & Exercise)

#### Preventative Care & Early Childhood

- Immunisation
- Infant through to preschool Care
- Maternal Antenatal & Postnatal Care
- Caring for Adolescents
- Ear Care (including Otitis media)
- Eye Care (including Diabetic Retinopathy Prevention)
- Oral Health
- Health Protection, Preventative Health & Health Education

#### Community Care Programs

- Youth Engagement
- Caring for Elders
- Disability
- Dementia
- Promoting MBS Item 715 program

### **Aboriginal Health Television Advisory Group**

The AHTV Advisory Group contains a mix of academics and health experts who are experienced and respected in the Aboriginal Health area and also reflect different regions of the country, including:

Associate Professor Dr Christopher Lawrence  
Centre for Indigenous Technology, Research & Development (UTS)

Dr Mark Wenitong  
Apunipima Cape York Health Council

Mr Adrian Carson  
Institute of Urban Indigenous Health

Ms Donna Ah Chee  
Congress Alice Springs

Professor Sandra Eades  
University of Melbourne

NACCHO (A seat has been reserved on the AHTV Advisory Board)

### **About Tonic Health Media**

Tonic Health Media is an Australian owned and operated integrated production, broadcast and print media distribution company with market leading knowledge and experience in the health and wellbeing sector.

Tonic develops and manages place based patient engagement systems (digital TV screens, digital panels and brochure boards) with a core focus on healthy living, lifestyle and patient education in GP, allied health, community healthcare, specialist and hospital waiting areas.

Tonic Health Media also produces content to deliver health education messages directly to health consumers, their family and carers and the general public as well as clinicians and practice managers.

Tonic produces evidence-based health and wellbeing content as well as entertaining and informative lifestyle content, all of which is broadcast quality and easily translates across various digital platforms.

Tonic Health Media is Australia's leading health and wellbeing digital media company, content provider and influencer reaching over 14 million people per month. We are experts in delivering targeted health messages to consumers and practices.

#### **Corporate Details:**

Business Name:	Tonic Health Media Limited
Postal Address:	Suite 7.02, Level 7, 10-14 Waterloo Street, Surry Hills NSW 2010
Phone:	(02) 9211 4749
Website:	<a href="http://tonichealthmedia.com.au">tonichealthmedia.com.au</a>
Registered ACN:	147 968 885

### **Get Connected to Aboriginal Health Television**

Tonic Health Media is proud to be managing the service delivery of Aboriginal Health Television in collaboration with Aboriginal Community Controlled Health Organisations across Australia.

Tonic would like to extend an invitation to Aboriginal Medical Services to become part of a culturally relevant network helping to deliver better health literacy and encouraging better health outcomes for Aboriginal & Torres Strait Islander communities.

To become part of Aboriginal Health Television simply complete the enclosed Licence Agreement and return it Tonic Health Media to arrange a screen installation.

**For any questions please call our office during business hours on (02) 9211 4749 or email [ahtv@tonichealthmedia.com.au](mailto:ahtv@tonichealthmedia.com.au) to contact an AHTV Community Relationships Manager.**

### **Our Service Installation Process**

Once Tonic Health Media has received a Licence Agreement the AMS representative will be contacted to discuss information regarding screen positioning, broadband Internet access requirements and to arrange a suitable installation date.

A service technician will usually take approximately 3-5 hours to complete installation of the AHTV screen and connect the media player to the Internet. Once all technical tests have been completed the service will be switched on and be available the same day.

### **Our Technical Support**

AHTV screens do not need to be manually powered on and off as AHTV operates only during business hours (8am – 6pm on weekdays) and volume levels are pre-set.

If for some reason a technical fault occurs (usually resulting from a power outage or Internet service provider/password change) Tonic can be contacted to provide technical support over the phone. If the issue is related to a hardware fault then a service technician can be booked to visit the AMS and fix the problem on site (at no charge).

### **Our Customer Service**

For any enquiries or complaints regarding Aboriginal Health Television please contact our friendly Tonic support team who are available 9am to 5pm AEST, Monday to Friday.

**For Service Installation, Technical & Customer Support please contact:**

**Tonic Customer Support: 1300 856 690**

**Email [customercare@ahtv.com.au](mailto:customercare@ahtv.com.au)**