SAMPLE COMMUNICATION BRIEFS

The following examples combine key messages for use in short communications to different audiences using a range of communication channels. Messages should be tailored to the audience and channel.

EXAMPLE 1: COMMUNICATION TO HEALTH SERVICES AND HOSPITALS

Queensland Health is committed to making sure every cancer patient in Queensland gets the best patient-centred care and experience.

Using Optimal Cancer Care Pathways will ensure our cancer services provide consistent and optimal treatment and supportive care at each stage of a patient’s cancer journey.

Optimal Cancer Care Pathways are national guides to the best cancer care for specific tumour types. The pathways describe the key stages in a patient’s cancer journey and expected optimal care at each stage to ensure all people diagnosed with cancer get the best care, regardless of where they live or have cancer treatment.

Supporting the adoption of Optimal Cancer Care Pathways demonstrates our commitment to national standards, and quality and safety in cancer care to support ongoing service improvement and accreditation.

EXAMPLE 2: COMMUNICATION TO GPS

(e.g. direct email, or item in an electronic newsletter)

To help people with cancer receive the best possible care, Optimal Cancer Care Pathways have been developed for 15 cancer types. As well as detailed clinical pathways, there are quick reference guides for GPs and patient guides for each cancer type.

Use the quick reference guides to familiarise yourself with the tumour-specific pathway, including recommended care and support at each stage.

Patients and their families can use the ‘What to expect’ guides to understand the cancer care pathway through the often complex health system. You can print the guide or refer patients to the interactive cancer pathways portal for patients on the Cancer Pathways website.

The guides have been endorsed by the National Cancer Expert Reference Group, Cancer Australia and Cancer Council Australia.

View the quick reference guides on the Cancer Pathways website or import the guides and patient version PDFs into your GP software.
EXAMPLE 3: VERY BRIEF MESSAGES SUITABLE FOR WEBSITES OR SOCIAL MEDIA

(targeted to newly-diagnosed patients, their carers and family members).

**What happens after you’re diagnosed with cancer?**

It’s normal to feel shock, anger, sadness, fear and confused about what will happen next.

To help people with cancer receive the best possible care, Optimal Cancer Care Pathways have been developed for 15 cancer types.

You can use the interactive web portal or print an information sheet for your cancer type on the [Cancer Pathways website](#).

**Diagnosed with cancer? What happens now?**

Get the guide to make sure you get the best care and support: [Cancer Pathways website](#).

**Loved one or friend just diagnosed with cancer?**

Get the guide to help them understand what happens next and how to get the best treatment and support: [Cancer Pathways website](#).