

Raise It

NSW Health

Communication toolkit

2026

Purpose of this toolkit

NSW Health is pleased to share with you the **Raise It Campaign** toolkit. This campaign aims to raise awareness of Raise It among patients, carers, family members and the broader community of NSW.

Raise It is a simple process available in NSW public hospitals and health services to support patients, carers and family members to raise concerns about their own or a loved one's condition getting worse. This could be as simple as changes in how they are looking, breathing, talking or acting.

The **Raise It** process has three simple steps to help patients, carers and family members get help fast in hospital:

1. **Talk** - Talk to the nurse or doctor caring for the patient.
2. **Ask** - Ask for a Clinical Review if you are still concerned.
3. **Call** - Call the Raise It line if you remain worried. A senior health worker will respond.

Key link:

- **Raise It:** www.health.nsw.gov.au/raiseit

Thank you for your ongoing support to help protect the NSW community.

Contacts

Public Health Communications & Behaviour Change

Strategic Communications & Engagement, NSW Ministry of Health

MOH-phab@health.nsw.gov.au

Digital screens

[View all digital screens](#)

NSW Health

Worried you or a loved one is getting worse in hospital?

Raise It

Your instincts can save a life. Use the **Raise It** process to escalate your concerns in any NSW public hospital or health service. We are here for you.



Scan to learn the steps or visit health.nsw.gov.au/Raiselt




General population (older male as patient in image)

NSW Health


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General population (child as patient in image)

Digital screens

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NSW Health

Worried your child is getting worse in hospital?

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You know your child best. Use the Raise It process to escalate your concerns in any NSW public hospital or health service. We are here for you.



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Parents (specific child focused copy)

NSW Health

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Aboriginal people

Email signatures

[View all email signatures](#)

Worried you or a loved one is getting worse in hospital?

Raise It



General population
(older male as patient in image)

Worried you or a loved one is getting worse in hospital?

Raise It



General population
(child as patient in image)

Worried you or a loved one is getting worse in hospital?

Raise It



Aboriginal people

Social media

[View all social media 3:4 tiles](#)



General population

(older male as patient in image)

Suggested copy:

When you or a loved one is in hospital, it can be a stressful and uncertain time.

You may notice changes that worry you - in how they look, breathe, talk or act.

If you are worried you or your loved one's condition is getting worse, you can **Raise It** at any time.

Raise It is a simple process available in NSW public hospitals and health services to support patients, carers and family members to raise concerns about their own or a loved one's condition getting worse.

If something doesn't feel right, **Raise It**. You know yourself or loved one best.

To find out more, visit www.health.nsw.gov.au/raiseit



General population

(child as patient in image)

Suggested copy:

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Aboriginal people

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Parents

(specific child focused copy)

Suggested copy:

When your child is in hospital, it can be a stressful and uncertain time.

You may notice changes in your child's condition that worry you.

If you're worried that your child's condition is getting worse, you can **Raise It** at anytime.

Raise It is a simple process available in NSW public hospitals and health services to support patients, carers and family members to raise concerns about their own or a loved one's condition getting worse.

If something doesn't feel right, **Raise It**. You know your child best.

To find out more, visit www.health.nsw.gov.au/raiseit

Social media


[View all social media 9:16 story formats](#)

Worried you or a loved one is getting worse in hospital? 


Raise It




General population
(older male as patient in image)

Worried you or a loved one is getting worse in hospital? 


Raise It



General population
(child as patient in image)

Worried you or a loved one is getting worse in hospital? 


Raise It



Aboriginal people

Worried your child is getting worse in hospital? 

Raise It

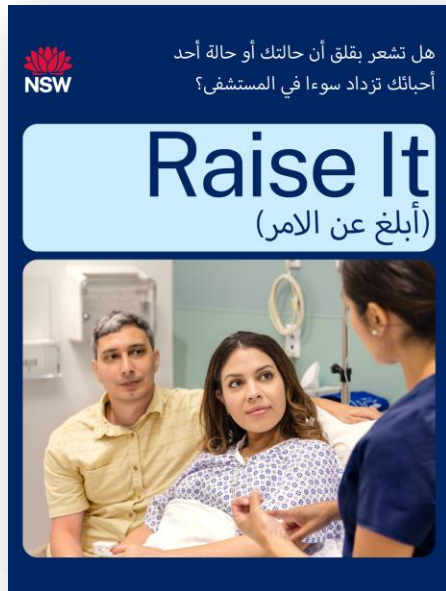


Parents
(specific child focused copy)

Social media

In-language available across 6 languages (Arabic, Chinese – Simplified, Chinese – Traditional, Filipino, Hindi, Vietnamese)

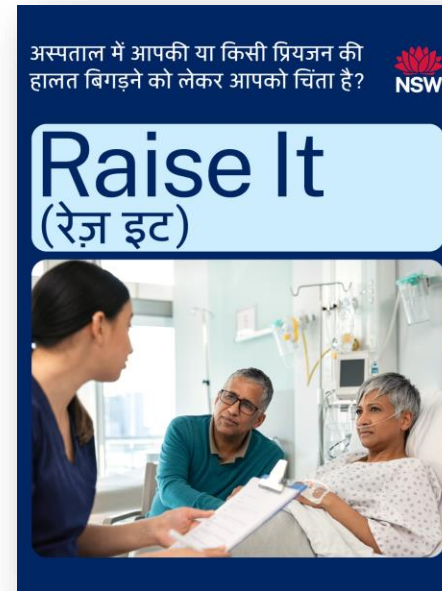
All in-language 3:4 social media tiles are available [here](#).



Arabic



Chinese - Simplified



Hindi



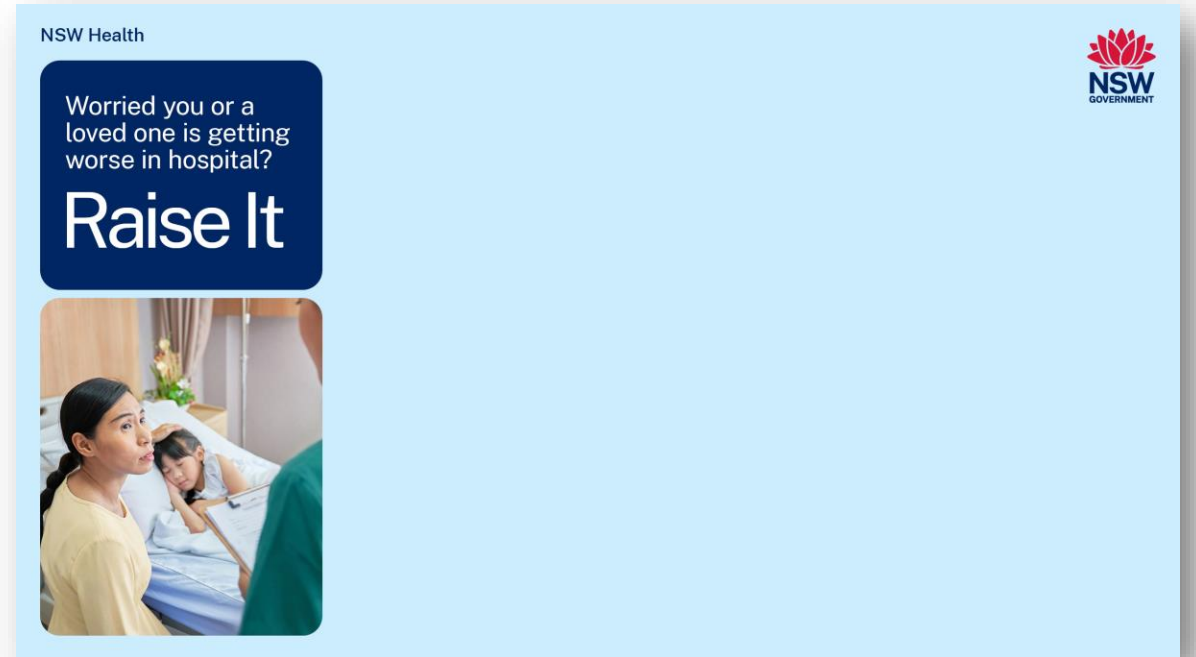
Vietnamese

Teams backgrounds

[View all Teams backgrounds](#)



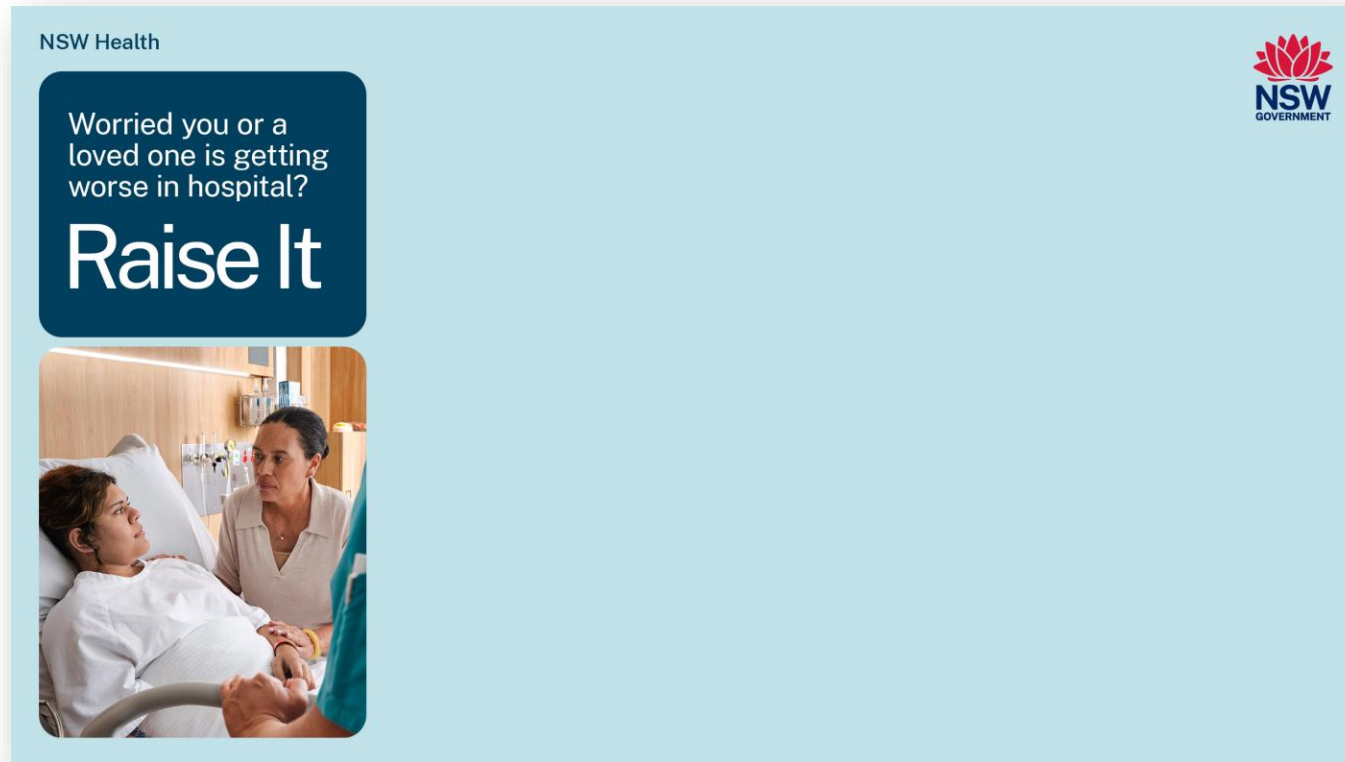
General population (older male as patient in image)



General population (child as patient in image)

Teams backgrounds

[View all Teams backgrounds](#)



Aboriginal people


A4 posters

[View all posters](#)


NSW Health

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Parents
(specific child focused copy)

A4 posters

In-language available across 6 languages (Arabic, Chinese – Simplified, Chinese – Traditional, Filipino, Hindi, Vietnamese)




Digital versions of all in-language posters are available [here](#).

NSW Health

هل تشعر بقلق أن حالتك أو حالة أحد أحبائك تزداد سوءاً في المستشفى؟



Raise It

(أبلغ عن الامر)



غريزتك يمكن أن تنقذ حياة. استخدم عملية **Raise It** لتصعيد مخاوفك في أي مستشفى عام أو خدمة صحية في نيو ساوث ويلز. نحن هنا لمساعدتك.

امسح الرمز لكي تعرف الخطوات أو تفضل زيارة health.nsw.gov.au/Raiselt



Arabic

NSW Health

担忧自己或亲友在住院期间病情恶化？

Raise It

(主动反映)



您的直觉也许能挽救生命。在任何新州公立医院或医疗服务机构，您都可以通过“**Raise It**”流程主动反映您的担忧。我们随时为您提供支持。

如需了解相关流程，请扫码或访问：health.nsw.gov.au/Raiselt




Chinese – Simplified

NSW Health

अस्पताल में आपकी या किसी प्रियजन की हालत बिगड़ने को लेकर आपको चिंता है?



Raise It

(रेज़ इट)



आपका सहज बोध किसी का जीवन बचा सकता है। **Raise It** प्रक्रिया द्वारा NSW के किसी भद्र सरकारी अस्पताल या स्वास्थ्य सेवा में अपनी चिंताओं को उच्चतर स्तर तक ले जाएँ। हम आपकी सहायता करने के लिए उपलब्ध हैं।

प्रक्रिया के चरणों को जानने के लिए स्कैन करें या health.nsw.gov.au/Raiselt



Hindi

NSW Health

Bạn lo rằng tình trạng của mình hoặc của người thân ở trong bệnh viện đang xấu đi?

Raise It

(Hãy Lên Tiếng)



Trực giác của bạn có thể cứu người. Hãy sử dụng quy trình **Raise It** để nêu lên các mối lo ngại của bạn tại bất kỳ bệnh viện công hoặc dịch vụ y tế nào tại NSW. Chúng tôi luôn sẵn sàng hỗ trợ bạn.

Quét mã để tìm hiểu các bước thực hiện hoặc truy cập: health.nsw.gov.au/Raiselt



Vietnamese

Pull-up banners

[View all pull-up banners](#)

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Aboriginal people

Newsletter Copy

Newsletter Copy

Heading: Raise It

Copy:

When you or a loved one is in hospital, it can be a stressful and uncertain time.

You may notice changes about you or your loved one's condition that might worry you. This could be as simple as changes in how they are looking, breathing, talking or acting.

You know yourself or your loved one best. If you're worried that you or a loved one is getting worse in hospital, you can **Raise It**.

Raise It gives you a simple process to raise your concerns to get help fast and is available in NSW public hospitals and health services.

To learn more, visit www.health.nsw.gov.au/raiseit

