

# 2025 Call healthdirect

NSW Health

Communication toolkit

October 2025

# Purpose of this toolkit

NSW Health is pleased to share with you the **2025 Call healthdirect Campaign** toolkit. The Call healthdirect campaign encourages people to call healthdirect on 1800 022 222 for free, instant health advice, anytime, anywhere across NSW. It builds on previous campaigns positioning the healthdirect phone number as the first step to accessing trusted health advice, care and treatment for non-life-threatening conditions.

When you call healthdirect, you'll speak to a registered nurse who will help you get the care needed. They can find you a nearby GP, pharmacist or urgent care service, connect you to a doctor online or call you an ambulance if the situation is life-threatening.

Burst 1 of this campaign will run from August to the end of September 2025, with two additional bursts scheduled over Summer and leading into Winter 2026. Search will always be on.

The key links are:

- **Call healthdirect:** [www.health.nsw.gov.au/Hospitals/Pages/healthdirect.aspx](http://www.health.nsw.gov.au/Hospitals/Pages/healthdirect.aspx)

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

## Contacts

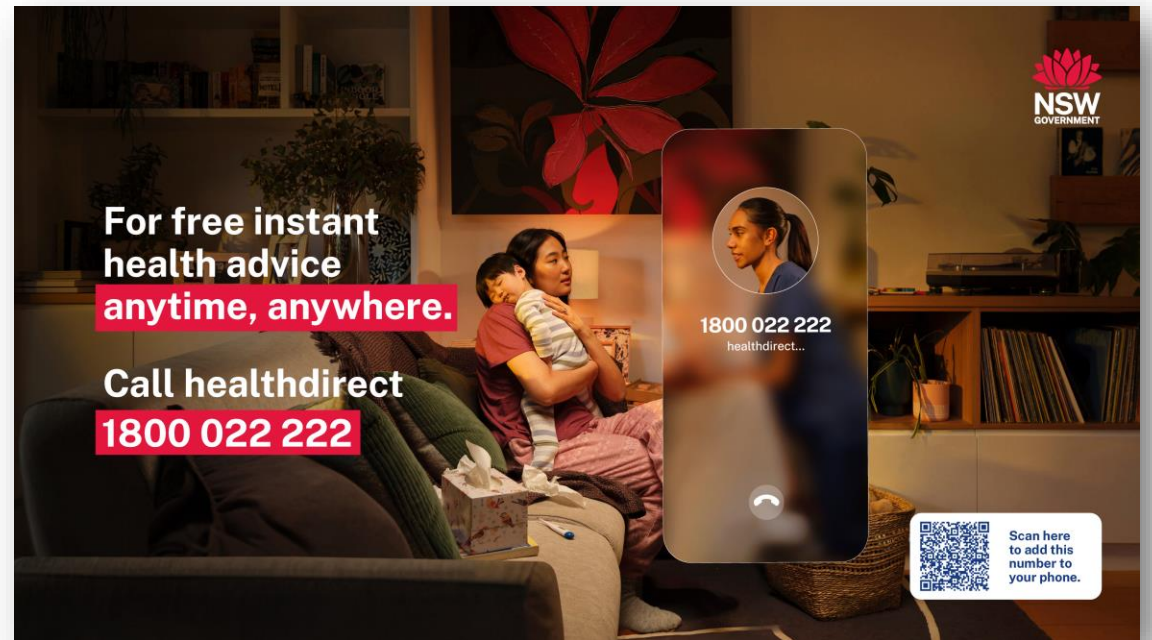
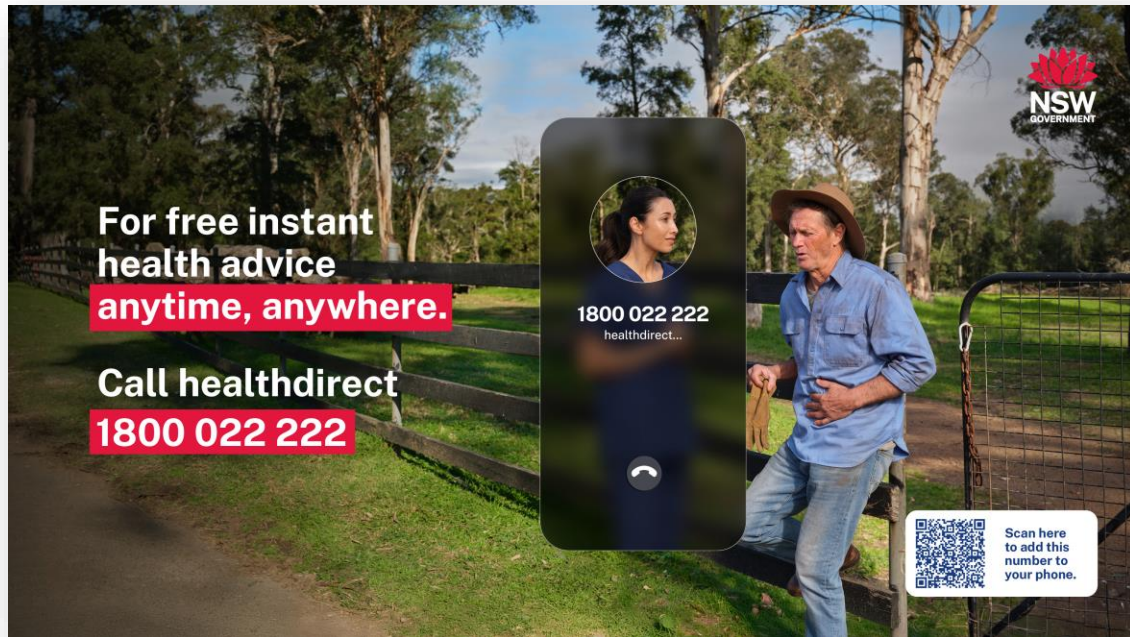
Public Health Communications & Behaviour Change

Strategic Communications & Engagement, NSW Ministry of Health

[MOH-phab@health.nsw.gov.au](mailto:MOH-phab@health.nsw.gov.au)

# Digital Screens

Digital Screen images available [here](#).

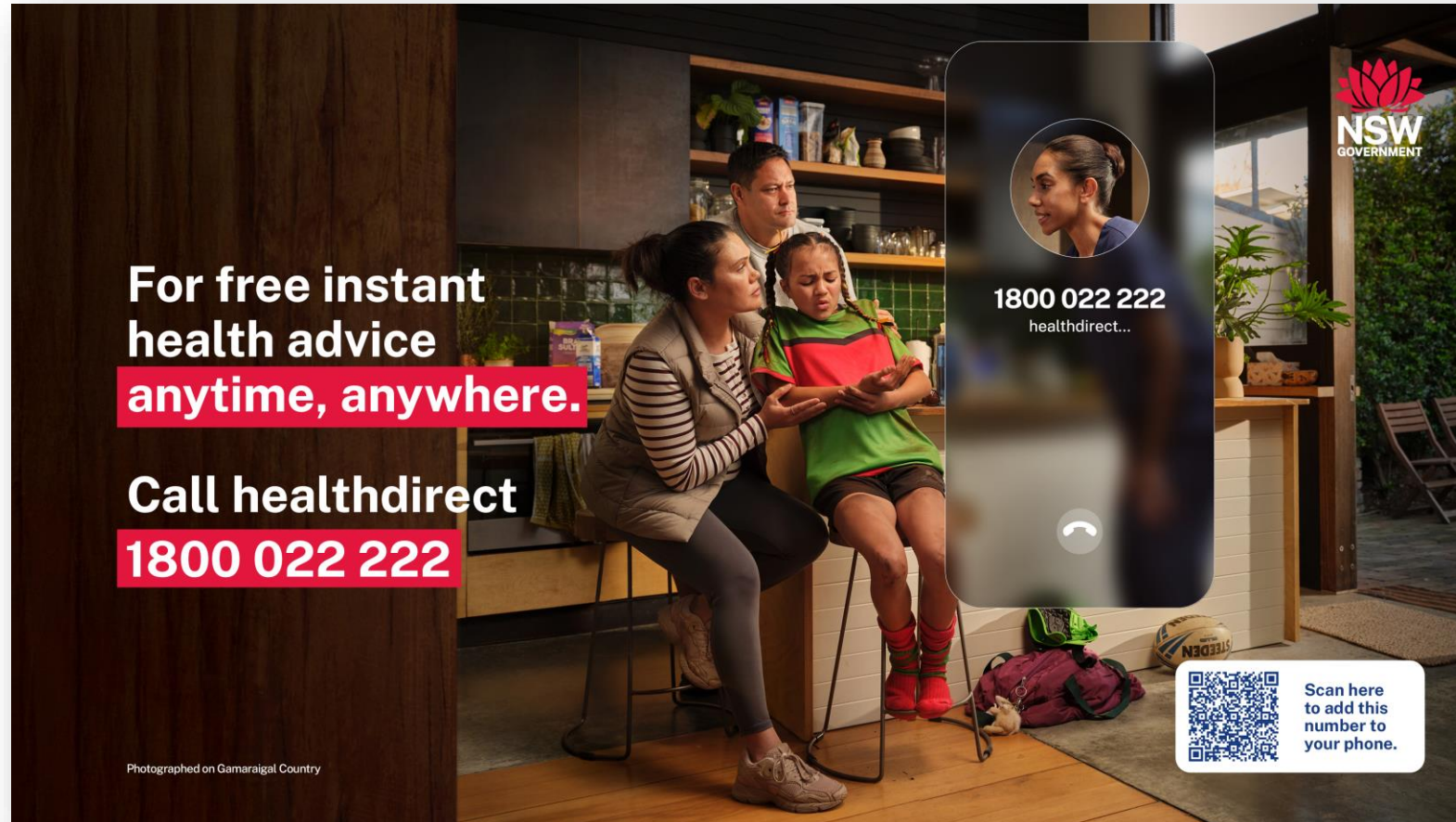


**Regional**  
[Download here](#)

**Parents**  
[Download here](#)

# Digital Screens

Digital Screen images available [here](#).



The advertisement features a background photograph of a woman in a grey vest comforting a young girl in a green and red shirt who appears to be in pain. A man stands behind them in a kitchen setting. Overlaid on the right is a large smartphone screen displaying a contact card for healthdirect. The card includes a circular profile picture of a woman, the phone number 1800 022 222, and the text 'healthdirect...'. Below the number is a white call button icon. In the top right corner of the screen is the NSW Government logo. At the bottom right of the overall advertisement is a QR code with the text 'Scan here to add this number to your phone.' In the bottom left corner of the advertisement, it says 'Photographed on Gamaraiagal Country'.

**For free instant health advice anytime, anywhere.**

**Call healthdirect 1800 022 222**

Photographed on Gamaraiagal Country

NSW GOVERNMENT

1800 022 222  
healthdirect...

Scan here to add this number to your phone.

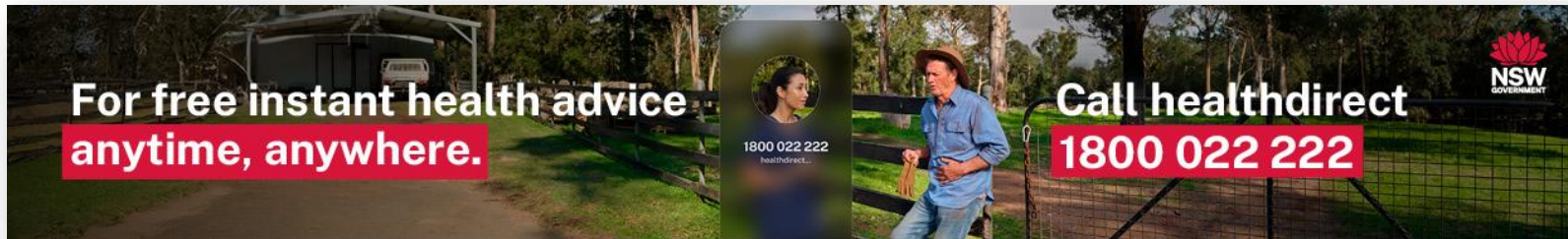
Aboriginal people  
[Download here](#)

# Email Signature & Intranet Banner

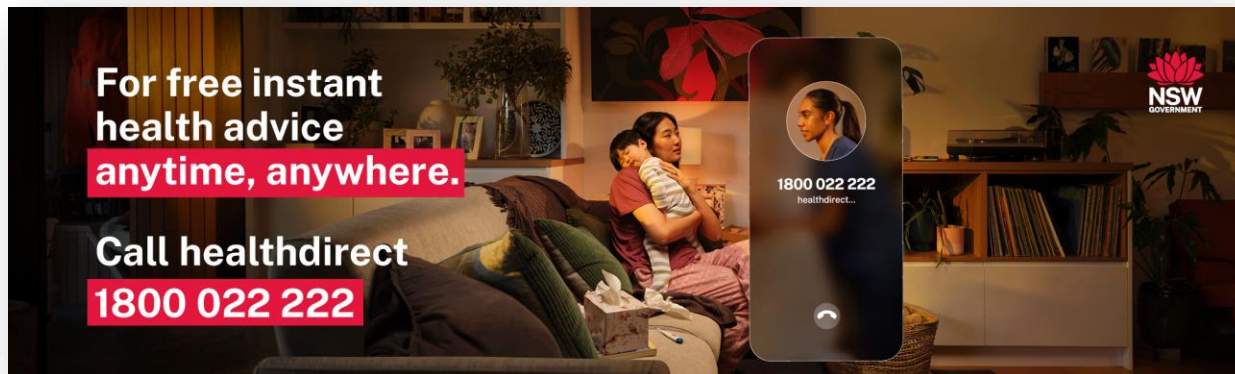
Images available [here](#).



Email Signature  
[Download here](#)



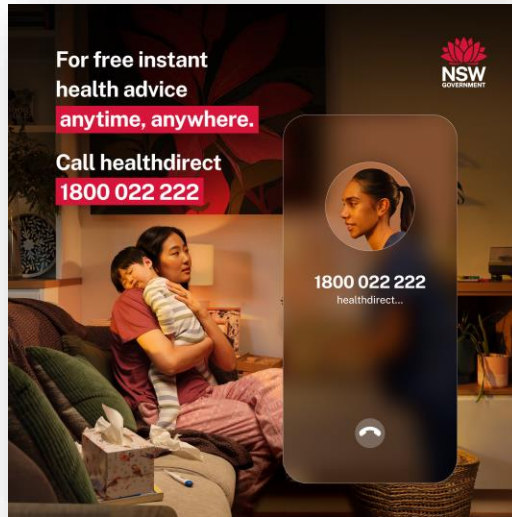
Email Signature  
[Download here](#)



Intranet Banner  
[Download here](#)

# Social media

Social media 1:1 tiles are available [here](#).



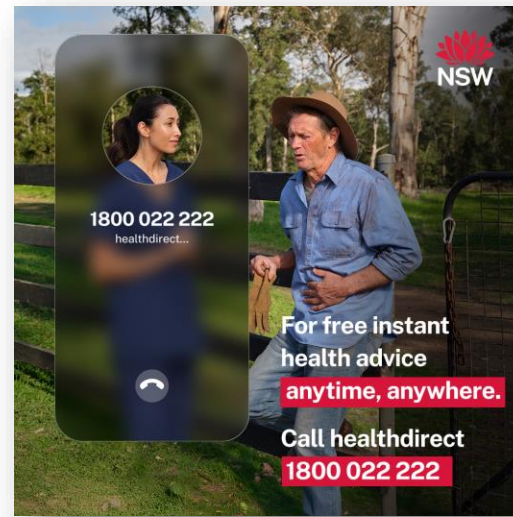
**Parents**  
[Download here](#)

**Suggested copy:**

Need instant advice about a late night fever? Call healthdirect on 1800 022 222. A registered nurse is available 24/7 to help you get the care your child needs.

The nurse can find you a nearby GP, pharmacist or urgent care service, connect you to a paediatric specialist online or call you an ambulance if it is life-threatening.

To find out more, visit [www.health.nsw.gov.au/callhealthdirect](http://www.health.nsw.gov.au/callhealthdirect)



**Regional**  
[Download here](#)

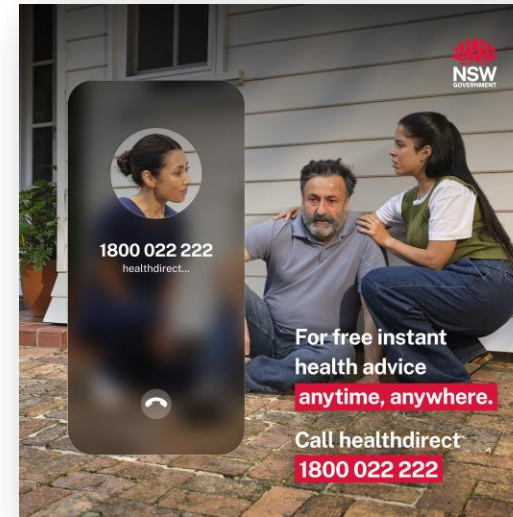
**Suggested copy:**

Call healthdirect on 1800 022 222 for free instant health advice.

A registered nurse is available 24/7 to help you get the care you need.

They can find you a nearby GP, pharmacist or urgent care service, connect you to a doctor online or call you an ambulance if it is life-threatening.

To find out more, visit [www.health.nsw.gov.au/callhealthdirect](http://www.health.nsw.gov.au/callhealthdirect)



**Family**  
[Download here](#)

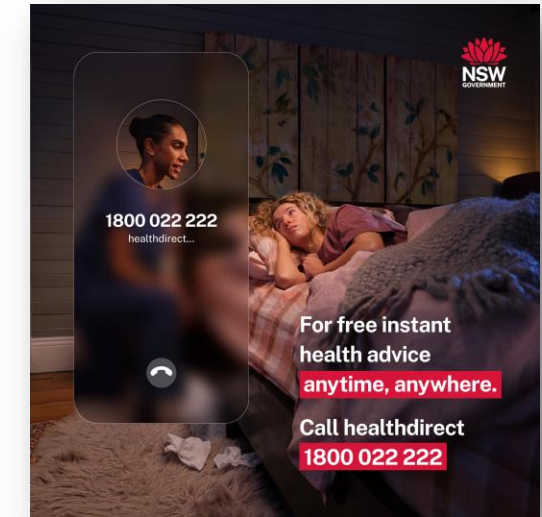
**Suggested copy:**

Need instant health advice for your family? Call healthdirect on 1800 022 222, anytime, anywhere to speak to a registered nurse.

Depending on your condition, the nurse will recommend the right healthcare option for you.

They can find you a nearby GP, pharmacist or urgent care service, connect you to a doctor online or call you an ambulance if it is life-threatening.

To find out more, visit [www.health.nsw.gov.au/callhealthdirect](http://www.health.nsw.gov.au/callhealthdirect)



**Gen pop**  
[Download here](#)

**Suggested copy:**

Got body aches or a worsening cough? Call healthdirect on 1800 022 222 for free instant advice from a registered nurse and get connected with the care that's right for you.

The nurse can find you a nearby GP, pharmacist or urgent care service, connect you to a doctor online or call you an ambulance if it is life-threatening.

To find out more, visit [www.health.nsw.gov.au/callhealthdirect](http://www.health.nsw.gov.au/callhealthdirect)

# Social media

Social media 9:16 tiles are available [here](#).



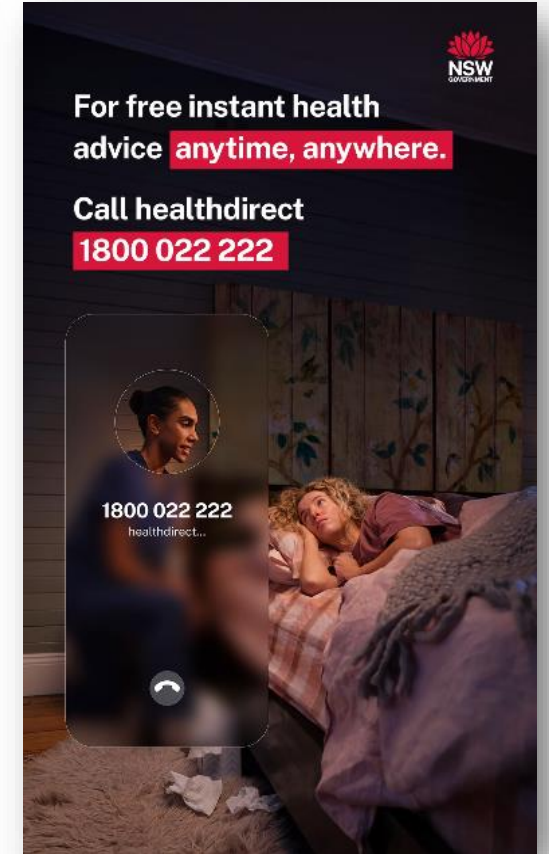
**Parents**  
[Download here](#)



**Regional**  
[Download here](#)



**Family**  
[Download here](#)



**Gen pop**  
[Download here](#)

# Social media

Social media tiles are available [here](#).



**9:16 Social Tile**  
**Aboriginal people**  
[Download here](#)



**1:1 Social Tile**  
**Aboriginal people**  
[Download here](#)

### Suggested copy:

Not sure if it's a break or a sprain? Call healthdirect 1800 022 222. A registered nurse is available 24/7 to help you get the care you need.

They can find you a nearby GP, pharmacist or urgent care service, connect you to a doctor online or call you an ambulance if it is life-threatening.

To find out more, visit  
[www.health.nsw.gov.au/callhealthdirect](http://www.health.nsw.gov.au/callhealthdirect)

Photographed on Gamaraigal Country

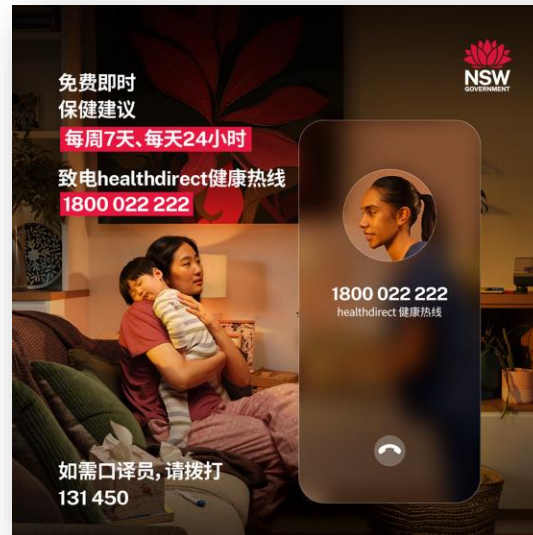
# Social media

In-language: Arabic, Chinese – Simplified, Chinese – Traditional, Vietnamese

Digital versions of our social 1:1 tiles are available [here](#).



Languages available:  
Arabic



Languages available:  
Chinese – Simplified



Languages available:  
Chinese – Traditional



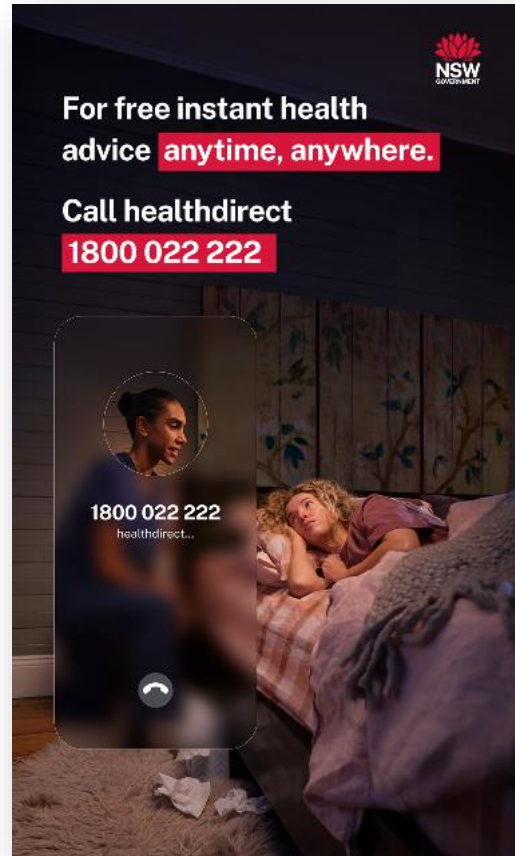
Languages available:  
Vietnamese

# Social media

Social media 9:16 videos are available below.



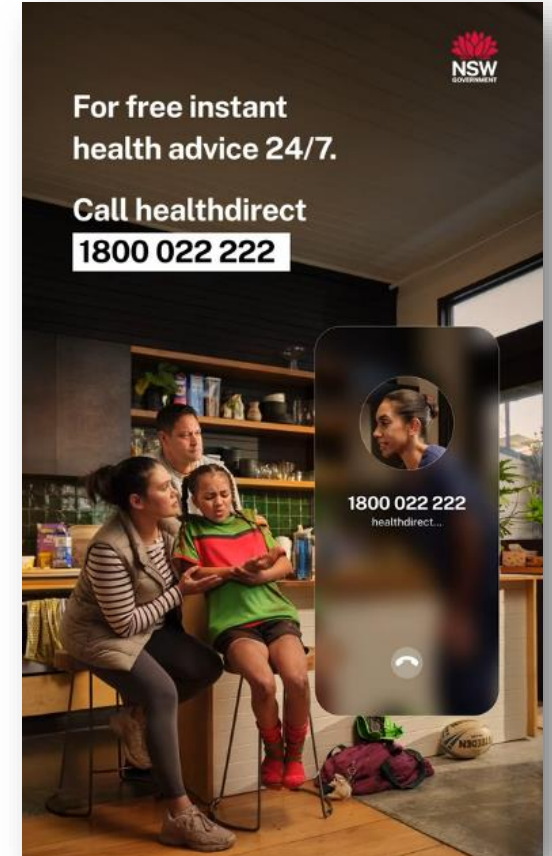
**Parents**  
[Download here](#)



**Gen pop**  
[Download here](#)



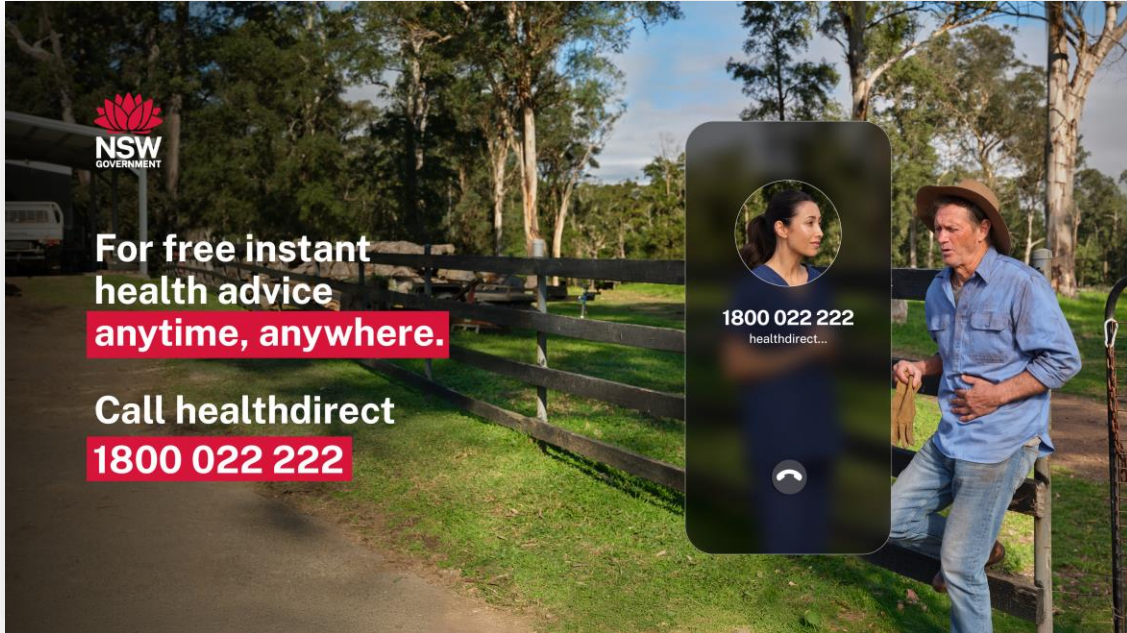
**Family**  
[Download here](#)



**Aboriginal people**  
[Download here](#)

# Teams background

Teams background image is available [here](#).



**Regional**  
[Download here](#)

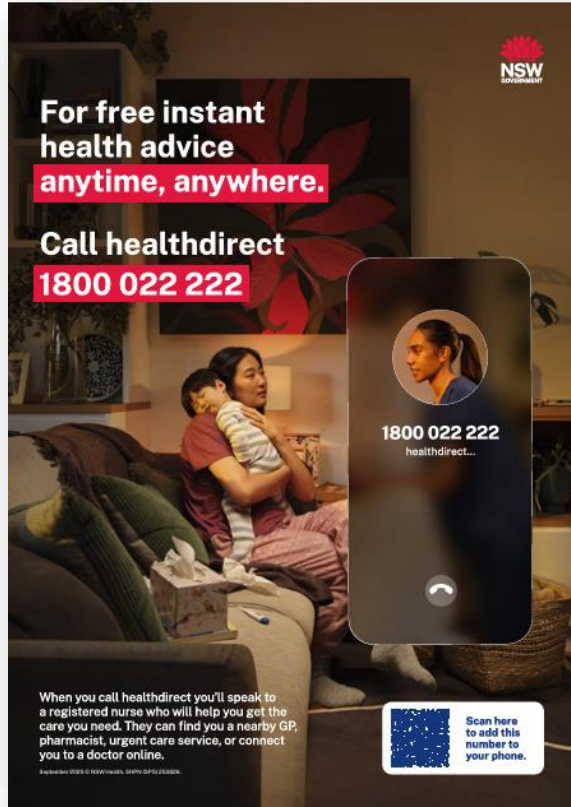


**Parents**  
[Download here](#)

# A3 & A4 Posters

Digital versions of our posters are available [here](#).

Printed versions of our posters are available to order [here](#)



## Parents

**A4**  
[Download here](#)

**A3**  
[Download here](#)



## Regional

**A4**  
[Download here](#)

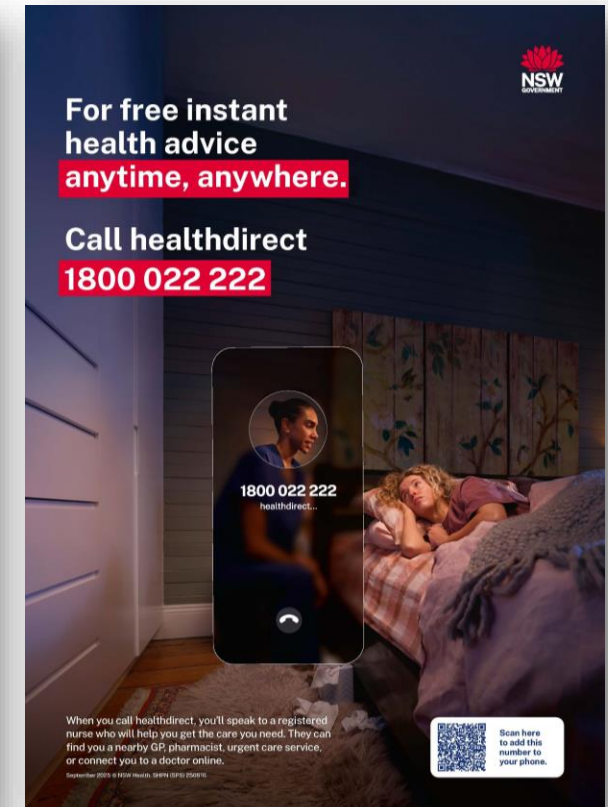
**A3**  
[Download here](#)



## Family

**A4**  
[Download here](#)

**A3**  
[Download here](#)



## Gen pop

**A4**  
[Download here](#)

**A3**  
[Download here](#)

# A3 & A4 Posters

Digital versions of our posters are available [here](#).

Printed versions of our posters are available to order [here](#)



Aboriginal people

A4  
[Download here](#)

A3  
[Download here](#)

# A3 & A4 Posters

In-language: Arabic, Chinese – Simplified, Chinese – Traditional, Vietnamese

Digital versions of our posters are available [here](#).

Printed versions of our posters are available to order [here](#)



**Family**  
Languages available: Arabic

**A4**  
[Download here](#)

**A3**  
[Download here](#)



**Parents**  
Languages available: Chinese – Simplified

**A4**  
[Download here](#)

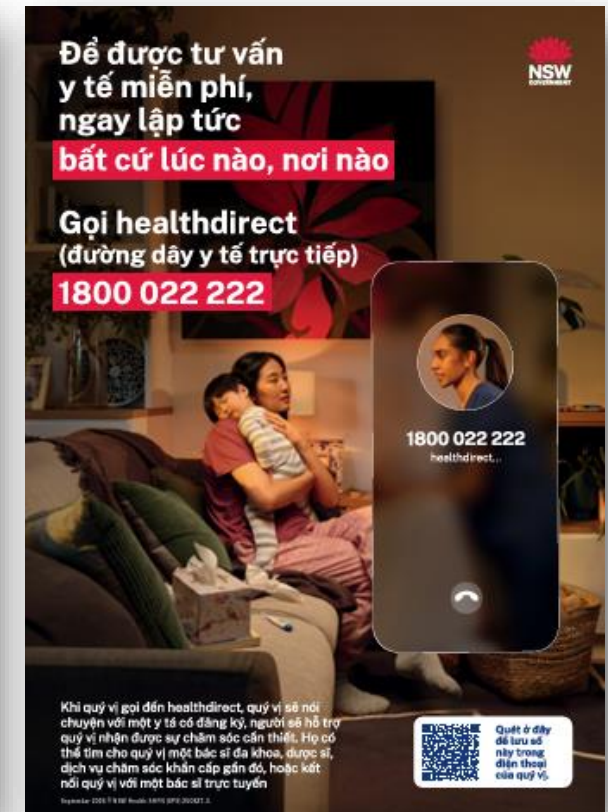
**A3**  
[Download here](#)



**Parents**  
Languages available: Chinese – Traditional

**A4**  
[Download here](#)

**A3**  
[Download here](#)



**Parents**  
Languages available: Vietnamese

**A4**  
[Download here](#)

**A3**  
[Download here](#)

# Flyers

Digital versions of our flyers are available [here](#).

Printed versions of our flyers are available to order [here](#)



For free instant health advice **anytime, anywhere.**

Call healthdirect **1800 022 222**



1800 022 222  
healthdirect...

When you call healthdirect, you'll speak to a registered nurse who will help you get the care you and your family need. They can find you a nearby GP, pharmacist, urgent care service, or connect you to a doctor online.



Scan here to add this number to your phone.

[health.nsw.gov.au/callhealthdirect](https://health.nsw.gov.au/callhealthdirect)



September 2025 © NSW Health, SHPN (SPS) 250812

**Parents**  
[Download here](#)



For free instant health advice **anytime, anywhere.**

Call healthdirect **1800 022 222**



1800 022 222  
healthdirect...

When you call healthdirect, you'll speak to a registered nurse who will help you get the care you and your family need. They can find you a nearby GP, pharmacist, urgent care service, or connect you to a doctor online.



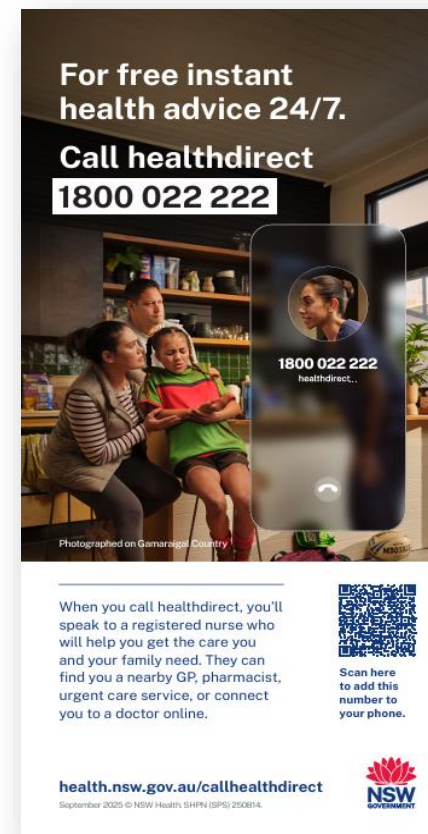
Scan here to add this number to your phone.

[health.nsw.gov.au/callhealthdirect](https://health.nsw.gov.au/callhealthdirect)




September 2025 © NSW Health, SHPN (SPS) 250813

**Family**  
[Download here](#)




For free instant health advice 24/7.

Call healthdirect **1800 022 222**




1800 022 222  
healthdirect...

When you call healthdirect, you'll speak to a registered nurse who will help you get the care you and your family need. They can find you a nearby GP, pharmacist, urgent care service, or connect you to a doctor online.



Scan here to add this number to your phone.

[health.nsw.gov.au/callhealthdirect](https://health.nsw.gov.au/callhealthdirect)



September 2025 © NSW Health, SHPN (SPS) 250814

Photographed on Gamaragal Country

**Aboriginal**  
[Download here](#)

# Flyers

In-language: Arabic, Chinese – Simplified, Chinese – Traditional, Vietnamese, Thai, Lao

Digital versions of our flyers are available [here](#).

Printed versions of our flyers are available to order [here](#)



للحصول على استشارة  
صحية فورية ومجانية  
في أي وقت وفي أي مكان.

اتصل بـ healthdirect  
(الخدمة الصحية المباشرة)

1800 022 222



عند اتصالك بـ healthdirect سوف تتحدث مع  
ممرضة مسجلة (أو ممرض مسجل) ستمساعدك في  
الحصول على الرعاية التي تحتاجها أنت وعائلتك.  
يمكنك المراجعة مساعدتك في العثور على طبيب  
عامة أو صيدلي أو خدمة رعاية عاجلة بالقرب  
منك، أو وضعك على اتصال بطبيب عبر الإنترنت.

اسم رمز QR  
إضافة هذا الرمز  
إلى هاتفك.

health.nsw.gov.au/callhealthdirect  
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随时随地  
为全家提供  
免费即时的健康咨询。

请拨打 healthdirect  
(健康专线)

1800 022 222



致电healthdirect，将有注册护士  
为您和家人提供所需医疗协助。  
他们会帮您联系附近的全科医生、  
药剂师或急诊服务，也可为您一键  
接通在线医生。

请扫码保存  
此号码。

health.nsw.gov.au/callhealthdirect  
September 2025 © NSW Health, SHPN (SPS) 250806 - Chinese Simplified

隨時隨地  
為全家提供  
免費即時的健康諮詢。

請撥打 healthdirect  
(健康專線)

1800 022 222



致電healthdirect，將有注册護士  
為您和家人提供所需醫療協助。  
他們會幫您聯繫附近的全科醫生、  
藥劑師或急診服務，也可為您壹鍵  
接通在線醫生。


請掃描保存  
此號碼。

health.nsw.gov.au/callhealthdirect  
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เพื่อຂໍລຳປຶກສາດ້ານສຸຂະພາບຟຣີໃນທັນທີໄດ້  
ທຸກເວລາ, ທຸກທຶນແຫ່ງ.

ໂທ healthdirect  
(ສຸຂະພາບໂດຍກົງ)

1800 022 222



ເມື່ອທ່ານໂທ healthdirect, ທ່ານຈະໄດ້  
ເວົ້າກັບພະຍານວິຊາຊີບເຊິ່ງຈະຊ່ວຍໃຫ້ທ່ານ  
ໄດ້ຮັບການເບິ່ງແຍງ ທີ່ທ່ານ ແລະຄອບຄົວຂອງ  
ທ່ານຕ້ອງການ. ພວກເຂົາສາມາດ ຊອກຫາພາຍ  
ພັນທີ່ຢູ່ໃກ້, ຮ້ານຂາຍາຍາ, ບໍລິການກາງແລະ  
ດ່ວນ, ຫຼືເຊື່ອມຕໍ່ທ່ານກັບພາຍພ່ອນໂລນໄດ້.


ສະແກນຮອຍໂມ  
ເມື່ອທ່ານເວົ້າ  
ໂທສື່ສານຂອງທ່ານ

health.nsw.gov.au/callhealthdirect  
September 2025 © NSW Health, SHPN (SPS) 250806 - Lao

รับคำแนะนำด้านสุขภาพ  
เร่งด่วนฟรีได้  
ทุกเวลา ทุกสถานที่

โทร healthdirect  
(สายตรงสุขภาพ)

1800 022 222



เมื่อท่านโทร healthdirect ท่านจะได้รับ  
สนทนากับพยาบาลวิชาชีพที่จะช่วยให้  
ท่านได้รับการดูแลที่ทันและครอบคลุม  
ของ ท่านต้องการ เราสามารถ  
หาเจ้าหน้าที่ใกล้ๆ, ร้านขายยา, การรักษา  
พยาบาลเร่งด่วน หรือติดต่อกับแพทย์  
ทางออนไลน์ได้


สแกนเพื่อ  
เก็บหมายเลข  
โทรศัพท์ของคุณ  
โทรสื่อบริการของคุณ

health.nsw.gov.au/callhealthdirect  
September 2025 © NSW Health, SHPN (SPS) 250806 - Thai

Để được tư vấn về sức khỏe  
miễn phí ngay lập tức  
mọi lúc, mọi nơi.

Gọi healthdirect  
(y tế trực tiếp)

1800 022 222



Khi gọi healthdirect, quý vị sẽ nói  
chuyện với một y tá đã đăng ký  
hành nghề, là người sẽ giúp quý vị  
và gia đình có được sự chăm sóc  
cần thiết. Họ có thể tìm cho quý vị  
một bác sĩ gia đình, dược sĩ, dịch  
vụ chăm sóc khẩn cấp gần nhà,  
hoặc giúp quý vị liên lạc với bác sĩ  
qua mạng.

Chụp quét tại  
đây để cho số  
này vào điện  
thoại của  
quý vị.

health.nsw.gov.au/callhealthdirect  
September 2025 © NSW Health, SHPN (SPS) 250806 - Vietnamese

Languages available:

Arabic, Chinese – Simplified, Chinese – Traditional, Lao, Thai, Vietnamese

# FAQ Document

Digital version of this document is available [here](#).



## healthdirect - Frequently Asked Questions

### What is healthdirect?

healthdirect is a free, 24/7 telephone service that provides instant health advice from registered nurses.

If you or someone you care about needs health advice, treatment or care, healthdirect should be your first call.

### What is the number for healthdirect?

The healthdirect number is **1800 022 222**. It is available 24 hours a day, 7 days a week, including public holidays.

### What happens when I call healthdirect?

When you call healthdirect a registered nurse will ask you some questions about your health. Depending on your symptoms, the nurse will recommend the right healthcare option for you.

The nurse could:

- provide health advice so you can care for yourself at home
- help you find a nearby GP or pharmacist
- connect you to your closest urgent care service
- arrange an appointment with a doctor online, or
- call you an ambulance if your situation is life-threatening.

### Can I call on behalf of my child, relative or friend?

Yes. You can call healthdirect to get health advice for yourself, a family member or a friend. The person you are calling for should be nearby, so you can relay information easily on their behalf, with their permission.

### How do I know if I should call healthdirect?

If you are not sure what to do about a medical illness or injury, call healthdirect. The nurse can assess your symptoms and call an ambulance if you need emergency care or direct you to the nearest emergency department.

If you have a life-threatening emergency, call Triple Zero (000). Some examples of life-threatening emergencies are difficulty breathing, chest pain, severe bleeding, sudden collapse or a serious injury.

### Is my information private and confidential?

Yes. Any personal information shared with healthdirect is kept private and confidential in accordance with privacy laws. It will not be shared without your consent unless required by law or in a medical emergency.

### What if I need follow-up care?

When you call healthdirect, a registered nurse will help you understand what medical care you need. Depending on your symptoms, you may be referred to your local GP or pharmacist, be directed to

an urgent care service, or have an appointment arranged with a doctor or other clinician online. These services will provide expert advice on treatment options, prescriptions if needed, and referrals to follow-up care.

### Can I call healthdirect if I don't speak English?

Yes. To speak with a nurse in your language, call the Translating and Interpreting Service (TIS) on **131 450** and ask to be connected to healthdirect.

### Is there a cost to call healthdirect?

Calls to **1800 022 222** from landlines and most mobile phones are free. However, check with your mobile provider if you're unsure.

### What if I'm hard of hearing or have a speech impairment?

If you have a hearing or speech impairment, call the [National Relay Service](#) on **1800 555 677** and ask to be transferred to healthdirect.

### Can I call healthdirect if I'm interstate?

healthdirect (known as NURSE-ON-CALL in Victoria) is available in all states and territories across Australia except for Queensland.

### Where can I find more information?

Visit the NSW Health website [health.nsw.gov.au/callhealthdirect](http://health.nsw.gov.au/callhealthdirect)

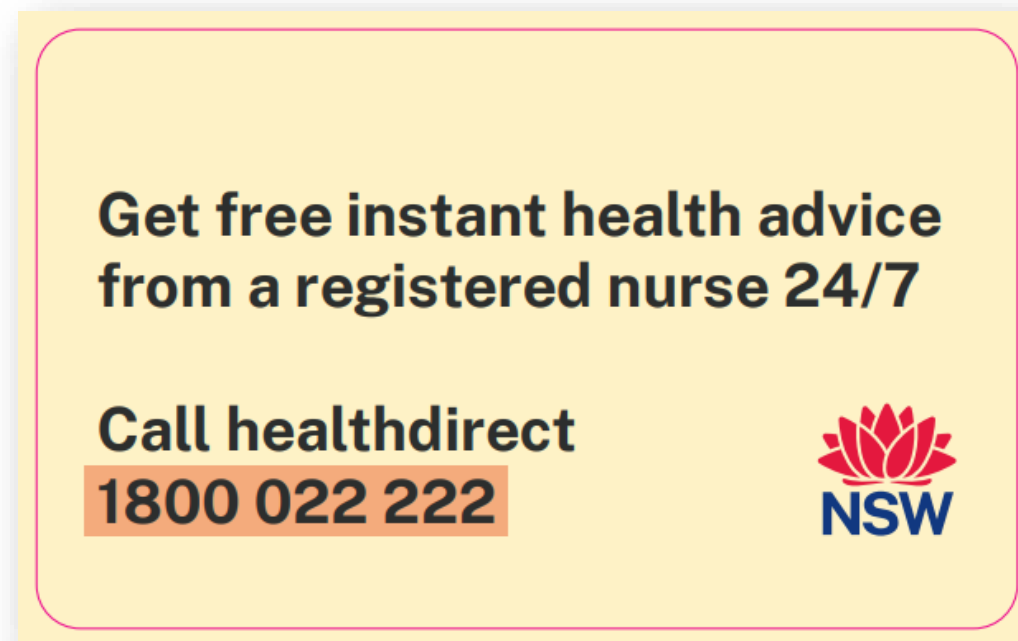
**A4**  
[Download here](#)

# Magnets

Printed magnets are available to order online [here](#).



General  
[Download here](#)



Aboriginal  
[Download here](#)

# Newsletter & Intranet Copy

## Newsletter Copy

**Heading:** For free instant health advice, call healthdirect 1800 022 222.

### Copy:

If you or someone you care about needs health advice, treatment or care, call healthdirect for free on 1800 022 222 anytime, anywhere across NSW.

When you call healthdirect, you'll speak to a registered nurse who will help you get the care you need.

The nurse can:

- provide health advice
- find you a nearby GP or pharmacist
- connect you to your closest Urgent Care service
- arrange an appointment with a doctor online
- call an ambulance if your situation is life-threatening.

Healthdirect is a free service, available 24/7.

Save 1800 022 222 now, so you have easy access to health advice and care when you need it.

To learn more, visit [www.health.nsw.gov.au/callhealthdirect](http://www.health.nsw.gov.au/callhealthdirect)

## Intranet Copy

**Heading:** For free instant health advice, call healthdirect 1800 022 222.

**Subheading if required:** A registered nurse is available 24/7 to help you get the care you need.

### Body:

If you or someone you care about needs health advice, treatment or care, call healthdirect for free on 1800 022 222.

When you call healthdirect, a registered nurse will help you get the care you need. They can find you a nearby GP, pharmacist or urgent care service, connect you to a doctor online or call you an ambulance if your situation is life-threatening.

Healthdirect is a free service, available 24/7.

Help share the word among your networks. Find resources and messaging at <https://www.health.nsw.gov.au/Hospitals/Pages/healthdirect-toolkit.aspx>

To learn more, visit [www.health.nsw.gov.au/callhealthdirect](http://www.health.nsw.gov.au/callhealthdirect)

# Radio Scripts

Community Service Announcements (live read)



## Long form

### Copy:

When you're sick or injured and need health advice for yourself or your family, call healthdirect for free - anytime, anywhere.

You'll speak to a registered nurse who will help you get the care you need.

Depending on your condition, the nurse will recommend the right healthcare option for you. The nurse can: provide health advice, help you find a nearby GP or pharmacist, connect you to your closest urgent care service, arrange an appointment with a doctor online, or call you an ambulance if your situation is life-threatening.

For free instant health advice, 24 hours a day, 7 days a week, call healthdirect on one eight hundred, oh double two, triple two.

That's one eight hundred, oh double two, triple two.

## Short form (10secs)

### Copy:

When you're sick or injured and need health advice, call healthdirect for free - anytime, anywhere.

Call one eight hundred, oh double two, triple two.

That's one eight hundred, oh double two, triple two.

