

# International Student Health Hub

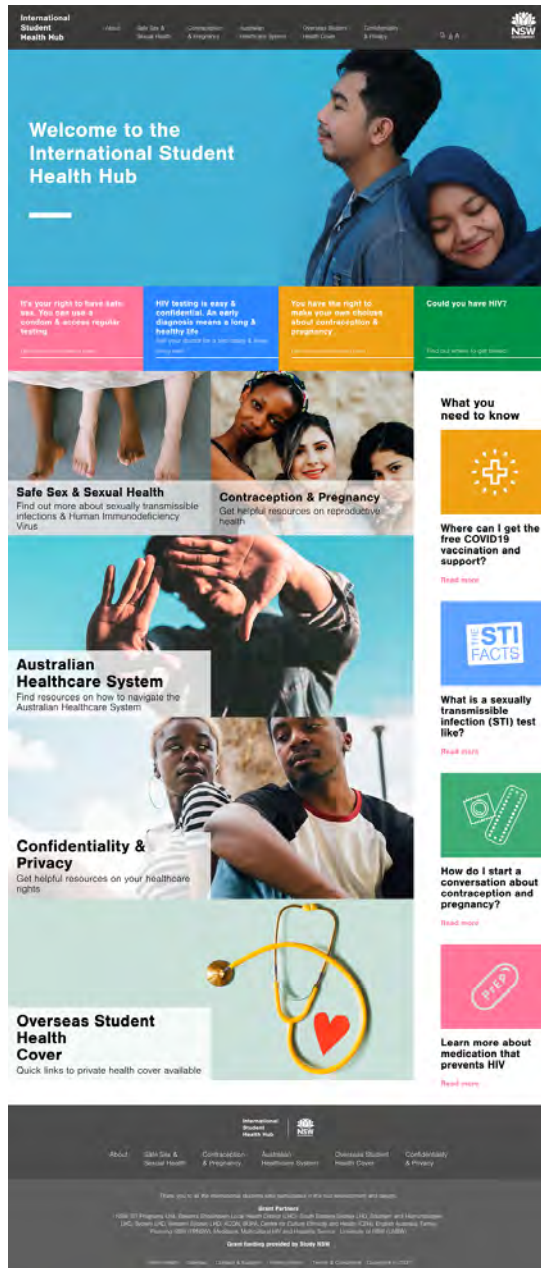
PROMOTION TOOLKIT



# The International Student Health Hub

The International Student Health Hub was developed to improve access to sexual and reproductive health information and services for international students.

Co-designed with international students, the website is a collaboration of over 50 organisations across New South Wales, Australia.



**Safe Sex & Sexual Health**

Safe sex, consent, sexually transmissible infections (STIs), human immunodeficiency virus (HIV), testing & treatment

**Contraception & Pregnancy**

Contraception, pregnancy, abortion, caring for your breasts & cervical screening

**Australian Healthcare System**

How to get health services including interpreters in Australia

**Overseas Student Health Cover**

Overseas Student Health Cover information while studying in Australia

**Confidentiality & Privacy**

Healthcare rights, sexual assault, harassment & crisis support, health information, confidentiality & legal advice

# The International Student Health Hub

[www.internationalstudents.health.nsw.gov.au](http://www.internationalstudents.health.nsw.gov.au)



We need your help to promote the hub to international students & services in NSW.

This toolkit will provide you with recommended copy, one liners, images & resources that you can utilise to promote the Hub through your networks & channels.

To support the promotion of the International Students Health Hub;

**Subscribe & share the monthly email campaign to your network**

**Post pre made tiles on your social media platforms**

**Put the link onto your website as a referral pathway**

**Include an article in a newsletter**

**Order physical resources to distribute to International Students**

Please CC us in your promotional emails so we can monitor and track the Hub's promotion;

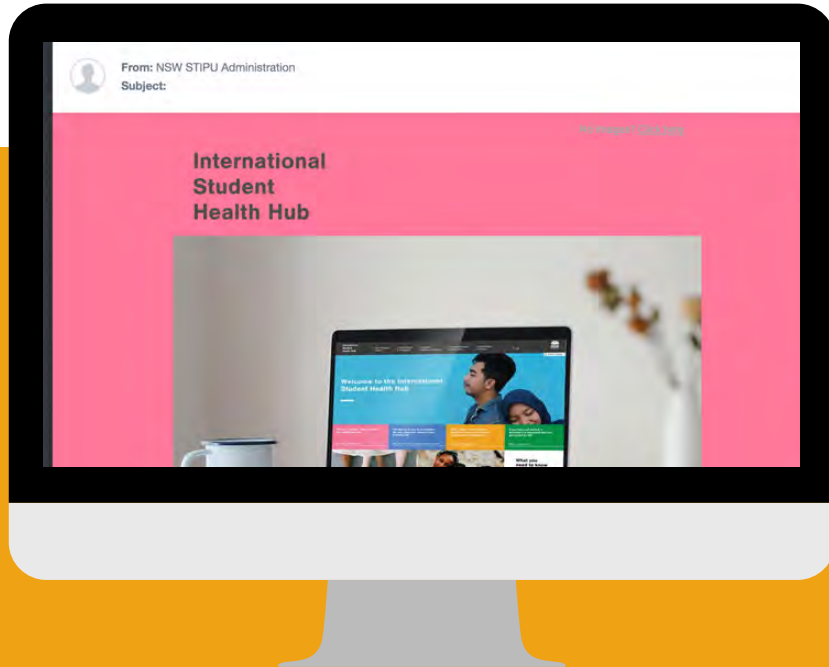


[Maddison.Stratten@health.nsw.gov.au](mailto:Maddison.Stratten@health.nsw.gov.au)

[Anju.Devkota@health.nsw.gov.au](mailto:Anju.Devkota@health.nsw.gov.au)

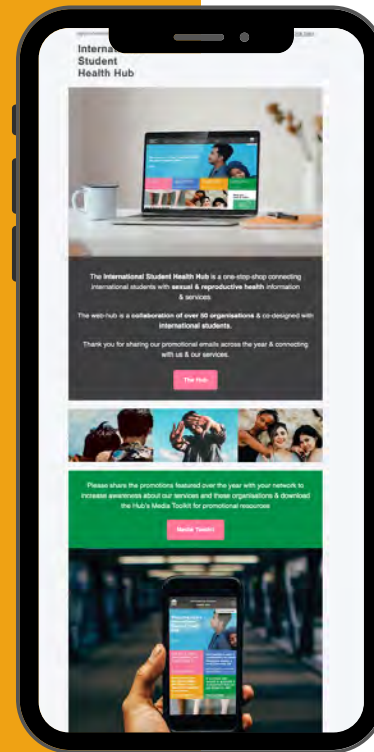
# MONTHLY EMAIL CAMPAIGN

Subscribe & share the monthly email campaign promoting the features of the International Student Health Hub & the services found on the website.

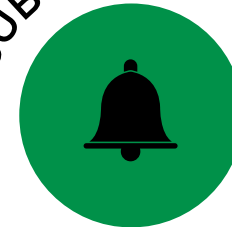


**Email Maddy to subscribe**

[Maddison.Stratten@health.nsw.gov.au](mailto:Maddison.Stratten@health.nsw.gov.au)



SUBSCRIBE



&



FORWARD

# PITCHES



Use as copy for email campaigns, newsletters, social media promotions etc.

## SHORT/ONE LINERS

- Are you an international student? There is a new online health hub available to you
- All your sexual and reproductive health questions answered on one website
- Looking for reliable sexual and reproductive health information? There is a new online health hub available to you
- The International Student Health Hub is the place to go for all your sexual and reproductive health questions
- For all your sexual and reproductive health questions, the International Student Health Hub is for you

## MEDIUM

International students told NSW Health that they wanted trustworthy sexual and reproductive health information on one website. The International Student Health Hub your one stop shop for information and reliable referral links on safe sex, STIs, HIV, contraception, pregnancy, the Australian healthcare system, overseas student health cover, confidentiality and more!

Visit  
[www.internationalstudents.health.nsw.gov.au](http://www.internationalstudents.health.nsw.gov.au)

## LONG

International students identify navigating Australia's healthcare system as a challenge and a key barrier to accessing sexual and reproductive health while studying in Australia. The International Student Health Hub has been developed to meet this need. The Hub is a trustworthy website providing reliable referral links to answer international students sexual and reproductive health questions. Topics include information on safe sex, STIs, HIV, contraception, pregnancy, the Australian healthcare system, overseas student health cover, confidentiality and more!

The Hub was co-designed with NSW Health, local health and education partners and international students to ensure the content, design and tone were appropriate. The Hub is now live and interactive. We invite you to explore The Hub and learn something new.

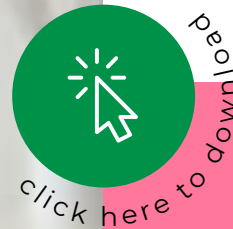
Visit  
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# EMAIL & NEWSLETTER CAMPAIGNS

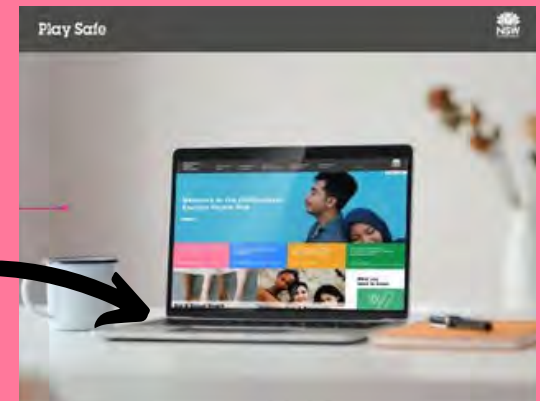
Share the International Student Health Hub in your email newsletter campaigns. Use these banners or thumbnail image content.



Hero Banner Image

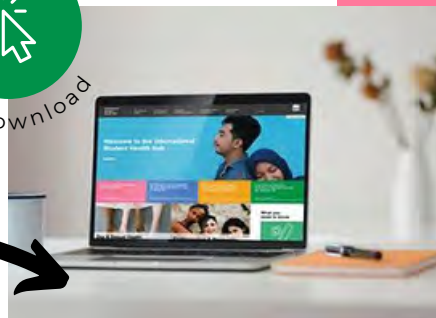


## IMAGES IN SITU



Can be used as a banner

Thumbnail image



Can be used as a thumbnail





# EMAIL & NEWSLETTER CAMPAIGNS

Share the International Student Health Hub in your email newsletter campaigns. Use these banners or thumbnail image content



Banner Image



## KEY MESSAGE

Visit the website

## SUGGESTED TEXT

Are you an international student in Australia looking for information on sex, sexual health, contraception, pregnancy, the Australian healthcare system and overseas student health cover?

Visit  
[www.internationalstudents.health.nsw.gov.au](http://www.internationalstudents.health.nsw.gov.au)

# ADDITIONAL IMAGES + suggested text

click here to download



## About

### KEY MESSAGE

The website includes an about page with information on the development of the International Student Health Hub

### SUGGESTED TEXT

Find out more about the collaborative development of the International Student Health Hub

click here to download



## Sexual Health

### KEY MESSAGE

The website includes sexual health information

### SUGGESTED TEXT

Find out more about safer sex, STIs & HIV on the International Student Health Hub



# ADDITIONAL IMAGES + suggested text



## Reproductive Health

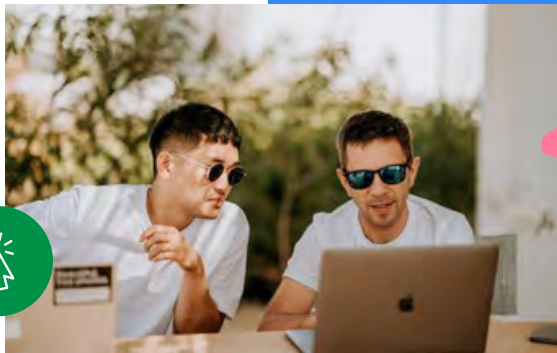
### KEY MESSAGE

The website includes reproductive health information

### SUGGESTED TEXT

Find out more about contraception & pregnancy on the International Student Health Hub

click here to download



## Australian Healthcare System

### KEY MESSAGE

The website includes information on the Australian healthcare system

### SUGGESTED TEXT

Find out more about accessing healthcare, interpreters and general practitioners on the International Student Health Hub

click here to download



# ADDITIONAL IMAGES + suggested text

## Overseas Student Health Cover

### KEY MESSAGE

The website includes information on costs & overseas student health cover

### SUGGESTED TEXT

Find out more about costs & overseas student health cover on the International Student Health Hub

click here to download



## Confidentiality & Privacy

### KEY MESSAGE

The website includes information on privacy & confidentiality

### SUGGESTED TEXT

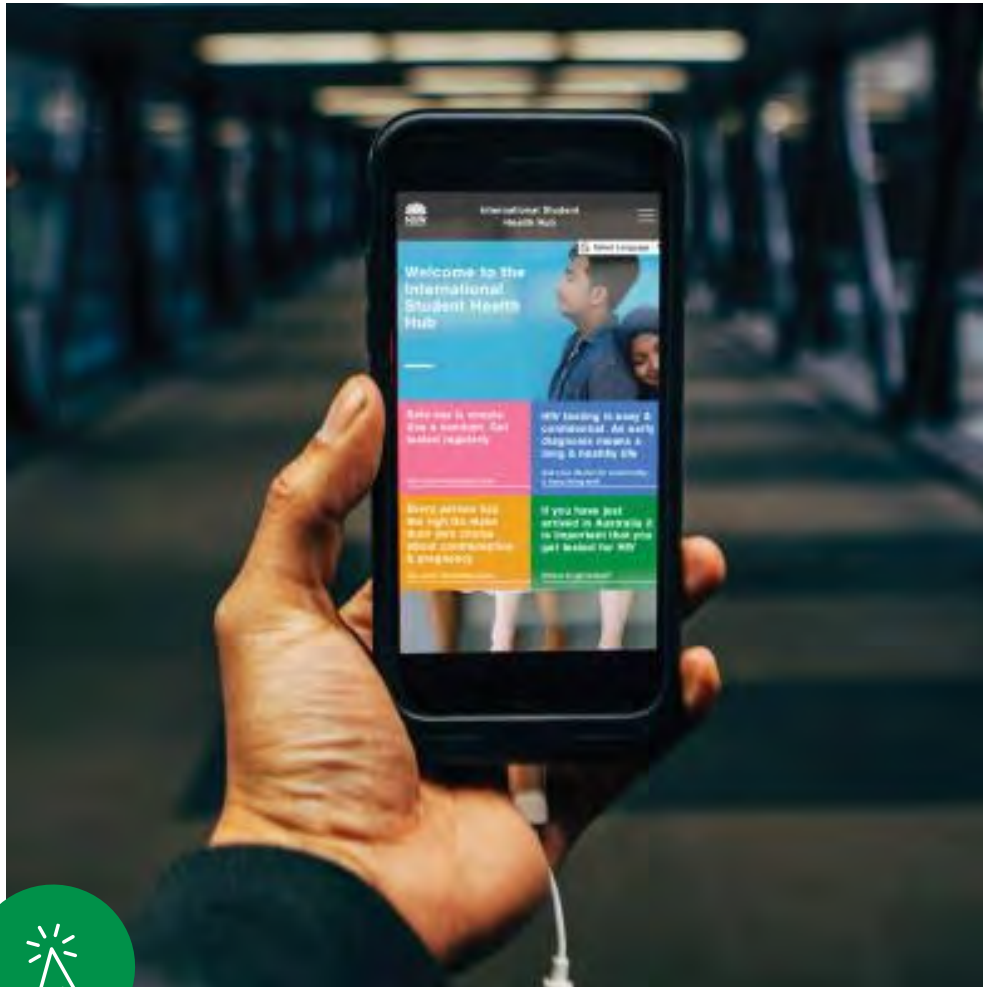
Find out more about your rights, confidentiality & privacy on the International Student Health Hub

click here to download



# SOCIAL MEDIA

Promote the International Student Health Hub on your social media. Use these tiles for Instagram & Facebook feeds.



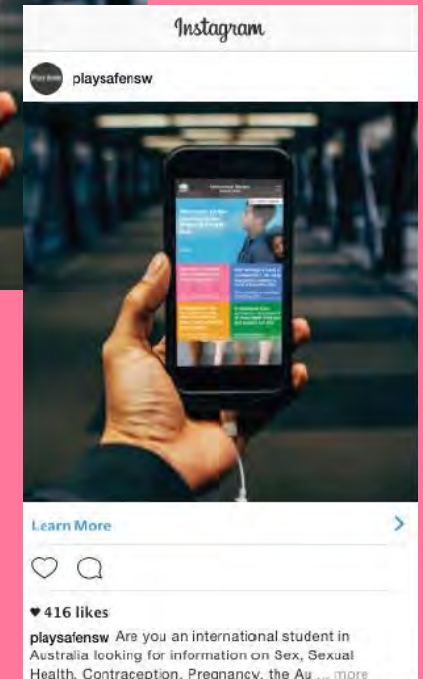
Primary Hashtag: #InternationalStudentHealthHub

# IMAGES IN SITU

FACEBOOK

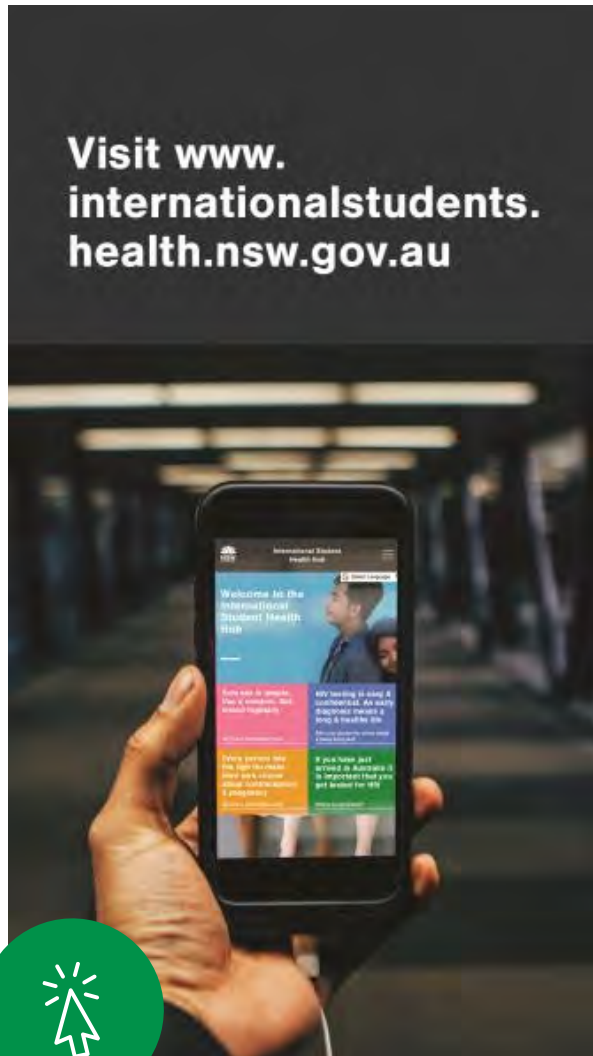


INSTAGRAM



# SOCIAL MEDIA

Promote the International Student Health Hub on your social media.  
Use these slides for Instagram & Facebook stories.



click here to download



click here to download

## KEY MESSAGE

Visit the International Student Health Hub

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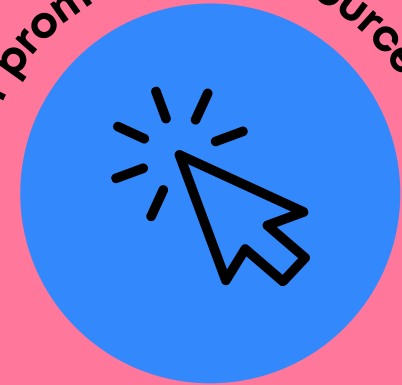


# PHYSICAL RESOURCES

## Business Cards



order promotional resources here



# PHYSICAL RESOURCES

## A5 Flyer



**ARE YOU AN INTERNATIONAL STUDENT?**

International Student Health Hub

Welcome to the International Student Health Hub

**SEX & SEXUAL HEALTH**  
Safe sex, consent, sexually transmissible infections (STIs), human immunodeficiency virus (HIV), testing & treatment.

**CONTRACEPTION & PREGNANCY**  
Contraception, pregnancy, abortion, caring for your breasts & cervical screening.

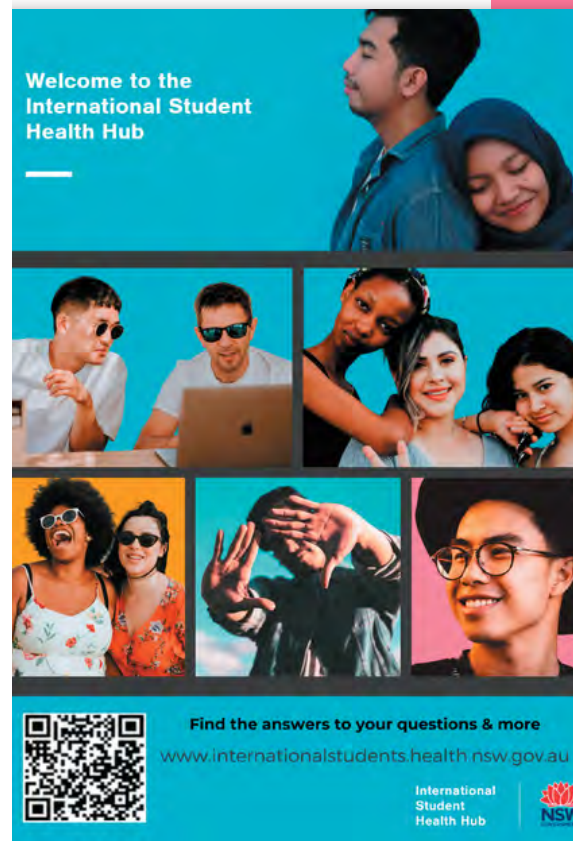
**AUSTRALIAN HEALTHCARE SYSTEM**  
How to get health services including interpreters in Australia.

**OVERSEAS STUDENT HEALTH COVER**  
Overseas Student Health Cover information while studying in Australia.

**CONFIDENTIALITY & PRIVACY**  
Healthcare rights, sexual assault, harassment & crisis support, health information confidentiality & legal advice.

Find the answers to your questions & more  
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International Student Health Hub | NSW

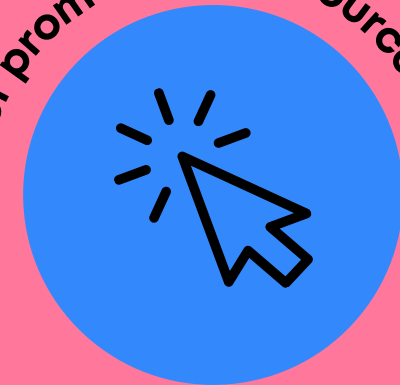


Welcome to the International Student Health Hub

Find the answers to your questions & more  
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International Student Health Hub | NSW

order promotional resources here

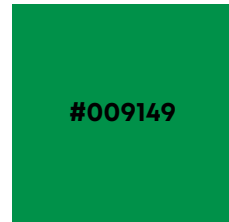




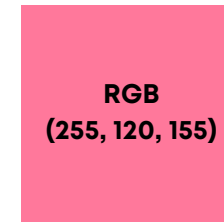
# BRAND COLOUR CODES

Copy the Hex or RGB colour codes to get the International Student Health Hub branded colours.

Copy the hex colour codes here



Copy the RGB colour codes here



# LOGO & LINK

**International  
Student  
Health Hub**



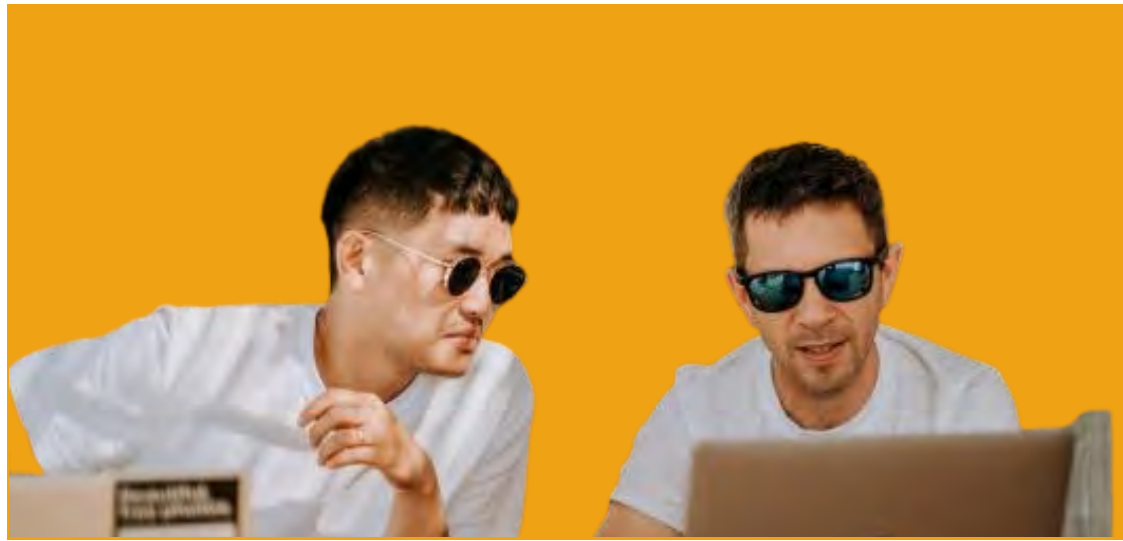
**Find the International Student Health Hub here:**

**[www.internationalstudents.health.nsw.gov.au](http://www.internationalstudents.health.nsw.gov.au)**



**THANK YOU!**

**On behalf of The Hub Advisory Group**  
Anju Devkota, Belinda Meggitt, Erin Donnelly, Helen Rogers,  
Jennifer Farinella, Limin Mao, Maddy Stratten,  
Marty Janssen, Si Thu Zin



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[Anju.Devkota@health.nsw.gov.au](mailto:Anju.Devkota@health.nsw.gov.au) 

