



Department of General Practice

Marketing PHCRED

Dr Nigel Stocks

Director of the Primary Health Care Research Evaluation and Development (PHCRED) Program
The Department of General Practice, University of Adelaide






Department of General Practice

Why market PHCRED?

No one else will unless we do


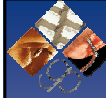
Good programs lose funding each year because they do not have a strong public/political profile

Department of General Practice

What sort of marketing?

- Journal papers?
- Magazine articles (Australian Doctor, University papers/newsletters)?
- Conference presentations?
- Seminars?
- Press releases, newspaper articles, radio, TV?
- Visits by politicians, advisors, leaders of Divisions/health and consumer organizations?
- Government?

Department of General Practice

A lobbying strategy?

- What do we want to achieve?
- Who do we need to talk to?
- What do we want them to hear?
- What do we want them to do?

