

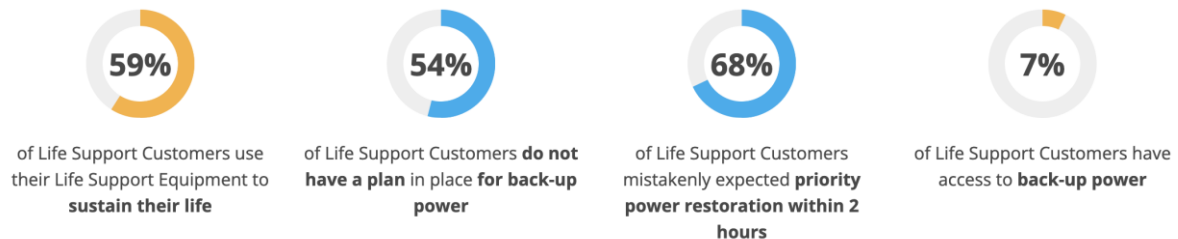
Life Support Power Outage Plan and ‘When it happens to you know what to do.’ Associated Campaign

Communications Pack

This communications pack supports the soft launch of the Life Support Power Outage Plan, and associated campaign ‘When it happens to you know what to do.’ with key messages and digital communications templates to help you support this soft launch and share materials with your networks and communities.

Why this campaign is important

As part of the [#BetterTogether Life Support Customers initiative](#), research shows that:



That’s why, as part of the #BetterTogether Life Support Customers initiative, we have worked with Life Support Customers and our collaborators to develop an important new national awareness campaign to help people using life support equipment in the home understand what they need to do during an unplanned power outage.

You can help to spread the word about this important national campaign by sharing it with your networks and encouraging everyone who uses medical equipment in the home to create a power outage plan.

What the campaign is about

‘When it happens to you know what to do.’ is a national public awareness campaign that’s been developed in close consultation with life support customers and care agencies. It’s targeted at people who use life support in the home, the people that care for them, and the care teams that support them – medical agencies, allied health professionals, community service organisations and other agencies working in this area.

The campaign call to action is for all people who use life support in the home to:

- Feel empowered that they know what to do in case of an unplanned power outage
- Know how to put together a Power Outage Plan
- Know where to go for more information



How we're getting the message across

'When it happens to you know what to do.' uses a simple, memorable three-word cue to get the message across. We're asking people to CHECK. PLAN. DO.

- **CHECK** – the 'Power Outage Checklist'
- **PLAN** – Ahead with your support people by completing your 'Power Outage Plan' and share it with those who you'll rely on for help in your community.
- **DO** – So if the power goes out, you'll know what to.

Key messages

- For people using medical equipment at home, a power outage can be life threatening.
- Extreme and unpredictable weather can increase the risk of power outages, sometimes for more than a few hours.
- 68% of people using medical equipment in the home mistakenly believe that their power will be restored before others.
- Even if you have notified your energy provider that you're a Life Support customer, you still need to plan. Because there, in that unplanned moment, it's up to you and your carer to know what to do.
- If it happens to you, it's up to you and your carer to know what to do. That's why we're asking you to: CHECK. PLAN. DO.
- Being prepared for a power outage could save your life. Visit www.lifesupport.poweroutageplan.com.au to make your plan in case of a power outage.

Where to get more information

Life Support Power Outage Plan website

People can get the information they need to create a power outage plan at: www.lifesupport.poweroutageplan.com.au

#BetterTogether Life Support Customers initiative

To learn more about this #BetterTogether initiative, our Collaborators and the Energy Charter, please [visit our website](#).

How to spread the message

Social media posts

💡 When it happens to you, know what to do. ⚡ For people using medical equipment at home, a power outage can be life threatening. Every person using medical equipment at home needs to be ready for a power outage.

That's why we're asking you to 'Check, Plan, Do':

- ✅ Check the 'Power Outage Checklist'
- ✅ Plan ahead with your support people by completing your 'Power Outage Plan' and share it with those who you'll rely on for help in your community.
- ✅ So when the power goes out, you'll know what to do.



Get started here www.lifesupport.poweroutageplan.com.au

#PowerOutagePlan #CheckPlanDo #KnowWhatToDo

Are you using medical equipment at home?

When a power outage happens to you, **know what to do.**

✓ Check ✓ Plan ✓ Do
lifesupport.poweroutageplan.com.au



Suggested hashtags

- #PowerOutagePlan
- #CheckPlanDo
- #KnowWhatToDo

Banners

When it happens to you, **know what to do.**

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