

# ELDER CARE COORDINATOR



<b>Employment Type:</b>	Full Time (1.0 FTE) 37.5 hrs per week
<b>Contract Term:</b>	Fixed-term contract to 30 June 2025
<b>Remuneration:</b>	\$78,904.80 - \$82,229.30 plus Super
<b>Supervisors Position:</b>	Integrated Team Care Coordinator
<b>Staff Supervised:</b>	Elder Care Connector

## Employee Benefits

Above award wages, Attractive Not-for-Profit Salary Sacrifice Benefits, Ambulance Membership cover, Employee Assistance Program and Employee Health & Wellbeing Incentives.

## About the Role

Based in Whyalla, this role will support identified clients to navigate access to appropriate local aged care support services. Providing advocacy support to ensure clients receive a culturally safe plan assessment. Supporting clients to understand their aged care service entitlements, including My Aged Care registration. Ensure Elders and their family are well-prepared for plan reviews and outcomes. This role has a strong focus on cultural safety.

## Key aims of the Elder Care Program

- reduce barriers across the aged care journey experienced by Aboriginal people
- increase the number of Aboriginal people accessing Aged Care services
- increase the number of Aboriginal people Receiving Aged Care on Country

## Personal Characteristics

The ideal candidate possesses excellent relationships within the local Aboriginal community, strong communication, and interpersonal skills, demonstrating the ability to build trust. A willingness to learn about the aged care landscape, data entry, and reporting, along with the ability to work both independently and collaboratively.

Respecting culture;  
Acknowledging diversity

## Application Requirements

Applications close at 5pm on Friday 14th June 2024

### Essential Checks

- ☐ Working with Children Check (WWCC)
- ☐ NDIS Worker Clearance
- ☐ Aged Care Worker Check
- ☐ Or evidence of applications submitted for the above checks.

Don't have all of these checks? You can apply on-line at [www.screening.sa.gov.au](http://www.screening.sa.gov.au)

### Other Essential Requirements

- ☐ Australian Drivers License
- ☐ Provide an immunisation History Statement

### Desirable

- ☐ Safe Environments for Children and Young People - Through their Eyes Certificate
- ☐ A current First Aid Certificate

### Instructions for submitting your application

- ☐ Attach proof of the essential checks
- ☐ Attach proof of the other essential requirements
- ☐ Desirable documentation may also be attached
- ☐ Provide an up-to-date resume with 2 referees
- ☐ Provide a cover letter addressing your skills and experience against the Job and Person Specification

Email all of the above to [admin@nunyara.org.au](mailto:admin@nunyara.org.au) or alternatively drop a printed copy to Nunyara administration building at 17-27 Tully Street, Whyalla Stuart SA 5608

**For more information on this position, please call Simon Schuppan on 8649 9900**

## JOB AND PERSON SPECIFICATION

### Position Summary

Title Position	Elder Care Coordinator
Classification	Administration Grade 5
Position Created	April 2024
Type of Appointment	75hrs per fortnight   Contract to 30 June 2025
Next Review Date	April 2025
Responsible To	Accountable to the Integrated Care Team Coordinator

### Performance Monitoring

The incumbent is required to participate in the organisations Performance Development and Review processes. These include reviews of employee's performance against the responsibilities and performance outcome measures associated with the position. Additionally, regular 'Super Yarn's' will be held for the purpose of collaboration, two-way feedback, opportunities and support.

### Appointment Requirements

Essential	<ul style="list-style-type: none"> <li>A current Drivers Licence and willingness to drive</li> <li>Abide by all relevant Child Safety Laws, Nunyara's Child Safe Code of Conduct and Child Safety Policy</li> <li>Knowledge and understanding of the Aged Care Sector and My Aged Care</li> </ul>
Special Conditions	<ul style="list-style-type: none"> <li>Some Intra/Interstate travel may be required necessitating overnight absences and out of hours work</li> <li>The incumbent will be required to strictly observe the confidentiality of information received and given</li> <li>Successful applicant must be prepared to submit to a <b>National Police Security Check, 'Cleared' Working with Children Check, a 'Cleared' Aged Care Worker Check, an NDIS Worker Check</b> and provide Nunyara with an <b>Immunisation History Statement</b></li> </ul>
Award	<b>Aboriginal and Torres Strait Islander Health Workers and Practitioners and Aboriginal Community Controlled Health Services Award 2020</b>
Salary	Nunyara pay its employees an <b>additional 20% above the award rate. For this position classification, the above award rate of \$40.46 - \$42.17 per hr / \$78,904.80 - \$82,229.30 per annum FTE is paid.</b> Plus, the mandatory minimum 11% superannuation guarantee, and the ability to Salary Sacrifice.

## JOB AND PERSON SPECIFICATION APPROVAL




Date: April 2024

**Chairperson**

**Nunyara Aboriginal Health Service Inc**

**CEO**

**Nunyara Aboriginal Health Service Inc**

## POSITION INFORMATION DOCUMENT

### Position Level Characteristics

The Elder Care Coordinator position is classified at the Aboriginal Community Controlled Health Services Award 2020, Administrative Grade 5 classification by the virtue of:

- a) Positions at this level work under general direction in relation to established priorities, task methodology and work practices to achieve results in line with the corporate goals of the health service.
- b) Positions at this grade may, under general direction of work priorities, undertake the preparation of preliminary papers, draft complex correspondence for senior officers, undertake tasks of a specialist or detailed nature, assist in the preparation of procedural guidelines, provide information or interpretation to other interested parties, exercise specific process responsibilities and oversee and co-ordinate the work of subordinate staff.
- c) Work may involve specialist subject matter of a professional or technical project, procedural or processing nature, or a combination of these functions.

***It is desirable that staff at this grade have Aboriginal and/or Torres Strait Islander knowledge and cultural skills—level 1 which means:***

- a) an understanding, awareness and sensitivity to Aboriginal and/or Torres Strait Islander culture and lore, kinship and skin relationships, local cultural values, the ability to conduct oneself in a culturally appropriate manner and an understanding that Aboriginal and/or Torres Strait Islander culture is not homogenous throughout Australia;
- b) where relevant, a knowledge of one or more relevant Australian Aboriginal and/or Torres Strait Islander language groups.
- c) an ability to deliver or assist in the delivery of effective and appropriate services to an Aboriginal and/or Torres Strait Islander participants through knowledge of the relevant Australian Aboriginal and/or Torres Strait Islander community, the ability to effectively communicate with Aboriginal and/or Torres Strait Islander people, and a knowledge of cultural conventions and appropriate behaviour;
- d) an awareness of the history and role of Aboriginal and/or Torres Strait Islander organisations in the relevant region, an understanding of the organisations and their goals and the environment in which the organisations operate.
- e) the ability to function effectively at work in an Aboriginal and/or Torres Strait Islander organisation.
- f) an understanding and/or awareness of the concepts of Aboriginal and/or Torres Strait Islander self-determination and Aboriginal and/or Torres Strait Islander identity.

---

## **Position Summary**

---

The Elder Care Coordinator is funded through the National Aboriginal Community Controlled Health Organisation under the Elder Care Support program.

The position and program sits within a broader regional program under the South Australian West Coast ACCHO Network (SAWCAN) which is a partnership consortium of 5 Aboriginal Community Controlled Health Organisation (ACCHOs) including Yadu Health Aboriginal Corporation, Nunyara Aboriginal Health Service, Port Lincoln Aboriginal Health Service, Tullawon Health Service and Oak Valley Health Service.

Together, the SAWCAN services will collaborate to meet the objectives of the program guidelines, learn and share ways of working and support each other to make improvements on practice.

As part of the Integrated Care Team, the Elder Care Coordinator will assist identified consumers to navigate access to appropriate aged care support services, via external programs as appropriate. This role has an advocacy function for Elders to ensure they are well supported in community-led pathways to care through the delivery of best practice internal and external referral processes.

The Elder Care Coordinator gives direction to the Elder Care Connector in supporting those identified consumers to receive culturally safe assessments and care planning, and to gain an understanding of their aged care service entitlements (which may vary depending on the specific needs of each consumer).

---

## **Position Characteristics**

---

The Elder Care Coordinator will work within the Integrated Care Team to support, and advocate on behalf of, Aboriginal Elders and their families to access culturally informed aged care services, assessments and supports.

The key aims of the program are to:

- reduce barriers across the aged care journey experienced by Aboriginal people.
- increase the number of Aboriginal people accessing Aged Care services
- increase the number of Aboriginal people Receiving Aged Care on Country

The Elder Care Coordinator will support clients to understand their aged care service entitlements, including My Aged Care registration, contractual arrangements and costs, and will help ensure Elders and their family are well-prepared for plan reviews and outcomes. This role will liaise with aged care Assessors to ensure Elders are well-supported throughout the assessment process.

Underpinning the role are two key work practices: cultural safety and trauma informed practice.

The Elder Care Coordinator will work closely with the Elder Care Connector to support identified clients. The duties of the Elder Care Coordinator may vary depending on the specific needs of the customer. The Elder Care Coordinator is responsible for:

## **Program implementation**

1. Understand the Elder Care Support Program



2. Work with the Integrated Care Team Coordinator to support the integration of the Elder Care Support Program into Nunyara's model of care
3. Support the development and implementation of necessary tools and resources to enable the effective implementation of the program (i.e., referral forms, intake and assessment forms, outgoing forms, wait lists etc)
4. Collaborate with the SAWCAN on a regular basis to share, learn and achieve program objectives.

### **Client support and advocacy**

1. Pre-assessment support, which may include supporting clients to identify available services and access pathways.
2. supporting clients through the aged care assessment process, which may include briefing assessors, involvement in assessment interviews, collaboration with assessors to develop appropriate support plans, and reviews of support plans.
3. support clients and their family to identify and select appropriate aged care service providers.
4. support clients and their family to understand contractual arrangements and costs of care.
5. support clients in care planning with aged care service providers to ensure the client's care and safety needs will be met.
6. advocacy to ensure client care and cultural needs are being met, and to address any issues with service providers.
7. provide support for family members in relation to clients' care needs, which may include linking clients to other related services, transfer of care, support through related processes, and information relating to care options and costs.

### **Mapping services**

1. Build knowledge of local services and organisations clients can utilize.
2. Create a list of local and visiting services and organisations that Yadu and SAWCAN can draw on
3. Identify gaps and barriers experienced by older Aboriginal people in accessing Aged Care Services.

### **Relationships**

1. Regularly meet with local service providers and other internal teams within Yadu to promote your role and the support you can provide.
2. Develop and maintain sound relationships with the Community, in particular Elders
3. Build partnerships with other local service providers to ensure you are working collaboratively to achieve shared goals.

4. Engaging with My Aged Care and local assessment staff.

#### **Data entry and reports**

1. Use appropriate reporting mechanisms to document community engagements, assessments, referrals, meetings and services provided.
2. Assist in the provision of relevant reports as required.

#### **Evaluation and continuous improvement**

1. Undertake evaluation of services that ensure participants voice is captured in the design and delivery of the program.
2. Actively review own practice and ways of working and make improvements as required.
3. Actively participate the review and evaluation of the program as required
4. Document all risks and challenges experienced through the project and raise with th your manager.

#### **Teamwork**

1. Demonstrate safe working practices. Ensuring compliance with relevant WH&S legislation and that any issues are identified and actioned in line with the policy
2. Attend staff and program meetings as and when required
3. Work with others to deliver effective health outcomes, while maintaining a harmonious team environment.
4. Work and collaborate with the SAWCAN team.

#### **Training:**

1. Participate in appropriate education to develop and maintain professional expertise, skills and knowledge.
2. Attend ongoing training as required.
3. Participate in the sharing of information and resources obtained from training.

#### **Reporting**

1. Update activity spreadsheet weekly.
2. Adhere to all Elder Care Support reporting requirements and submit to relevant external agencies within set deadlines.
3. Number of clients supported to access aged care services / supports
4. Number of clients supported through the aged care assessment process

5. Number of clients supported to understand and utilise their aged care plans
6. Number of clients supported in planning with aged care service providers to ensure their care and safety needs will be met
7. Number of clients you have provided advocacy support to (to ensure client care and cultural needs are being met, and to address any issues with service providers)
8. Identify the level of need within the community for elder support programs and services (what is the community telling us that is missing, or why aren't Elders participating in services that exist in community)
9. Look for gaps in aged care services providers

---

### **Working Relationships / Partnerships**

---

The South Australian West Coast ACCHO Network (SAWCAN) is a partnership consortium consisting of five ACCHOs on the Eyre Peninsula and Far West Coast of South Australia:

1. Nunyara Aboriginal Health Service
2. Port Lincoln Aboriginal Health Service
3. Yadu Health Aboriginal Corporation
4. Tullawon Health Service
5. Oak Valley Health Service

The purpose of SAWCAN is to work collaboratively as a region to:

- Build capacity within the region to achieve improved health and wellness outcomes for Aboriginal people
- Demonstrate a strengths-based approach to achieving large scale solutions
- Share and co-operate with each other to utilise each other's skills, experience and specialist knowledge
- Leverage opportunities by advocating as one voice
- Become a central point of contact that provides advice and direction to external parties on any Aboriginal specific funds and programs coming into our region as it relates to health and wellbeing
- Act as a point of truth telling and supporting each other

In addition to Nunyara's Integrated Care Team, this position will work closely with all members of SAWCAN.

---

### **Organisation**

---

<b>Supervisor reports to:</b>	Chief Executive Officer
<b>Supervisor's position:</b>	Integrated Care Team Coordinator
<b>Staff supervised:</b>	Elder Care Connector

---

### **Other positions within the Organisation**

---

Chief Executive Officer	Clinical Co-ordinator
Practice Co-ordinator	Aboriginal Health Practitioners
Clinical Projects Coordinator	Aboriginal Health Workers
Chronic Care Coordinator	Visiting Specialist and Patient Journey Coordinator



Finance Co-ordinator  
Reception and Admin Officers  
Transport Officers  
Community Engagement Co-Ordinator  
Integrated Care Team Co-Ordinator  
Integrated Case Workers  
Senior Support Coordinator  
Regional Integrated Care Co-Ordinator  
IT Support Officer  
Quality & CQI Co-Ordinator  
Special Admin Projects Co-Ordinator  
Admin Team Leader  
Elder Care Connector  
Elder Care Coordinator

General Practitioners  
Registered Nurses  
Visiting specialists & Health Professionals incl:

- Audiology
- Endocrinologist
- Diabetes Educator
- Dietician
- Optometrist
- Podiatrist
- Respiratory Physician and Nurse
- Paediatrician
- Occupational Therapist
- Grief and Loss Counsellor
- Pharmacist
- Psychologist

## SCOPE OF WORK

### 1. Teamwork and Communication

- Effective promotion of the role to other health professionals, participants, and community.
- Promotion of other services offered by Nunyara.
- Maintain positive working relationships with other team members and visiting professionals.
- Contribute to various committees and meetings on an organisational level.
- Demonstrate the ability for problem solving and communicating with people from a diverse range of backgrounds.
- Delivery of culturally sensitive services for Aboriginal people through developing and maintaining close working relationships.
- Contribute and oversee the development of team goals.
- Discuss and positively contribute to resolving conflict in the workplace.
- Must have a good understanding of and be proficient in written & spoken English.

### 2. Documentation and Administration

- Contribute to the efficient and effect management of programs and services by maintaining accurate and legible records and statistical information on activities, and by providing data and reports as required.
- Contribute to the efficiency, effectiveness and responsiveness of health promotion programs and services by participating in agency planning, decision making, implementation, evaluation and review processes.
- Ensure all documentation is accurate and completed in a professional and timely manner regarding participant privacy, security of participant records and confidentiality.
- Maintain appropriate participant records and observe principles of participant confidentiality.
- Demonstrate an ability to identify & report all health & safety risks, accidents, injuries, property damage and mishaps at the workplace utilising appropriate procedures.
- Ensuring accurate time sheets are completed and submitted within required timeframes.
- Manage the review and approval of all timesheets and leave requests for Integrated Care Team members.
- Ensure a work schedule is accurately maintained at an individual, and team level.
- Contribute to the development and maintenance of the policy and procedure manual for the position.
- Assist as required, with the broader development of organisational policies and procedures.
- Assist with the security of the building, namely: building security, case notes, vehicle keys, mobile phones, and public amenities.

### **3. Quality Improvement - Demonstrate commitment to continuous quality improvement**

- Contribute to the development of the Team by active participation in ongoing programs and quality improvement activities.
- Participation in appropriate educational opportunities to enhance the skills required for the position and completion of all required mandatory training.
- Facilitate consumer and community participation in the planning and evaluation of the service
- Participate in and contribute in work health & safety activities to ensure a safe work environment for participants, staff, and visitors.
- Act as the Fire Warden for the Perkins Street premises where this position is located.
- Identifying and reporting all health and safety risks, accidents, incidents, injuries, property damage and mishaps at the workplace.

### **4. Personal and Professional development**

- Developing necessary knowledge and competencies through education / staff development / instruction, demonstrating appropriate progress requirements of education courses.
- Practicing within own area of competence and qualification.
- Developing and maintaining personal knowledge and competencies by participating in a range of performance appraisal and development activities.
- Oversee the learning of other team members by acting as a consultant and resource, within the scope of expertise, regarding Disability issues and the special needs of Aboriginal people.
- Attend staff meetings and in-service programs.
- Have an ability to work without direct supervision & to adopt a flexible approach to work routines
- Maintaining knowledge and skills relevant to the position through participation in and contribution to the facility staff development program. This includes attending mandatory training (i.e. First Aid Certificate, orientation to the organisation; WHS; basic life support; Manual Handling and fire training).
- Informing the Chief Executive Officer when tasks or responsibilities are outside competency.

### **5. Customer service:**

Act in a professional manner at all times when dealing with internal & external participants and agencies by:

- Maintaining confidentiality and privacy at all times, whilst respecting the participants values & wishes unless over-ridden by mandatory reporting obligations.
- Respecting the values and wishes of participants and encourage consumer participation in decisions that affect them.
- Actively work to promote the organisation and colleagues in a positive manner both internally and externally.
- Promoting positive and harmonious relationships between participants, relatives and staff.
- Promote services that are culturally appropriate to the consumer.

- Being responsive to telephone inquiries which includes the identification of self and facility / department.
- Maintain a courteous, efficient & effective customer service both in person and by telephone.
- Contributing towards two way understanding of a need to balance Aboriginal cultural requirements & Health Service needs by acting as, or engaging a suitable staff member, to act as a broker between Aboriginal people & other Nunyara staff.

**6. Participates as an effective member of the Nunyara team by**

- Using and promoting effective communication and interpersonal skills.
- Participating in team meetings, staff meetings, and other health service / disability service meetings and committees as required.
- Utilising appropriate resources effectively and efficiently.
- Providing support to other staff members as requested.
- Providing various participant related tasks as appropriate and directed.

**GENERAL**

Employees have a responsibility and obligation to comply with statutory and organisational requirements, procedures and rules that are introduced to ensure a safe and healthy work environment, free of discrimination by:

- Complying with workplace policies and procedures
- Participating in all activities associated with the management of workplace health and safety including correctly utilising appropriate personal protective equipment and Identifying and reporting all health and safety risks, accidents, incidents, injuries, property damage and near misses in the workplace
- Comply with and have a working knowledge and understanding of Infection Control policies and procedures
- Promoting awareness and compliance with Equal Employment Opportunity principles
- Regularly participate in personal performance development reviews
- Comply with the Principles of the Code of Fair Information Practice, which regulate the collection, use, disclosure, storage, and transfer of all personal patient/participant information
- Ensuring cultural sensitivity is maintained by attending and contributing to learning in diversity of cultural awareness and cross-cultural training, with a frequency to be determined as appropriate by the organisation
- All staff will actively support and contribute to risk management by maintaining an awareness of the risks relating to their area of responsibility and accountability including the identification and reporting of such risks
- It is the responsibility of every employee to ensure that no official record created or received (in any format) is destroyed without following prescribed retention procedures and subsequent authorisation. It is further the responsibility of every employee to ensure they gain an understanding of what constitutes an official record. It is a requirement that all employees will adhere to the prescribed Policy, Procedures & Practices of this organisation in relation to records management



- Contributing to the development and implementation of organisational strategic directions and action plans.

This Position Description will be reviewed regularly, at least every 12 months, and when necessary during the course of the 12 months, by the Supervisor together with the incumbent. This regular review will ensure the Position Description is up to date and accurately reflects the duties carried out by the incumbent.

---

**Acknowledged by Occupant:**

**Please print name:**

**Date:**

**Occupant Full Name**

## SELECTION CRITERIA

### **Essential Minimum Requirements [including qualifications, skills, experience, and knowledge]**

1. Commitment to the right of vulnerable people to live dignified lives.
2. Demonstrated effective interpersonal skills, including communication, engagement and knowledge of community kinship systems with people representative of the Whyalla Aboriginal Community
3. Demonstrate a knowledge and understanding of the principles of the Work, Health and Safety legislation.
4. Capable of functioning autonomously, and prioritising work within established timeframes, policies, guidelines, and procedures.
5. Excellent time management, communication skills and a positive attitude.
6. High level of initiative.
7. Demonstrated ability to use discretion and maintain confidentiality
8. Word processing and computer skills including the ability to learn to use new software and applications
9. Must provide proof of National Police Check (done within past 2 years), Working with Children Check, Aged Care worker check, NDIS Worker Check and proof of COVID-19 Vaccination
10. Ability to liaise and form working partnerships with internal and external stakeholders
11. Ability to demonstrate initiative and co-ordination skill
12. Capacity to work under pressure to meet required timelines
13. Ability to organise and prioritise own work with supervision as required
14. Demonstrated ability to use discretion and maintain confidentiality.

### **Desirable Characteristics (to distinguish between applicants who have met all essential requirements)**

1. Understanding of the internal ACCHO services available to clients and consumers.
2. Demonstrated understanding of the principles of person-centred care and trauma-informed practice.
3. Knowledge of Aged Care Quality Accreditation standards.
4. An understanding of the role and function of the Nunyara Aboriginal Health Service
5. Relevant certifications, study or experience in the Mental Health or Aged Care field.



## KEY PERFORMANCE INDICATORS

### Summary

The Elder Care Coordinator will use the Key Performance Indicator Section of this Job and Person Specification to continually assess their performance against the key tasks, and update and add to these indicators at regular intervals. The Key Performance Indicators are an integral element of measuring the achievements of the position and will be utilised as an ongoing tool to evaluate the position and service provided (for example during regular Performance Reviews).

### Key Responsibilities, Outcomes and Measures.

RESPONSIBILITIES / KEY TASKS	ACTION	PERFORMANCE MEASURE / INDICATORS
<p>Participant contact Data relative to program reporting for Elder Care is to be collected and entered in the central spreadsheets (G drive). Data to be collected includes:</p> <ul style="list-style-type: none"> <li>- Number of clients supported to access aged care services / supports</li> <li>- Number of clients supported through the aged care assessment process</li> <li>- Number of clients supported to understand and utilise their aged care plans</li> <li>- Number of clients supported in planning with aged care service providers to ensure their care and safety needs will be met</li> <li>- Number of clients you have provided advocacy support to (to ensure client care and cultural needs are being met, and to address any issues with service providers)</li> </ul>	<ol style="list-style-type: none"> <li>1. The Elder Care Coordinator to keep spreadsheets updated weekly.</li> <li>2. Discuss and audit during monthly Super Yarn's.</li> </ol>	<p>Integrated Care Team Coordinator to monitor spread sheets weekly to ensure workflow is adequate.</p>

RESPONSIBILITIES / KEY TASKS	ACTION	PERFORMANCE MEASURE / INDICATORS
Link participants to their required services in the community and monitor performance of service provisions by external stakeholders / service providers.	<p>Maintain regular contact with stakeholders to ensure high quality of services are delivered in a safe and respectful manner.</p> <p>Obtain regular feedback from participants in relation to their level of satisfaction with providers and services being delivered.</p>	Participant numbers and goals documented within data collections.
Ensure goals and plans are completed within set timelines. All direction and decisions to be in consultation with the individual and families if appropriate, with clear documentation providing accountability.	<ol style="list-style-type: none"> <li>1. Regular case noting</li> <li>2. All reporting timelines set in Microsoft Outlook with reminders in place.</li> </ol>	<ol style="list-style-type: none"> <li>1. Data documented within reporting spreadsheets.</li> <li>2. Data required for funding reports is available &amp; can be submitted prior to due date.</li> </ol>
Mapping service gaps	<ol style="list-style-type: none"> <li>1. Identify the level of need within the community for elder support programs and services (what is the community telling us that is missing, or why aren't Elders participating in services that exist in community)</li> <li>2. Look for gaps in aged care services providers</li> </ol>	Service Gaps reported back to the Integrated Care Team and SAWCAN
Media and Promotions	<ol style="list-style-type: none"> <li>1. Development and delivery of communication campaigns</li> <li>2. Document a good news stories per month to promote success of the program</li> </ol>	Media campaigns are run on a regular basis.