

MEDIA RELEASE

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#RuralPositive thanks rural health professionals

Rural health professionals will receive a much-needed boost of positivity during November as #RuralPositive thanks the rural health workforce for their amazing efforts over the last few years.

#RuralPositive, an exciting new initiative facilitated by NSW Rural Doctors Network (RDN), is encouraging members of the community to say thanks to rural health professionals for their resilience and dedication through a long period of drought, bushfires, flood, mice and COVID-19.

RDN Chair, Dr John Kramer OAM said the rural health workforce had been working tirelessly during very challenging times and it was important to recognise and acknowledge their contribution to remote, rural and regional communities.

"#RuralPositive is a fabulous way to bring people together to say thank you to all rural health professionals whether it be GPs, nurses, allied health practitioners, nurses, midwives, Aboriginal health practitioners, practice managers, media receptionists, carers, health administrators, pharmacists and paramedics," Dr Kramer said.

"Running my practice in Woolgoolga, I have seen the stress and strain firsthand and the extra lengths my staff are going to keep the community safe and healthy, especially through the COVID-19 pandemic. A simple thank you will go a long way to bring a smile to their faces and make them feel appreciated."

RDN CEO Richard Colbran said he was looking forward to #RuralPositive bringing positivity to the regions.

"We're asking the community to get behind #RuralPositive and give a big shout out of thanks to our rural health workforce during November," Mr Colbran said.

"It's been amazing to see corporate, community and health partners come together to create a platform for people to say thank you and for our rural health professionals to see just how appreciated they are, which is evident in the #RuralPositive [campaign video](#)."

"We hope this initiative will help boost morale and foster wellbeing of our rural health professionals. Keeping our health workforce strong, well and capable during these challenging times is paramount for retention and recruitment."

"We also acknowledge that rural health professionals need respite and RDN and the health sector is looking at ways to help as we begin to plan for the recovery phase."

Anyone can thank a rural health professional through the #RuralPositive dedicated [website](#). Community members are also encouraged to share their positive stories of thanks on social media and to thank their local clinician or health worker next time they pay a visit.

For more information and to leave a message of thanks on the #RuralPositive Thanking Wall visit ruralpositive.com.au

Link to campaign video - <https://vimeo.com/639740092>

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