

**The Victorian Department  
of Health engaged  
alt/shift/ to drive survey  
respondents to inform its  
Inquiry into Women's Pain.  
We used:**

- 1 High profile ambassadors**
- 2 Real life case studies**
- 3 Relevant expert opinions**

**Here's how it went...**

**33** combined hits across  
online, TV, radio and  
social media.

**6.95%**  
average  
engagement  
rate on socials



**@yemagz**

**&**

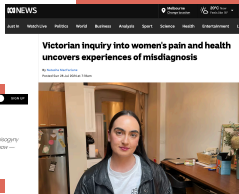


**@frooomes**

Reaching a potential  
audience of more than  
8.9 million...

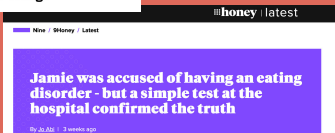


NEWS  
BAZAAR



Lucinda 'Froomes' Price's Eating Disorder Was Misdiagnosed By  
Docs For Years - Now, She Wants Things To Change

honey  
PEDESTRIAN  
The Courier



**All contributing to  
the campaign's**

**13,296** responses.