



# Promotions and awareness pack 2025

Version 2

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## Overview

The Nurse Midwife Health Program Australia (NMHPA) is a free, confidential and independent peer-to-peer counselling and health support service for nurses, midwives and students of the professions across Australia.

Led by experienced nurses and midwives who understand the unique challenges of the work, NMHPA provides early intervention, mental health and wellbeing support and a safe place to talk, without judgement.

This kit has been developed to help spread the word about NMHPA in workplaces, universities, professional networks and within the wider community.

Inside, you'll find our logo, descriptions for digital and print use, and ready-to-go content for newsletters and EDMs.

You can request access to our [Media Kit](#) (which includes access to Social Media tiles), and [promotional material](#) via our website. You can also download our [posters and flyers](#).

Together, we can shift the culture, from pushing through in silence to reaching out with strength.

## Logo and QR code

Our logo can be used on webpages or in publications linking directly to our website for more information. Our QR code can be used within any print opportunities to ensure the audience can navigate to our website.

Please use the provided URLs:

- [Home page](#)
- [Peer support service – how it works](#)
- [Contact us](#)
- [Our locations](#)

If you require our logo with different specifications, please contact [info@nursemidwifehpa.org.au](mailto:info@nursemidwifehpa.org.au)

### Digital



### Print



### QR codes – to the website



## Program descriptions

Our program descriptions can be used in publications, like newsletters, or on webpages to raise awareness and direct people to our website for more information.

Including a hyperlinked logo with these descriptions helps people navigate to our website. For print formats you can use our QR code.

### Short

The Nurse Midwife Health Program Australia (NMHPA) offers free, confidential, and independent peer-to-peer counselling and health support for nurses, midwives, and students experiencing sensitive health or wellbeing challenges.

Whether you're feeling overwhelmed, burnt out, anxious, or just not yourself - we're here to listen. Speak to an experienced nurse or midwife in person, over the phone, or via telehealth.

Monday to Friday, 9am to 5pm across Australia 📞 **1800 001 060** | 🌐 [nursemidwifehp.org.au](https://nursemidwifehp.org.au)

### Standard

Funded by the Commonwealth Government, the Nurse Midwife Health Program Australia (NMHPA) provides free, confidential and independent peer-to-peer counselling and health support to nurses, midwives and students of the professions across Australia.

Our team of experienced nurses and midwives offers compassionate peer support, understanding the unique challenges of our professions. Whether you're navigating burnout, a mental health challenge, workplace stress, or something in your personal life, NMHPA is here to help.

You don't need a referral or diagnosis. Call, email, or book a telehealth or face-to-face session. Monday to Friday, 9am to 5pm local time.

📞 **1800 001 060** | ✉️ [info@nursemidwifehp.org.au](mailto:info@nursemidwifehp.org.au) | 🌐 [nursemidwifehp.org.au](https://nursemidwifehp.org.au)

### Article

This article can be used in publications, like newsletters or blogs to raise awareness and direct people to our website for more information.

Please include a hyperlinked logo alongside this article where possible or hyperlink key terms to appropriately direct readers.

### Content

**Title:** Support is here - it ain't weak to speak

**Body:** The Nurse Midwife Health Program Australia (NMHPA) is an Australia wide service that every nurse, midwife, and student should know about. It offers a safe, neutral space to talk about your health and wellbeing and its free.

Whether you're navigating stress, burnout, personal challenges, or just feel like something's not quite right, NMHPA is here to support you.

### **You care for others - but it's okay to need support too**

Nurses and midwives are incredibly skilled at caring for others. But many of us find it hard to ask for help ourselves. The demands of the job - emotionally, physically, ethically - can quietly accumulate over time. Research shows our professions experience higher rates of burnout than many others.

### **Peer support that gets it**

When you talk to one of our team, you won't have to explain the culture, the shift work, the moral challenges, or the weight of responsibility. Our peer clinicians are experienced nurses and midwives and are trained to support their own.

We offer a safe, non-judgmental space to talk about anything, and we're independent from your employer, university, or regulatory body. You can speak openly.

### **Why people reach out**

People contact us for a range of reasons: emotional exhaustion, grief, anxiety, moral distress, substance use, workplace challenges, or personal struggles. But sometimes the reason is simpler - they just need someone to listen.

### **Not just another EAP**

While your employer may offer an Employee Assistance Program (EAP), some people tell us those services can feel too close to home. NMHPA is different - we're peer-led, profession-specific, independent, and entirely confidential. We exist solely to support your wellbeing.

### **Let's change the story**

We believe that seeking support is a strength - not a weakness. Every day, we hear from people who've carried silent burdens for months or years. Many say they wish they'd contacted us sooner. We want to make seeking support feel normal, expected, and safe.

### **Support is simple and free**

No need for a referral or a formal diagnosis; if you're a nurse, a midwife, a student, a new graduate, or decades into your career, we welcome you.

No matter where you live or work, help is close – we offer telephone, telehealth and face-to-face services across Australia. You can:

- call 1800 001 060, Monday to Friday, 9am to 5pm
- request a [callback](#) via our webpage

You can request a one-off conversation or begin a longer journey with one of our nurse or midwife clinicians. Either way, we're here to walk alongside you.

You care for others. Let us care for you.

## Electronic direct mail (EDM) copy

This content can be sent via email to subscriber lists with our [digital flyer](#) attached allowing for easy navigation to our website.

### Content

#### Subject Line Ideas:

1. Support that understands you - free and confidential
2. You don't have to push through in silence – it ain't weak to speak
3. For every nurse, midwife and student of the profession - we're here if you need us

#### Body:

The Nurse Midwife Health Program Australia (NMHPA) is a free, confidential service for nurses, midwives and students of the professions across Australia.

Run by nurses and midwives, we offer peer-to-peer counselling and health support for sensitive health and wellbeing challenges - from burnout and anxiety to stress at home or work.

Whether you're feeling overwhelmed or just not yourself, we are here to talk.

No referral needed. No judgment. No cost – funded by the Commonwealth Government.

We support:

- exhaustion, burnout and compassion fatigue
- anxiety, depression and mental health concerns
- workplace stress, bullying or moral distress
- substance use and life pressures
- grief, overwhelm or trauma

With multiple [office locations](#), we offer telephone, telehealth and face-to-face support, and are available Monday to Friday, 9am to 5pm across Australia (excluding public holidays).

Call **1800 001 060**, send us an email [info@nursemidwifehpa.org.au](mailto:info@nursemidwifehpa.org.au), or visit [nursemidwifehpa.org.au](http://nursemidwifehpa.org.au) to find out more.

You care for others. Let us care for you.

NMHPA