

CABINET-IN-CONFIDENCE DRAFT FOR LPBC AS AT 15 MAY 2014.

department to share key messages with all other agencies and departments involved in the response in a timely manner.

10.926 In addition to the messaging disseminated directly by DH, every opportunity was utilised to support stakeholders with accurate and timely messaging. As well as contributing to government advertising in local print media and radio, council newsletters and CFA community updates and set messages relating to high and low smoke were provided to the EPA for inclusion in their almost daily media releases.

10.927 In this way, the community received regular, consistent and accurate messages about the best ways to protect their health and the health of those in their care from the impact of Hazelwood coal mine fire.

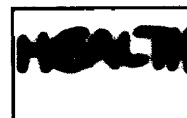
Summary

10.928 DH undertook the following social and web publishing activity during the Hazelwood Coal Mine Fire:

- Facebook: published 115 posts to the DH Facebook site. This site grew from 533 to 2,494 'likes'. Minefire related posts was 269,989, peaking on 5 March.
- Twitter: the @vicgovhealth account grew from 8,300 followers to 8,500 during the period. There were 107 tweets, 86 Favourites, 420 retweets and 42 replies
- Web: 50 content objects were uploaded to the health.vic.gov.au/hazelwood site. There were 23,255 pageviews of Hazelwood related content on the Department of Health's website between 22 February through to 20 March 2014
- Geolocation: most users across web and social media were from Melbourne, with significant traffic recorded in Morwell, Traralgon, Moe, Warragul and other locations.

10.929 The following provides a chronology of the specific media activity undertaken by the CHO through the course of this event:

- Wednesday 19 February - Dr Lester, John Merritt (EPA) and Craig Lapsley, Kernot Hall, Morwell
- Monday 24 February, Dr Lester with Craig Lapsley, John Merritt, Sharon Gibson (Mayor Latrobe City Council) Traralgon ICC
 - Tuesday 25 February (interview on 3AW Neil Mitchell with Craig Lapsley)
- Wednesday 26 February Traralgon ICC
- Thursday 27 February Latrobe City Council offices
- Friday 28 February outside Department of Justice building
- Saturday 1 March Traralgon ICC
- Sunday 2 March Traralgon ICC
- Monday 3 March Minister Davis and Dr Lester on ABC Breakfast



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- Monday, March 3 Media conference DH Melbourne, Dr Lester - Green eggs salmonella poisoning - included questions about Hazelwood Open Cut mine fire
- Thursday, March 6 Media Conference Morwell, City of Latrobe Offices - Dr Lester, Craig Lapsley, John Merritt
- Friday, March 7 Media Conference Morwell - Business Breakfast, Chief Commissioner Ken Lay, Dr Lester, Craig Lapsley & John Merritt
- Saturday, March 8 Gippsland FM live radio interview - Dr Lester (Craig Lapsley & John Merritt also interviewed)
- Monday, March 10 Media Conference at Hazelwood Mine staging ground Dr Lester with Craig Lapsley & John Merritt. Temporary relocation still in place because of pm 2.5 readings
- Tuesday, March 11 Media Conference at Traralgon ICC, Dr Lester with Craig Lapsley. Inquiry announced earlier by Premier & Deputy Premier
- Friday, March 14 Media Conference at Community Health Assessment Centre, Morwell, Dr Lester with Steve Warrington CFA controller
- Monday, March 17 Media Conference Morwell City of Latrobe offices. Dr Lester lifts temporary relocation advice with Craig Lapsley, John Merritt & Mayor Sharon Gibson
- Tuesday, March 18 Media Conference Morwell Premier, Deputy Premier, Dr Lester, Craig Lapsley, John Merritt, Mayor Sharon Gibson \$2 million clean up package for Morwell
- Thursday, March 20 Media Conference Moe with Dr Lester & John Merritt at EPA monitoring station and for demonstration of 'travel blanket' mobile air quality monitoring
- Wednesday March 26 Media Conference Morwell with Dr Lester & Craig Lapsley
- Friday March 28 Morwell with Health Minister, Minister for Energy and Dr Lester at Community Health Assessment Centre plus mention of long term health study
- Thursday April 24 Traralgon ICC with Dr Lester & Craig Lapsley talking about long term health study community consultation sessions.