

NEWS RELEASE

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Playgroup NSW makes Better Health Channel content accessible to more families

Playgroup NSW is pleased to announce a partnership with Better Health Channel, that makes reliable health and wellbeing content available to more families through the Playgroup NSW website, and promotion in the monthly eNewsletter. The new widget on the Playgroup NSW website provides a function to view Better Health Channel's content, and families visiting the site can now search for and be directed to reliable information on an extensive range of topics

(www.playgroupnsw.org.au/ParentResources/Health).

"In addition to our volunteer run and facilitated playgroups, Playgroup NSW has led a range of health-related initiatives in recent years to strengthen child, family and community wellbeing across the state. We've engaged with the NSW Department of Health to coordinate and deliver baby talks for new mothers, that continue to provide much needed support and connections for families to community through playgroups. We contributed to the Healthy Beginnings trial led by Sydney Local Health District, with promotion of our 2017 Play Baby initiative offering free membership to NSW families with a child under one, and we're known as a social support contact in the 2-4 month and 4-6 month Healthy Beginnings Booklets", said Nadene Lee, CEO, Playgroup NSW.

Nadene went on to say "The partnership with Better Health Channel is developed in line with our common goal of providing support and reliable information to our families across the state, and is one of a number of partnerships that we'll announce over the coming months aimed at improving outcomes for our families."

About Playgroup NSW:

Founded in 1972, Playgroup NSW is a not-for-profit membership association that supports young children and their families to come together for playgroups and other activities that promote early childhood development and that build connections between families and in communities. More than 20,000 children a week attend over 800 playgroups throughout the state that are affiliated with Playgroup



NSW. Research from the Telethon Kids Institute (2016) shows that children who attend playgroup are half as likely to have developmental vulnerabilities when they start primary school.

www.playgroupnsw.org.au

About Better Health Channel: The Better Health Channel site is one of the most popular health and medical websites in Australia with over two million visitors each month. Better Health Channel content has undergone rigorous quality assurance and approval processes, including consultation and input from subject matter experts, overview by the Better Health Channel Editorial team, and referral to other areas of the Victorian Department of Health and Human Services as required. www.betterhealth.vic.gov.au

Media Contact:

Sehr Minhas
Playgroup NSW
Marketing & Partnerships Manager
(02) 9684 9506 or 0431 147 793
sminhas@playgroupnsw.org.au

