Julian's Key Health Passport
Stakeholder Kit

SEE ME. HEAR ME. RESPECT ME.
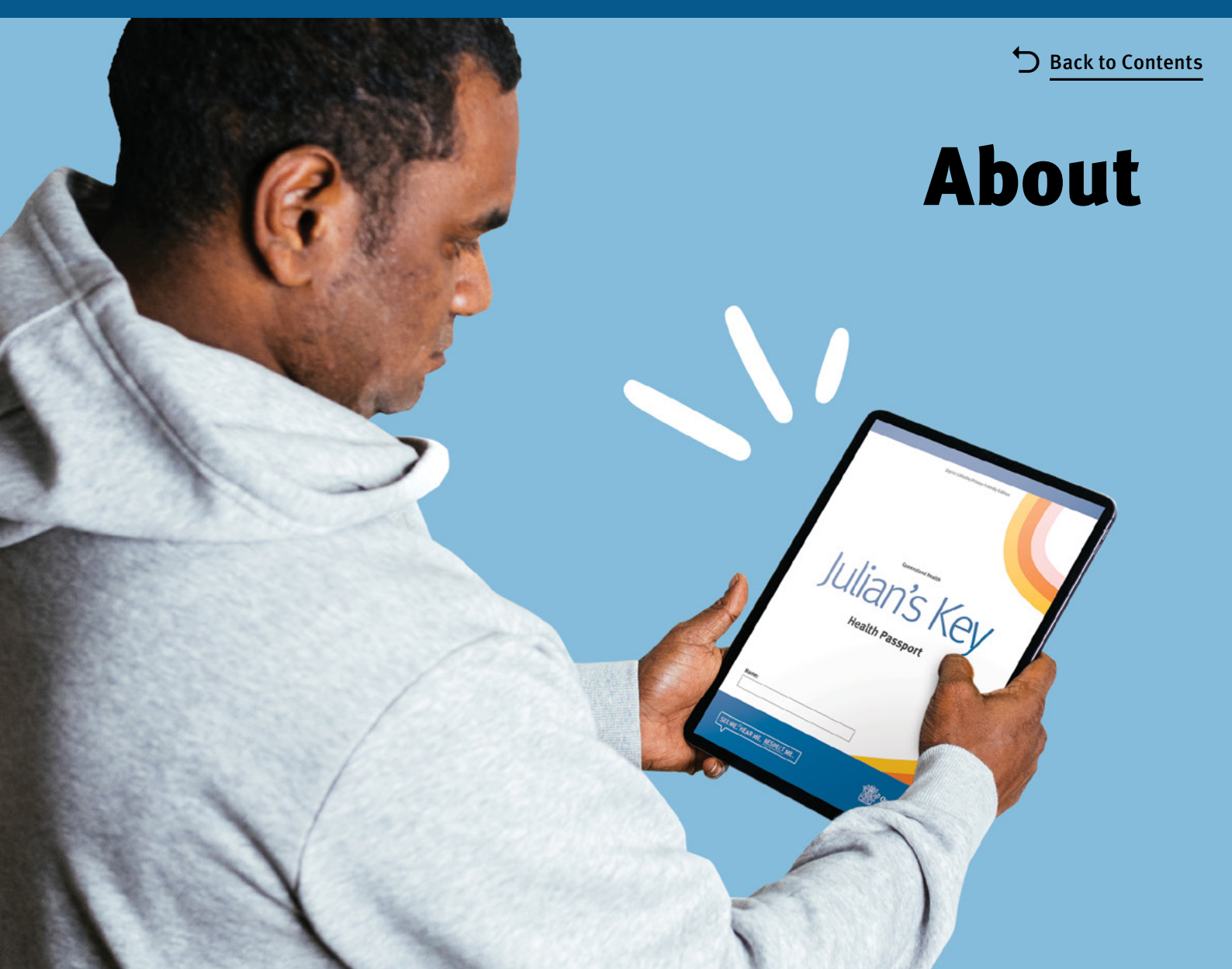
Queensland Government

Contents

About

Background

The Disability Royal Commission highlighted that individuals with intellectual disability often face inadequate healthcare and poorer health outcomes.

People with intellectual and cognitive disability have twice the risk of experiencing avoidable deaths when receiving hospital or community health clinic services. Similarly, those with disabilities and high support or complex health needs are more likely to pass away in the hospital rather than at home.

Queensland Health has taken a proactive step by relaunching the Julian's Key Health Passport, reaffirming its commitment to enhancing healthcare access and improving health outcomes for individuals with disability across Queensland.

What is Julian's Key Health Passport?

Julian's Key Health Passport is a consumer-controlled communication tool that contains important information about a person who is presenting themselves to a hospital or community health clinic.

It helps two-way communication between healthcare staff and Queenslanders with disability, especially those who may have difficulty communicating. It is important because it will help healthcare staff understand a person's health needs and preferences better, reducing misunderstandings and ensuring that the best care is given to a person in need.

3

Key messages

Healthcare staff

Julian's Key Health Passport is a two-way communication tool between a patient with disability and healthcare staff. It contains important health information about the patient with disability and/or how they prefer to communicate, especially if they are nonspeaking.

Julian's Key Health Passport is a tool designed to empower the patient to be involved in their healthcare and treatment decisions.

Always ask a patient with disability or their carer for their Julian's Key Health Passport before you treat them.

A patient chooses what information goes into their Julian's Key Health Passport.

Always ask a patient if their information is up to date.

The patient's Julian's Key Health Passport should always be returned to the patient once important information about them has been documented. It should not be kept in the hospital or community health clinic files.

Julian's Key Health Passport should be treated as additional or supplementary information about a patient. It does not replace routine assessment and care.

Consumers

Julian's Key Health Passport is a communication tool that has all the important health information about you.

Julian's Key Health Passport can help healthcare staff understand your health needs, reduce misunderstandings and ensure you get the best care possible.

You or your carer can choose what health information you want to share with healthcare staff.

You or your carer may change or add the information you want to share at any time.

You should always show your Julian's Key Health Passport to healthcare staff before they begin to treat you.

Julian's Key Health Passport is safe, it will not ask for your financial details.

You should always ask for your Julian's Key Health Passport back once healthcare staff have all the necessary information they need for your care.

Target audience

Primary

- All Queenslanders, especially those who need extra support, to communicate with healthcare staff.
- All Queensland Health workers (including permanent, temporary, and casual workers), contractors, volunteers, and students across all service types.
- All organisations and individuals who are in partnership with and/or acting as Queensland Health's agents.

Secondary

- Carers and support people of people with disability.
- Key stakeholder groups (e.g., disability sector representative groups, government, Commonwealth, non-government agencies, peak bodies).

Resources

Download these communication resources to help share and encourage the use of Julian's Key Health Passport. Please share as-is, as they've been approved by Queensland Health's experts. If you have any questions, contact the Partnerships team at Engagement@health.qld.gov.au.
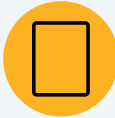
Factsheets

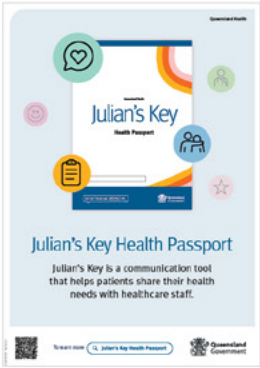| Resource title	Preview	Download links
Factsheet 1: General information *Portrait (A4)*		Link
Factsheet 2: How to get your Julian's Key Health Passport *Portrait (A4)*		Link
Factsheet 3: How to complete your Julian's Key Health Passport *Portrait (A4)*		Link
Factsheet 4: How to print your Julian's Key Health Passport *Portrait (A4)*		Link
Factsheet 5: How to use your Julian's Key Health Passport *Portrait (A4)*		Link

▷ Videos

Resource title	Preview	Download links
Video 1: What is Julian's Key Health Passport *Landscape (1920x1080px)*		Video link Audio link
Video 2: How to get your Julian's Key Health Passport *Landscape (1920x1080px)*		Video link Audio link
Video 3: How to complete your Julian's Key Health Passport *Landscape (1920x1080px)*		Video link Audio link
Video 4: How to print your Julian's Key Health Passport *Landscape (1920x1080px)*		Video link Audio link
Video 5: How to use your Julian's Key Health Passport *Landscape (1920x1080px)*		Video link Audio link
Video 6: What is Julian's Key Health Passport (15 sec, no audio) *Landscape (1920x1080px)*		Video link This video has no audio, making it ideal for digital screens in hospitals or community health clinics.

7

Posters

Resource title	Preview	Download links
Poster 1: Promo *Portrait (A4 & A3)*		A4 link A3 link
Poster 2: Promo *Landscape (A4 & A3)*		A4 link A3 link
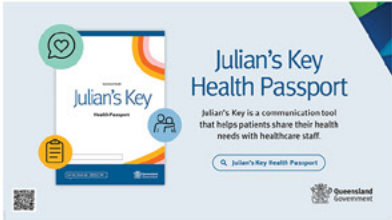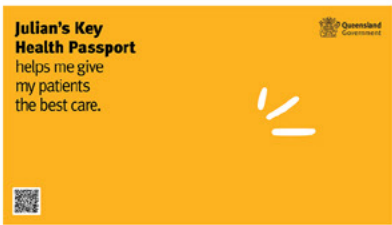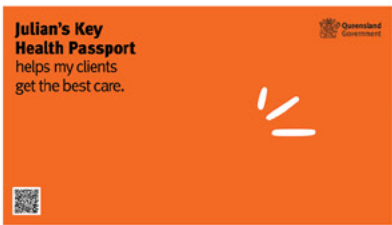
Posters

Resource title	Preview	Download links
Poster 3: Patient quote *Portrait (A4 & A3)*		A4 link A3 link
Poster 4: Patient quote *Landscape (A4 & A3)*		A4 link A3 link
Poster 5: Healthworker quote *Portrait (A4 & A3)*		A4 link A3 link
Poster 6: Carer quote *Landscape (A4 & A3)*		A4 link A3 link

🖥️ Digital assets

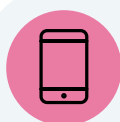| Resource title	Preview	Download links
Screensaver *Landscape (1920x1080px)*		Link
Signature block *Landscape (1020x120px)*		Link
Teams background 1: Generic *Landscape (1920x1080px)*		Link
Teams background 2: Patient quote *Landscape (1920x1080px)*		Link
Teams background 3: Healthworker quote *Landscape (1920x1080px)*		Link
Teams background 4: Carer quote *Landscape (1920x1080px)*		Link

📖 Documents

Resource title	Preview	Download links
Social script *Portrait (A4)*		Link
Bedside poster *Portrait (A3)*		Link

✉ eNewsletter

Resource title	Preview	Download links
eDM banner *Landscape (1300x510px)*		Link
eDM suggested copy *(314 words)*	Queensland Health has recently launched an updated version of Julian's Key Health Passport, a hand-held, consumer-controlled communication tool specifically designed for Queenslanders, particularly those with intellectual disability who may need assistance when communicating with healthcare staff. The Health Passport is a valuable tool for both users and healthcare professionals. It empowers users and involves them in their care and helps healthcare staff understand a person's care requirements, minimises misunderstandings, and ensures optimal outcomes. It allows individuals to update their health information as needed, especially when there are changes to their care needs. It solely serves as a communication tool and does not request nor contain any financial details. It is not meant to replace routine clinical care or treatment. The Health Passport comes in printed and print-at-home PDF formats and contains essential information about a person's disability, health needs, communication and treatment preferences, feelings when unwell, and their interests and hobbies. Users have the option to download the PDF, fill out relevant information for their treatment, and print only the pages with their information. Importantly, they have the freedom to choose who can access this information and when. Currently, users may download the digital version from the Julian's Key Health Passport website. Alternatively, they may request a printed copy by emailing Queensland Health at JuliansKey@health.qld.gov.au or by calling 13 HEALTH (13 43 25 84). Queensland Health is working with the community to understand their needs and consider the design of a digital solution for Julian's Key Health Passport. The primary goal is to develop a more user-friendly digital solution that will make it easier for users to complete and manage. We've created a suite of resources to help share and encourage the use of this important tool. You can download these resources from the Julian's Key Health Passport website: • Factsheets • Video & audio files • Posters • Digital assets • Social script • Bedside poster • Social media tiles.	Link

12

Social media tiles

| Resource title	Preview	Suggested copy	Download links
Social media tile 1: Illustration *Square (1080x1080px)*		**Body text:** Julian's Key Health Passport is your personal health document containing important information about you. It helps healthcare staff understand your health needs and provide the best care, even if you're unable to communicate. **Call to action:** To learn more, search Julian's Key Health Passport or call 13 HEALTH (13 43 25 84).	Link
Social media tile 2: Photo *Square (1080x1080px)*		**Body text:** Julian's Key Health Passport is safe to use. You control how much information is filled out, and you decide when and who can see it. **Call to action:** To learn more, search Julian's Key Health Passport or call 13 HEALTH (13 43 25 84).	Link
Social media tile 3: Patient quote *Square (1080x1080px)*		**Body text:** Always bring your Julian's Key Health Passport when visiting a hospital or community health clinic. Show your Health Passport to the healthcare staff before they treat you. **Call to action:** To learn more, search Julian's Key Health Passport or call 13 HEALTH (13 43 25 84).	Link
Social media tile 4: Patient quote *Square (1080x1080px)*		**Body text:** Always bring your Julian's Key Health Passport when visiting a hospital or community health clinic. Show your Health Passport to the healthcare staff before they treat you. **Call to action:** To learn more, search Julian's Key Health Passport or call 13 HEALTH (13 43 25 84).	Link
Social media tile 5: Healthworker quote *Square (1080x1080px)*		**Body text:** Always ask your patient or their carer if they have a Julian's Key Health Passport before beginning treatment, and confirm that their information is up to date. **Call to action:** To learn more, search Julian's Key Health Passport or call 13 HEALTH (13 43 25 84).	Link
Social media tile 6: Carer quote *Square (1080x1080px)*		**Body text:** If you are unwell or unable to communicate, your carer can show your Julian's Key Health Passport to healthcare staff before they treat you. **Call to action:** To learn more, search Julian's Key Health Passport or call 13 HEALTH (13 43 25 84).	Link

How to post to social media

IMPORTANT: Queensland Government agencies don't need to use the images with the Coat of Arms but non-government agencies are required to use images with the Coat of Arms.

Facebook

1. From the top of your News Feed or timeline, click Make Post.

2. Select and copy the text you wish to post from the pre-approved social media posts above.

3. To add an image or video, select Photo and find the location of the file.

4. Choose where you'd like to share your post (the location on your Facebook page). When you add an image, you'll also have the option to share to 'your story'. Click to select News Feed, Your Story, or both:

5. News Feed: Your post will show up in News Feed and on your timeline.

6. Your Story: Your story will be visible to your selected audiences for 24 hours.

7. Click Share.
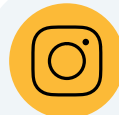
Instagram

1. To upload an image first tap at the bottom of the mobile screen device. **NOTE:** You can't upload images from a desktop computer to Instagram.

2. Tap Library (iOS) or Gallery (Android) at the bottom of the screen and select the image you'd like to share. Tap Next. Tap Next again (we advise against the use of effects or filters).

3. Tap Write a caption… and type in one of the pre-approved social media posts above. Tap OK.

4. Tap Share.

Julian's Key

Health Passport

**For more information, please email
the System Policy Branch at:**

JuliansKey@health.qld.gov.au

🔍 **Julian's Key Health Passport**