

Healthy skin for a strong body

Communications pack - Townsville



Background

If left untreated, skin sores and scabies may lead to chronic diseases such as acute rheumatic fever (ARF), rheumatic heart disease (RHD), diphtheria, kidney disease and melioidosis. You can prevent these chronic diseases by protecting your skin, covering your skin sores, and heading to the clinic when things aren't getting better.

While health messaging around cleaning and covering skin sores is always relevant, it is especially important during and after the wet season or heavy rainfall.

Residual contaminated water and soil can hold harmful bacteria and germs. Wearing footwear outside and gloves when working outdoors in soil or water will help protect your skin and body.

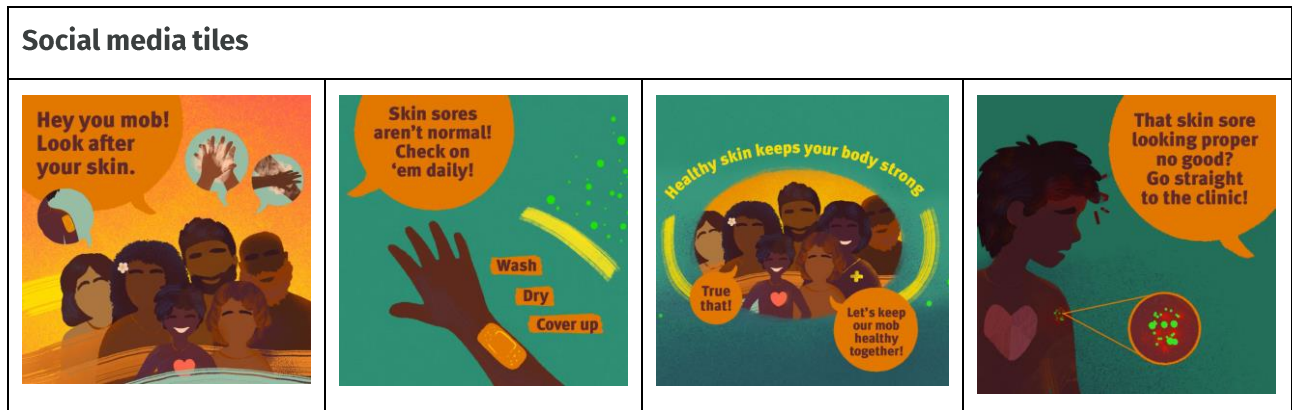
Audience



These assets have been developed specifically for First Nations communities in collaboration with the Townsville Public Health Unit.

The video and audio content feature local First Nations voices and are only appropriate locally. The social tiles have a universal purpose and can be shared more widely.

Content

A range of resources is available for download from the [Asset Library](#).



 <p>RHD 30SEC (RADIO)</p>	<p>Audio file (30 secs)</p> <p>Transcript:</p> <p><i>“Hey you mob, listen up!</i> <i>Anyone know why we gotta look after our skin?</i> <i>Well we gotta look after our skin</i> <i>Cos of cuts, bites and skin sores.</i> <i>They let germs in that can make you seriously sick.</i> <i>So, if you’ve got a cut or sore,</i> <i>to keep those nasty germs out</i> <i>Wash it, dry it, and cover it up, till it’s totally better.</i> <i>But if it’s looking proper no good, it’s time to head to the clinic.</i> <i>Remember, healthy skin keeps your body strong.</i> <i>True!”</i></p>
 <p>RHD - VIDEO 30SEC [HDYT]</p>	<p>Video animation (30 secs)</p> <p>Transcript:</p> <p><i>“Hey you mob, listen up!</i> <i>Anyone know why we gotta look after our skin?</i> <i>Well we gotta look after our skin</i> <i>Cos of cuts, bites and skin sores.</i> <i>They let germs in that can make you seriously sick.</i> <i>So, if you’ve got a cut or sore,</i> <i>to keep those nasty germs out</i> <i>Wash it, dry it, and cover it up, till it’s totally better.</i> <i>But if it’s looking proper no good, it’s time to head to the clinic.</i> <i>Remember, healthy skin keeps your body strong.</i> <i>True!”</i></p>

Messaging

Young people

- Your skin sore can make your heart or kidneys sick. Always cover your skin sores and don't let the germs in.
- Cuts and bites on your feet can lead to infection and make you very sick. Wear shoes and thongs while hanging outside!

- It's not normal to have skin sores. Get them checked at the clinic!

Parents and carers (including grandparents, aunts and uncles, and siblings)

- Did you know that skin sores can lead to serious and chronic disease? If you or your child has skin sores, you need to go to the health clinic right away.
- If your family and friends have a skin sore that is not getting better, they could become very sick. Tell them to go to the health clinic right away.
- During the rainy season, there's more risk of skin infections. Clean and cover cuts and sores. Wear gloves and covered shoes while working in the garden. Go to the clinic if your skin is sick.
- Cuts and bites that get germs in them make your skin sick. You might get sick if you don't get it checked out. Go to the clinic if your skin is sick.

All

- Did you know that cuts, bites and skin sores can make you seriously sick? Look after your skin, put on cream, wash and dry sores and cuts, and cover them up. If sores aren't getting better, it's time to go to the clinic.
Healthy skin for a strong body!

FAQs

What are acute rheumatic fever and rheumatic heart disease?

Acute rheumatic fever (ARF) is an inflammatory disease that can occur after untreated Streptococcus A (Strep A) infection.

Strep A is caused by germs getting into the throat and skin through cuts and wounds or contact with an infected person.

Rheumatic heart disease (RHD) is a long-term condition where the heart is permanently damaged because of one or more episodes of ARF.

ARF and RHD disproportionately affect First Nations communities and young people.

What is diphtheria?

Diphtheria is a potentially life-threatening infection caused by the bacterium *Corynebacterium diphtheria*. If you catch diphtheria, a toxin is released into your body, infecting the upper airways. This causes a thick, grayish-white membrane to grow across the windpipe, making it hard to breathe and can lead to suffocation and death.

Diphtheria is treated with antitoxin, which needs to be administered early, and antibiotics. It is preventable with vaccination.

What is melioidosis?

Melioidosis is an infectious disease caused by the bacterium *Burkholderia pseudomallei*. This bacterium is found in soil and water, particularly in tropical and subtropical regions like Queensland. Humans and animals can become infected through direct contact with contaminated soil or water, especially through cuts or wounds, or by inhaling contaminated dust and water.

It is treated with a strong course of antibiotics given intravenously in the hospital for 2-8 weeks, followed by 3-6 months of oral antibiotics to prevent relapse.

Melioidosis can be fatal if not diagnosed and treated quickly, and it's important to be aware of the risks, especially during and after the wet season.

How you can get involved

Please consider sharing the communication resources in this stakeholder kit on your communication channels to help us spread the message. The kit includes various materials such as video, audio link, and social tiles on skin health for First Nations communities.

We would appreciate it if you could share these messages without altering them, as Queensland Health's experts have approved them.

Contact

If you wish to modify the messaging, don't hesitate to contact the Partnership Team at Engagement@health.qld.gov.au to discuss your requirements.

If you have any questions about the clinical content, please contact the Townsville Public Health Unit at tphi-skinhealth@health.qld.gov.au.