



14 November 2023

A CHANCE TO SHARE YOUR STORY

Recently Cystic Fibrosis Australia (CFA) met with Medicines Australia, and we discussed their upcoming campaign called *Stronger PBS*. The purpose of the campaign is to improve the Australian community's understanding of our Pharmaceutical Benefits Scheme (PBS) and start a conversation on the need to ensure that the PBS delivers the medicines Australian's need where and when we need them. As you know, much of our advocacy work recently has been about access to medications for the cystic fibrosis (CF) community - and advocacy and awareness go hand in hand.

Indeed, the CF community has been at the forefront of advances in medicines, and we have an opportunity to share our stories with the wider Australian community as part of this campaign.

Should you wish to share your experience, please email erin.kasiou@ogilvy.com. Ogilvy is the company who are working with Medicines Australia to roll out the campaign.

They are looking for people who would be willing to speak of their experience with the PBS:

- Across the social media campaign (this could take several formats such as video, or text/photos); and/or
- Participate in media such as television/newspaper/radio.

All participants will receive a briefing document and a verbal briefing ahead of time. Critically, participants will have full approval of any content produced before it is made public and clearance for where, when, and how it appears.

To visit the Campaign, visit the Campaign's [Facebook](#) page or the [Stronger PBS](#) website.