

**ENGAGE YOUR ORGANISATION IN THE “CHOICIES AWARDS”**

**Below is a pre-launch or “teaser” email you can personalise and use to raise awareness of the Choosing Wisely Australia “Choicies Awards” within your organisation, and to encourage participation.**

**INTRODUCTORY “TEASER” EMAIL**

Email subject header: COMING SOON: Choicies Awards to recognise Choosing Wisely Champions

Email body copy:

We are excited to announce some new awards to recognise colleagues who are going above and beyond in their efforts to promote the principles of Choosing Wisely in their day-to-day work.

Our organisation is committed to delivering the best possible care for consumers and joined Choosing Wisely Australia as a <<Champion Health Service, member college, supporter organisation>> to do just that.

Australia is one of 20 countries addressing low-value care through the Choosing Wisely initiative, which is encouraging health professionals and consumers to have better conversations about tests, treatments and procedures. The aim is to reduce unnecessary healthcare by identifying practices which are helpful and which are not - challenging the notion that “more is better” when it comes to healthcare.

It’s really pleasing that so many of our staff are engaged in Choosing Wisely and we would like to officially acknowledge those people who stand out as Choosing Wisely Champions.

As part of the “Choicies Awards”, we will ask you to complete a nomination form about a colleague you’d like to recognise.

Look out for more information about how you can participate.