



MEMBER MEDIA OUTREACH GUIDE

Natural Medicine Week | 25-31 May 2026

This year, ATMS members across Australia are participating as Natural Medicine Week ambassadors – one of the most significant community health activations our profession has ever run. Each media opportunity you create in your local area extends that reach further, builds genuine public awareness of natural medicine, and positions you as a trusted practitioner in your community.

You do not need media experience to do this. Local radio stations and community newspapers are actively looking for interesting guests and stories. A natural medicine practitioner talking about community health during Natural Medicine Week is exactly the kind of story they want.

Step-by-Step: How to Reach Out to Local Media

1) Identify the right media outlets in your area

Start local and keep it manageable. You do not need to contact every outlet – one or two good conversations will do more than ten rushed ones.

Look for:

- Local AM and FM radio stations, particularly morning or drive programs – these hosts are always looking for community guests
- Community radio stations – often very open to health and wellbeing segments
- Local and regional newspapers, both print and online
- Community newsletters – suburb or town-based, often distributed in letterboxes or emailed to local residents
- Local Facebook groups or online community forums where a guest post may be appropriate
- Local online news sites

2) Find the right contact

For radio: look for the station's website and find the breakfast or morning program host, or a general enquiries email. Many community stations list their presenters and contact details online.

For newspapers and online outlets: look for the editor, a health or lifestyle journalist, or a general editorial email address. If you cannot find a direct contact, a phone call to reception asking to be directed to the right person works well and often leads to a quicker response than email.



3) Make contact – email or phone

Keep your initial contact brief. Journalists and radio hosts receive many pitches – a short, clear message that quickly answers 'why should my audience care?' will get a response. A long email will not.

Introduce yourself as an ATMS member and natural medicine practitioner. Mention Natural Medicine Week and offer to speak about natural therapies and community health. That is genuinely all you need to say at first. See the sample email and call script on the next page.

4) Prepare your key messages

You do not need to be an expert communicator. You just need to be clear, warm, and genuine. Before your interview or conversation, prepare a few short points you want to make.

Core messages to weave in:

- Natural Medicine Week runs 25–31 May 2026 across Australia – a national celebration of natural health
- Natural medicine practitioners across Australia are participating as ambassadors
- Natural medicine is used by more than half of all Australians
- Seven natural therapy modalities have recently been reinstated for private health fund consideration, including yoga, Pilates, tai chi, shiatsu, naturopathy, western herbal medicine, and Alexander technique – this is significant news for Australians interested in natural health
- Australians can contact their private health fund directly to ask when these therapies will be available in their extras cover
- Invite listeners, readers, or viewers to join Friends of Natural Medicine – a free community at atms.com.au – for natural health information, recipes, podcast episodes, and a Find a Practitioner tool

5) Share your coverage with ATMS

If you secure a radio interview, a press mention, or an online feature, please share it with ATMS afterwards. We will help amplify it across our platforms.

Send a link, screenshot, or recording to your ATMS state representative or directly to the ATMS office. Every piece of local coverage contributes to the national story of Natural Medicine Week.



Natural Medicine Week™

25 - 31 May 2026

Sample Outreach Email

Subject Line: *Natural Medicine Week – Local practitioner available for interview (25-31 May)*

Email body

Hello [Name / 'there'], My name is [Your Name] and I am a [your modality, e.g. naturopath / remedial massage therapist / acupuncturist] practising in [your suburb or town]. I am also a member of the Australian Traditional-Medicine Society (ATMS), Australia's largest professional natural medicine association. I am writing because Natural Medicine Week runs from 25 to 31 May this year, and I would love to offer a short conversation about natural health for your [program / readers / community]. Natural medicine is used by more than half of all Australians, and there is some genuinely interesting news worth covering this year – including the recent reinstatement of seven natural therapy modalities for private health fund consideration, which will affect millions of Australians with extras cover. I am happy to speak for as little or as long as is useful – a five-minute chat, a longer segment, or a written piece. I can talk about what I do in practice, what natural medicine means for everyday health, and how people in [suburb / town] can find and access qualified practitioners. Please let me know if this is something you would like to explore. I am very flexible on timing and happy to speak by phone first. Warm regards, [Your name] [Your modality and practice name] [Phone number] [Email] [Website if applicable] For more information about Natural Medicine Week: www.naturalmedicineweek.com.au/

Sample Phone Script

If you call rather than email, keep it to 60 seconds. This script gives you the structure:

"Hi, my name is [Your Name] – I'm a [naturopath / acupuncturist / etc.] based in [suburb/town]. I was hoping to speak with [the breakfast host / your health journalist / whoever is relevant] about a possible segment during Natural Medicine Week, which runs from the 25th to 31st of May. It's a national health week celebrating natural medicine, and there's some really interesting news this year around private health funds. Is that something I could put to them in an email, or do you have a moment now?"

If they say yes to an email: get their email address and send the template above within the hour. If they say yes to speaking now: keep it to the key points on the previous page and offer to follow up with an email.



Quick Reference: Key Messages

These are the points most worth landing in any interview or conversation. You do not need to cover all of them – two or three, said clearly and with genuine warmth, is more effective than a long list.

About Natural Medicine Week

- Natural Medicine Week runs 25–31 May 2026 – a national week celebrating natural health and natural medicine practitioners across Australia
- ATMS member practitioners across Australia are participating as community ambassadors this year
- ATMS has been representing natural medicine practitioners since 1984 and is Australia's largest professional association in this field

About Natural Medicine in Australia

- More than half of all Australians use natural therapies at some point
- Natural medicine practitioners with ATMS are required to hold recognised qualifications, maintain professional indemnity insurance, and undertake continuing education every year
- ATMS accredited practitioners can be found through the Find a Practitioner tool at atms.com.au

About the Reinstatement of Natural Therapies

- Seven natural therapy modalities have recently been recommended for reinstatement to private health fund coverage following a government review – yoga, Pilates, tai chi, shiatsu, naturopathy, western herbal medicine, and Alexander technique
- Reinstatement means regulatory barriers have been removed – it does not automatically mean all health funds will cover these therapies immediately
- Australians with private health extras cover are encouraged to contact their fund directly to ask when these therapies will be available in their plan

The Call to Action for Your Audience

- Join Friends of Natural Medicine – a free community for health-conscious Australians at atms.com.au – for natural health information, wholefood recipes, podcast episodes, and a practitioner search tool
- Find a qualified natural medicine practitioner in your area at www.atms.com.au/find-a-practitioner/



A Few Practical Tips

Before your interview

Write down your three most important points and keep them in front of you. In any interview, you are likely to get the chance to make three points – know exactly what they are before you start.

Practise introducing yourself, stating your modality and your clinic location until it feels confident, natural and conversational. It sounds obvious, but this is often where people stumble. Have the ATMS website address (atms.com.au) and the Friends of Natural Medicine community ready to mention – this is the primary action you want your audience to take.

On the day

Be yourself. Local media audiences respond to warm, genuine practitioners far more than polished media personalities. You know your field and you care about your community – let that come through.

Use plain language. Avoid clinical terminology. If you would not say it to a client on their first visit, do not say it on radio or in a press piece.

If you are asked a question you do not know the answer to, it is perfectly fine to say: 'That's a great question – I would want to check that before I give you a definitive answer, but what I can tell you is...' and bridge to a point you do know well.

Keep your answers concise. Radio segments move quickly. Aim for 60–90 second answers and let the host drive the conversation.

Share Your Coverage with ATMS

Got coverage? We want to amplify it.

Every radio interview, press mention, or community feature you secure helps build the national story of Natural Medicine Week. Please share your coverage with ATMS – we will promote it across our social media channels, member eNewsletter, and our own media relationships.

Send a link, recording, or photo to the ATMS office or tag us on social media:

Instagram: [@naturalmedicineau](https://www.instagram.com/naturalmedicineau)

Facebook: [@ATMSnatmed](https://www.facebook.com/ATMSnatmed)



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Useful Links

- Friends of Natural Medicine (consumer community): atms.com.au/friends-of-natural-medicine
- ATMS Find a Practitioner: atms.com.au/find-a-practitioner/
- Natural Medicine Week information: naturalmedicineweek.com.au

Thank you for representing natural medicine in your community during Natural Medicine Week 2026. What you do locally matters, and ATMS is behind you.