

Guidance: *General Practice Matters* newsletter

The *General Practice Matters* newsletter is a regular publication of Primary Health Tasmania.

Objective

The newsletter aims to provide relevant and succinct information to help people working in Tasmanian general practices do their job.

Audience

The audience for the newsletter is Tasmanian GPs, practice nurses, practice managers, and practice administrative staff.

Frequency

The newsletter is published every second Thursday, with some flexibility around holiday periods. If it is necessary to disseminate urgent news, a brief update may be sent out between regular editions.

Content

Each issue of the newsletter includes:

- news items
- a resources section – with information about new or updated resources for people working in general practice or their patients
- an events section – highlighting upcoming education events relevant to people working in general practice.

Contributing an article

The newsletter is compiled by Primary Health Tasmania's Communications Officer.

If you would like to contribute an article, please send an email to comms@primaryhealthtas.com.au in the first instance so we can determine whether your story is a good fit.

We just need an idea of the topic and news angle – including any 'call to action' for general practice – and the audience (who needs to read the article?).

Once a story idea is accepted, the following guidelines will be followed. **Items must:**

- be relevant to GPs, practice nurses, practice managers, practice administrative staff (or patients)
- be about something new – highlight this 'news' in the first line
- **be a maximum of 150 words long**, unless otherwise agreed with Primary Health Tasmania
- provide links to more information online, where appropriate
- provide contact details for more information – ideally a name, phone number and email address
- be written in plain language, with acronyms spelt out.

Please use these bullet points as a checklist before submitting an article or story idea.

Also **note**:

- All material for *General Practice Matters* is accepted with the understanding that any article may be edited for space or clarity, or omitted entirely for reasons of space or relevance. This is at the discretion of the editorial team.
- No paid advertising is accepted.
- Content from commercial parties will only be published if it is providing important new information to assist general practice (e.g. about new/changed services), not solely to promote the business/its services.
- Education events and webinars involving commercial parties will generally only be promoted where they are organised by not-for-profit organisations (e.g. a health peak body), and where they focus on a topic rather than a commercial product or service.
- We will generally only promote education events that are held in Tasmania – not interstate events.
- We will generally not promote member-only or subscriber-only events or resources.
- An update, event or resource will generally only be promoted once in *General Practice Matters*.

Primary Health Tasmania reserves the right to make exceptions to these criteria on a case-by-case basis.

Submission deadlines – 2020

Issue	Deadline
Thursday 4 June	Close of business Tuesday 2 June
Thursday 18 June	COB Tuesday 16 June
Thursday 2 July	COB Tuesday 30 June
Thursday 16 July	COB Tuesday 14 July
Thursday 30 July	COB Tuesday 28 July
Thursday 13 August	COB Tuesday 11 August
Thursday 27 August	COB Tuesday 25 August
Thursday 10 September	COB Tuesday 8 September
Thursday 24 September	COB Tuesday 22 September
Thursday 8 October	COB Tuesday 6 October
Thursday 22 October	COB Tuesday 20 October
Thursday 5 November	COB Tuesday 3 November
Thursday 19 November	COB Tuesday 17 November
Thursday 3 December	COB Tuesday 1 December
Thursday 17 December	COB Tuesday 15 December

Story ideas can be sent through to comms@primaryhealth.com.au at any stage.

More information

Alexandra Patrikios
Communications Officer
(03) 6213 8200
comms@primaryhealthtas.com.au

Jenny Denholm
Manager – Communications and Marketing

Primary Health Tasmania Limited
1300 653 169
info@primaryhealthtas.com.au
www.primaryhealthtas.com.au
ABN 47 082 572 629



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