

Guidance: *Primary Health Update* newsletter

The *Primary Health Update* newsletter is a regular publication of Primary Health Tasmania. The newsletter is compiled by Primary Health Tasmania's Communications Officer.

Objective

The newsletter aims to provide succinct information to help Tasmanian primary health professionals do their job.

Audience

The audience for the newsletter is Tasmanian primary health professionals including GPs, primary health nurses, pharmacists, and allied health professionals. Some content will also be relevant to other people working in primary health care, such as practice managers and those working in secondary care such as private medical specialists.

Frequency

The newsletter will be published each Thursday, with some flexibility around holiday periods. Brief updates may be sent out between regular editions (e.g. in the case of a public health emergency).

Content

Primary Health Update will distil key information about:

- important news developments relevant to each, or a number of, primary health professional disciplines
- new or updated resources, including relevant websites
- educational opportunities
- upcoming events
- new and updated Tasmanian HealthPathways
- a monthly 'spotlight' feature, focusing on a specific issue of interest or relevance to the local primary health workforce.

Contributing an article

How do I know if my idea is a good fit for Primary Health Update?

If you'd like to submit a news article for potential inclusion in an issue of *Primary Health Update*, please initially consider:

- is this information genuinely new? If not, why does it need to be recirculated or repeated?
- is this information coming from an authoritative source?
- is this information directly relevant to the day-to-day work of Tasmanian primary health professionals?

My idea meets those criteria. How do I submit my article?

All submissions must be sent via the [Primary Health Update submission form](#).

The form is designed to prompt submitters to include all the necessary information, in the required format, to meet the newsletter's editorial standard.

If you have any queries about the prompts or need guidance about how to answer them, please contact the Communications Officer via comms@primaryhealthtas.com.au.

What deadlines do I need to adhere to?

Submissions for *Primary Health Update* will close at noon each Wednesday. If your submission is filed after that time, it will be considered for the following week's *Primary Health Update*.

Editorial principles

- All material for *Primary Health Update* 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 primary health professionals (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. This is distinct from online-only events.
- We will generally not promote member-only or subscriber-only events or resources.
- Survey and research-related promotion requests will be considered on merit, according to their alignment with our readership's professional priorities and Primary Health Tasmania's program areas.
- An update, event or resource will generally only be promoted once in *Primary Health Update*.
- We will generally not publish recruitment-related notices, such as job vacancies.

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

More information

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