

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 team.

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, as well as people working in aged care. 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 primary health professional disciplines
- new or updated resources, including relevant websites
- new or changed services
- educational opportunities, including events
- new and updated Tasmanian HealthPathways.

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 our communications team 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, held over for a later issue of the newsletter, 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 and other organisations 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 or products.
- Education events and webinars involving commercial parties will be considered on a case-by-case basis. Local interest in and demand for education on the event topic will be a key consideration. Events which focus on a commercial product – rather than a topic – will generally not be included.
- In the case of in-person education events, we will generally only promote events that are held in Tasmania – not interstate 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.
- We will not promote the transmission of patient information via email, as this method of communication creates risks to the privacy and security of patient information.

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

Disclaimer

Each issue of *Primary Health Update* carries the following disclaimer:

The information in this newsletter comes from a range of sources, and every reasonable effort is made to ensure it's accurate. While the Australian Government helped fund this document, it has not reviewed the content. The Australian Government and Primary Health Tasmania are not responsible for any injury, loss or damage however arising from the use of or reliance on the information provided herein.

More information

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