

Guidance: *Primary Health Matters* magazine

The *Primary Health Matters* magazine is produced twice a year by Primary Health Tasmania.

Objective

The magazine aims to elevate the profile and importance of primary health by showcasing innovation in primary health and social care, with a focus on activities that are making a difference now for Tasmanians and the professionals who care for them.

It's about people, progress and outcomes.

It's about spreading the word on who's who in primary health in Tasmania, who's coming up with great new ways of working, and how these activities are making a real difference on the ground.

The magazine focuses on the activities of Primary Health Tasmania's member and partner organisations, as well as our own activities.

Distribution

A hard copy of the magazine is sent to a broad range of health and social care stakeholders and decision-makers, including:

- Primary Health Tasmania members, funders and partners
- Tasmanian state and federal MPs
- local government councils
- general practices
- pharmacies
- allied health practices
- aged care facilities
- organisations funded by Primary Health Tasmania to deliver services/run programs.

The magazine is also published on the Primary Health Tasmania website (at www.primaryhealthtas.com.au/publications).

Content

Each issue of the 24-page magazine includes:

- around 18 pages of articles and photos – mostly feature-style articles
- a local community profile
- a data profile
- an in-depth interview with someone from the health, aged or social care sector
- a message from Primary Health Tasmania's CEO.

Contributing an article or story idea

If you have an idea for a story for *Primary Health Matters*, please contact Primary Health Tasmania's Communications Advisor in the first instance to discuss whether your story is a good fit for the magazine. We just need an idea of the topic, the people you plan to feature in the story, and why you think it's suitable for the magazine. Note that we're aiming for a diversity of topics relevant to a broad range of stakeholders, so if we cover a topic in one edition of the magazine we're unlikely to focus on the same issue in the next edition.

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

- focus on how innovation in primary health care is helping Tasmanians now (the focus is on activities already making a difference on the ground, not things that are planned)
- feature people who have seen the benefits first hand – as a client/patient/family member/care provider
- include quotes
- be between 250 (article) and 800 (feature) words long
- include enough background information to give the story context – the readership is broad, so don't assume prior knowledge of any topic
- use plain English and avoid technical language
- provide links to more information online, where appropriate
- provide contact details for more information – a name, phone number and email address
- provide a photo/s (with caption), where possible. Contributors are responsible for ensuring they have obtained permission from subjects for their photos to appear in the magazine
- not be time-critical
- include a link back to Primary Health Tasmania, where relevant – whether Primary Health Tasmania is the project leader, a partner/collaborator, or the project leader is a member of Primary Health Tasmania.

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

If you don't have in-house communications staff, we can help you write the story. We also edit articles for length, grammar and readability and to ensure they fit with the magazine's style. Any significant changes will be discussed with contributors.

More information

Eleanor Lyall
Communications Advisor

1300 653 169
comms@primaryhealthtas.com.au

Jenny Denholm
Manager – Marketing and Communications

Updated September 2022

Primary Health Tasmania Limited
ABN 47 082 572 629
www.primaryhealthtas.com.au

