

E-NEWS GUIDELINES

Murray PHN's newsletter *eNews* is sent fortnightly to an audience of general practitioners and other health care professionals across the Murray PHN catchment area. It is not intended for health consumers. Its intent is to inform subscribers about current Murray PHN, government and other health industry news and information, resources and relevant health profession events.

The audience is made up of a number of organisations and individuals that include:

- Allied health professionals
- GPs, practice managers and nurses
- Dentists
- Hospital staff
- Primary and community health
- Aged care
- ACCHOs
- Government departments
- Professional and peak bodies
- Specialist services
- Politicians and political staff
- Murray PHN registered stakeholders and board members

Items suitable for publication include:

- Those relevant to the Murray PHN region and in our priority areas of COPD, cardiovascular disease, potentially preventable hospital admissions, childhood immunisation, cancer screening, mental health, diabetes, Aboriginal and Torres Strait Islander health, population health, health workforce, eHealth and aged care.
- Celebrations, announcements, news and stories for example partnerships, awards, patient journeys, helpful insights and learnings.
- Brief announcements about programs and services relevant to health professionals and their communities.
- Details about health-related events, grants and local research.
- Information about health promotion campaigns, programs, resources and results.

Submissions will be summarised and hyperlinked to either a website or PDF document, unless deemed suitable for a feature article. Feature articles must tell a story and include a high-quality photo, preferably of people, with the appropriate media/copyright distribution permissions.

All material is accepted on the understanding that Murray PHN reserves the right to query or not use unsuitable articles, check for accuracy and edit for relevance, space or clarity, or hold material over to a later edition pending space or time restrictions. Articles are seldom published on an ongoing basis.

For more details, or to submit content e: communications@murrayphn.org.au