

GUIDELINES FOR WRITING A NEWSLETTER ARTICLE- PROFESSIONAL BOARD ENVIRONMENTAL HEALTH PRACTITIONERS

The purpose of these guidelines is to help produce professional, informative and useful newsletters that are valued by Practitioners.

Newsletters are a key communication tool for the Board and are therefore a crucial tool in getting messages across to practitioners. Practitioners should therefore derive value and be interested in the articles published. Most importantly they should be stimulated and look forward to the next Newsletter.

The following is suggested as points for consideration when producing Newsletter articles for publication in the Environmental Health Newsletter:

GUIDELINES

1. TARGET AUDIENCE

- a) Consider the different categories of the target audience:
 - ✓ Practicing Environmental Health Practitioners (EHP's)
 - Local Government, Port Health, Academic, Veterinary Services etc.
 - ✓ Community Service EHP's
 - ✓ Student EHP's
 - ✓ Environmental Health Assistants (EHAs)
 - ✓ Directors, Managers, Officials etc.

2. RELEVANCE

- ✓ The article should contain current issues that are of interest to the different categories of the target audience.
- ✓ The article should answer questions that need to be answered and lessons should be derived from the article
- ✓ The audience should enjoy reading the article
- ✓ The audience should learn something new that is important and relevant to them
- ✓ The article should be an opportunity for readers to obtain information, tips, advice, resources, references or benefits
- ✓ Preferably the story should not be older than a year where time frames are indicated

3. STYLE OF WRITING

- ✓ Writing should be straightforward, use journalism/news style of writing
- ✓ The five W's and H (who, what, where, when, why, and how) should all be contained in an interesting opening statement (first paragraphs)
- ✓ The remaining information should be provided in the subsequent paragraphs
- ✓ Use simple language and active verbs. Avoid using jargons or expressing personal opinions, except in direct quotes.
- ✓ Keep it short and concise. Be brief - use bullets, lists, short sentences, and lots of paragraphs. Give readers the info they need in the fewest words possible
- ✓ Where necessary, suggest additional resources or offer a contact for more information.

4. PREPARATION

- ✓ Do your homework, Research and gather any necessary facts, conduct interviews, find resources, etc.
- ✓ Use Quotes, Facts, & Statistics
- ✓ Acknowledge sources used in the article, and provide references where relevant, and pay attention to copyright issues

5. FORMAT

- ✓ Use images/pictures/graphs/tables to support an article, these always attract interest.
- ✓ Choose pictures/images that will enhance your article. Avoid using images that bear no relevance to the article
- ✓ Include a caption for each photo/graph/table etc.
- ✓ Use lively, interesting headlines

6. ACRONYMS AND NAMES

- ✓ Explain all acronyms used in detail when they are first mentioned.
- ✓ People quoted or cited in the document to be sufficiently introduced/explained to provide for their relevance to the reader

7. CONCLUSION

- ✓ Finish your article with a call for action, suggestions or recommendations
- ✓ The article should give direction on what to do next. For example, the article can suggest:
 - Download links to the latest policy from the intranet
 - How to register for training
 - How to obtain the latest brochure/poster
 - Contacts or email of the project coordinator
 - Encourage to complete the satisfaction survey etc.

8. PROOF READ

- ✓ Use spell check before finalising the document, spelling mistakes and typos are to be avoided at all costs.
- ✓ Get somebody else to Proof read the document.

9. AUTHOR

- ✓ Always provide the name of the author of the article.
- ✓ If it's a group article, the lead author and name of the group to be used. Avoid providing a list of names to be written as co-authors

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