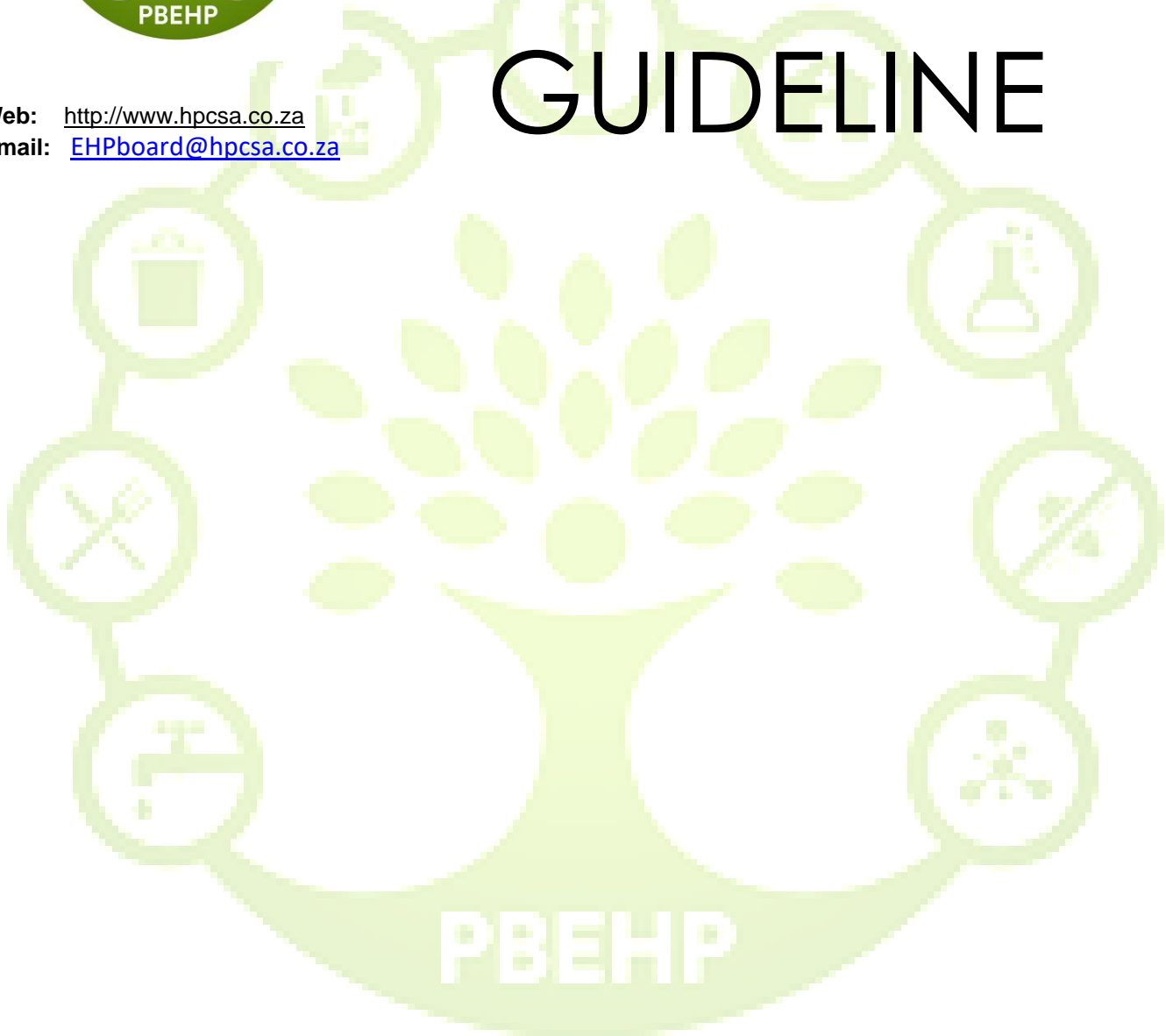




PBEHP NEWSLETTER GUIDELINE

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INTRODUCTION

The HPCSA newsletter is a key communication tool designed to keep practitioners informed and engaged. These guidelines aim to help you write professional, informative, and engaging articles that resonate with our diverse audience.

NEWSLETTER LAYOUT

Section 1 - Target Audience

Section 2 Relevance

Section 3 Writing Style

Section 4 Preparation

Section 5 Format for Impact

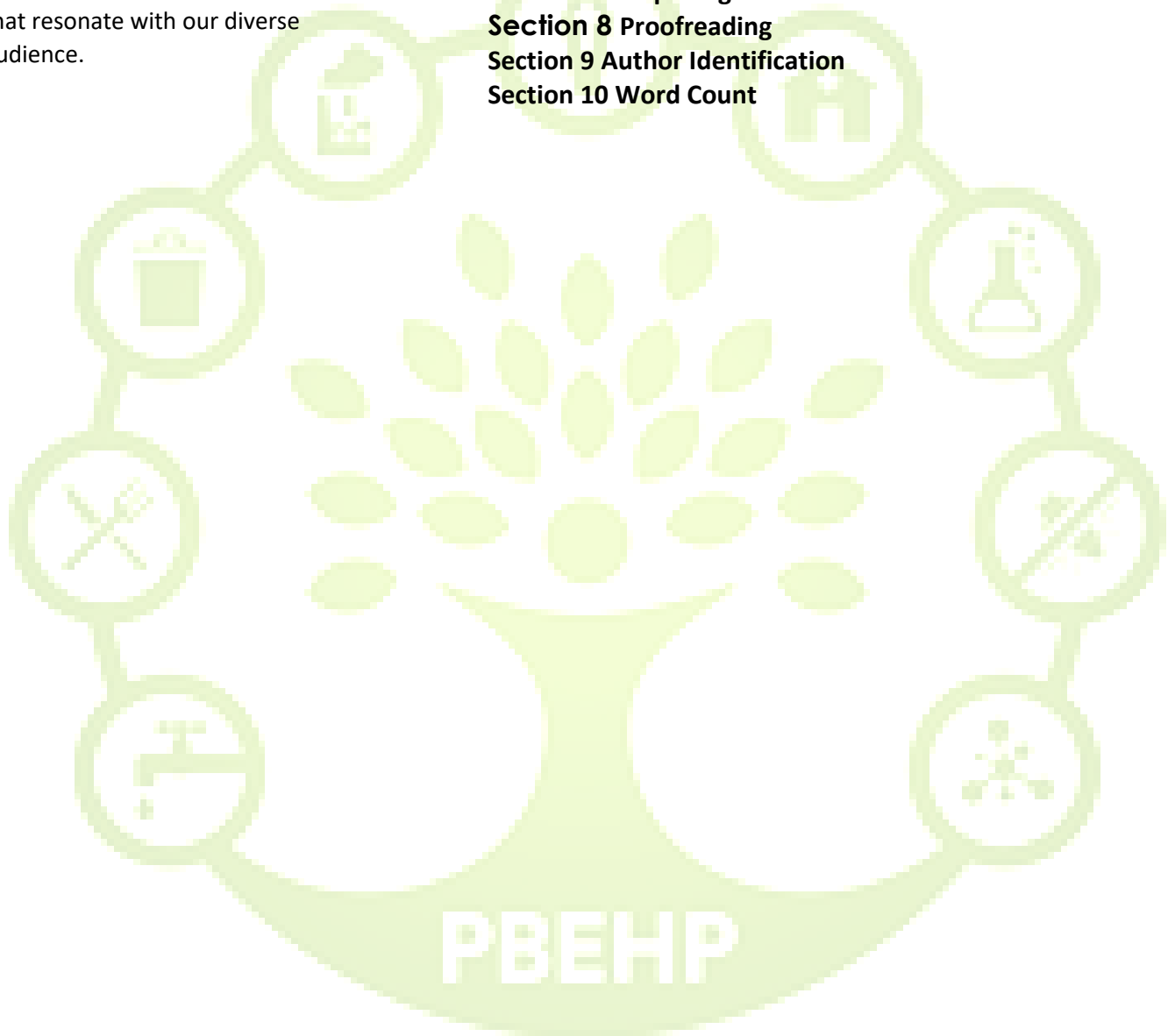
Section 6 Clarity in Acronyms and Names

Section 7 Compelling Conclusions

Section 8 Proofreading

Section 9 Author Identification

Section 10 Word Count



HPCSA PBEHP Newsletter Article Guidelines

Introduction

The HPCSA newsletter is a key communication tool designed to keep practitioners informed and engaged. These guidelines aim to help you write professional, informative, and engaging articles that resonate with our diverse audience.

1. Target Audience

- Consider the different categories within the target audience:
 - Practicing Environmental Health Practitioners (EHPs)
 - Local Government, Port Health, Academic, Veterinary Services, etc.
 - Community Service EHPs
 - Student EHPs
 - Directors, Managers, Officials, etc.
- Tailor your writing to their level of knowledge and understanding on the topic.

2. Relevance

- Focus on current issues that are relevant and engaging to the different audience categories.
- Answer questions your audience might have and provide practical takeaways from the article.
- Aim for articles that are informative and thought-provoking, not just enjoyable.
- Offer readers valuable information, tips, advice, resources, references, or practical applications.
- If timelines are mentioned, ensure the information is not older than a year.

3. Writing Style

- Use clear and concise writing that is easy to understand.
- Craft a strong and informative opening paragraph that grabs the reader's attention and introduces the "five Ws" (who, what, where, when, why, and how).
- Emphasize active voice and simple language. Avoid jargon and personal opinions (except in direct quotes).

- Keep it short and to the point. Use bullet points, lists, short sentences, and clear paragraph breaks to improve readability.
- When necessary, suggest additional resources or provide a contact for further information.
- Consider using humor strategically to enhance reader engagement (if appropriate for the topic).

4. Preparation

- Conduct thorough research and gather necessary facts, including interviews, resources, and credible, up-to-date data.
- Use quotes, facts, and statistics to strengthen your content.
- Acknowledge all sources used in the article and provide references where relevant. Pay attention to copyright issues.

5. Format for Impact

- Incorporate visuals like images, infographics, charts, or tables to enhance your article's appeal.
- Choose visuals that are relevant and optimize them for mobile devices.
- Include clear captions for all visuals.
- Use lively and informative headlines to capture reader attention.

6. Clarity in Acronyms and Names

- Introduce acronyms within a sentence for better flow (e.g., "The Health Professions Council of South Africa (HPCSA)...") on first mention).
- Briefly introduce people quoted or cited to establish their relevance to the reader.

7. Compelling Conclusions

- Conclude your article with a clear call to action, such as:
 - Download links to the latest HPCSA policy from the intranet
 - Registration information for relevant training opportunities
 - Instructions on obtaining the latest brochures or posters

- Contact details for project coordinators
- Encouragement to complete satisfaction surveys, etc.

8. Proofreading

- Ensure proper grammar and spelling throughout the article. Proofread carefully and consider having someone else review the article as well.

9. Author Identification

- Always include the name of the article's author.
- If it is a group effort, identify the lead author and the group name (avoid listing all co-authors).

10. Word Count

- Recommended word count of 500.

