

## ANFPP Newsletter Publication Guide

Effective communication is essential to getting information about the Australian Nurse-Family Partnership Program (ANFPP) out to people who want to know. The aim of this document is to provide guidance and to support consistent communication using a standard tone and a format that supports ease of access to the newsletter.

The newsletter is one part of a broader communication strategy for the ANFPP. It plays a role in achieving the objectives of the ANFPP Support Service (ANFPPSS) communications strategy, which are to:

- Engage stakeholders and support their familiarisation with the Program
- Facilitate relationships between stakeholders
- Increase public awareness of the program and its benefits
- Promote transparency and information sharing
- Be in line with program branding and present consistent program-related messages
- Facilitate monitoring and reflective practices with respects to the performance of the Program.

The engagement framework identifies the following three priorities for engagement by the ANFPPSS:

- Engagement with organisations that impact upon the program. These are largely national bodies that have or may have an interest in the progress of the Program
- Engagement with staff and stakeholders of the organisations through which the ANFPP is delivered
- Support for ANFPP teams to engage with local stakeholders.

The purpose of the newsletter is therefore to provide an effective forum for employees within the program and stakeholders outside of the program to communicate and find information regarding the achievements and progress of the program.

## **Circulation:**

Newsletter circulation will occur largely through the program website and email distribution. Email copies will be sent to each implementing organisation and to:

- Peak bodies in
  - Nursing
  - Medicine
  - Child Health and
  - Indigenous Health
- Referral services
- Indigenous community members
- Media organisations
- General public
- Potential employees

The ANFPP newsletter is published by the ANFPPSS. The current coordinator of the newsletter is Anthony Weller.

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## **Editorial Guidelines:**

The ANFPP Newsletter aims to:

- Provide an effective and enjoyable means of communication to all stakeholders to the ANFPP
- Provide a focus for the development of a strong identity for the ANFPP
- Be reliable, factually correct, and positive
- Be accessible and interesting for stakeholders.

It is produced according to the following guidelines:

### **Editorial Discretion:**

Articles submitted for publication are likely to require some editing, often due to space considerations and to ensure that articles align with the editorial guidelines.

Contributors should be aware that their articles may be modified at the editor's discretion. If this is done, the author will be sent a copy of the final text. All efforts will be taken to retain the substance of the article and if the article is changed to any major degree, the author's approval will be sought.

If the article is substantial the author's name will be included (unless there is a request not to). Contributions such as the up-dating of staff details or changing dates for training will not be acknowledged.

### **Contributions:**

All staff and clients of the program and interested stakeholders are encouraged to contribute original articles. Contributions from another source, whether published or not will be acknowledged with references.

Contributions may be submitted at any time, but in order to keep to existing timelines, editorial staff may delay consideration of contributions until a later issue.

Contributions are required of the following types:

- Good news stories about and by clients
- Staff and team changes
- Summaries of relevant publications
- Reviews of relevant publications
- Up-dates to training and professional development
- Interviews with 'eminent' people [this includes you]
- Photographs and illustrations
- Poems.

Contributions can be typed or (legibly) handwritten. E-mail is preferred, but you may wish to phone and submit information verbally. If so, you will need to contact Anthony to arrange a suitable time.

Issues of the newsletter may explore specific themes, when this occurs contributions relating to other aspects may be held until a newsletter theme that is more appropriate to the content is scheduled. Themes will be advertised well in advance so that contributors are aware of the timing of themed newsletters.