

THE HEALTHLINK BULLETIN (Poster)

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Introduction

Production of the HealthLink Bulletin began in 1996 and is currently one of the main information dissemination tools that fall within the activities of HealthLink. This tool is made available on email and is currently being sent to close on 1700 subscribers.

Background

The bulletin functions as a source of information which is compiled into a fortnightly electronic newsletter. Membership to the list is free of charge and only people who choose to subscribe to the list receive the bulletin. List members include journalists, academics, politicians, consultants, health managers and individuals in the private sector, civil society, governmental and non-governmental organisations. Each successive bulletin is accessible on the Health Systems Trust website and is also sent to subscribers by email.

Methodology

The process of assembling a bulletin includes proactive searching by the Resource Centre Manager together with the HealthLink editor for suitable and relevant items. The search focuses on various selected and specifically identified internet sites which focus on information which is current and relevant to the health sector. From these sources the bulletin's content includes news, stories, current events, job opportunities, publications, training courses and resources. Topics covered by the bulletin include HIV/AIDS, public health issues, health related legislation information, health economics and development, advocacy, equity and drug information.

Conclusion

The bulletin summarises a large content and wide variety of key information into 8-10 pages which can be easily scanned and read by the recipient in a few minutes. In the light that there is no active promotion of the bulletin, it can be concluded that the bulletin adds great value to the work of individuals and organisations because of the continuously growing membership. In July of 2004 membership was at 1131 members and has now moved to 1695 members in July 2007.