Steps to involve the FETP in a public health bulletin: new or existing

1) **Assess whether there is an existing means of conveying scientific information** to identified targeted audiences in a timely and effective manner. This should be carried out by the national director and RA during the initial stages of an FETP.
   a) Review how public health professionals in the country receive information
   b) Review the methods used by the MOH to convey information.
   c) Use these reviews to identify whether there are any gaps in communication that might be filled by an epidemiology or public health bulletin as part of a system of communication and feedback.

### Communications Assessment

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<th>To assess…</th>
<th>Ask questions such as…</th>
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<tr>
<td><strong>Target audience</strong></td>
<td>• What type of people is the bulletin designed to reach?</td>
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<td>• Does the bulletin seem appropriate for all or only part of the target audience? (consider reading level, language, etc.)</td>
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<td>• What does the target audience think of the publication? (Check with several members of the target audience throughout the country and get their feedback.)</td>
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<tr>
<td><strong>Publication and distribution</strong></td>
<td>• How many issues per year are published?</td>
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<td></td>
<td>• How long has the bulletin existed?</td>
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<td>• How many copies per issue are printed?</td>
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<td>• How long does it take an article to get published?</td>
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<td></td>
<td>• What is the method of distribution (mail, fax, online)?</td>
</tr>
<tr>
<td><strong>Submission and review</strong></td>
<td>• What is the process for submitting articles to be published?</td>
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<td>• Who reviews submissions for acceptance, editing, etc.</td>
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2) **Identify ways in which an FETP can contribute** to a new or existing public health bulletin/report or other informational product used to inform or influence public health practice and policy.

3) Identify the public health bulletin team.
## Public Health Bulletin Team

<table>
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<tr>
<th>Team member(s)</th>
<th>Activities/Responsibilities</th>
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| **Editor-in-Chief**         | • Serves as director of the publication  
• Provides liaison between sources of information and target audiences  
• Works with editorial board to determine policy and practice related to bulletin/report  
• Oversees the work of other members of the staff                                                                                                                                                                                                                                                 |
| **Managing Editor**         | • Plans and schedules production  
• Works closely with editorial board, researchers, writers, staff to develop quality information (articles, tables, graphics)  
• Reviews and edits all contents of the bulletin  
• Supervises bulletin staff  
• Has a strong background in scientific writing, epidemiology and public health                                                                                                                                                                                                                   |
| **Staff writers and editors** | • Work closely with managing editor, other writers, scientists, and graphic designers to develop bulletin content  
• Have a strong background is writing and in subject areas covered  
• Number of staff writers will vary depending on the size of the bulletin/report, the frequency of publication, and financial constraints                                                                                                                                                   |
| **Graphic designers**       | • Work closely with editorial staff and researchers to develop appropriate graphics and other design features of publication  
• A small bulletin may use contractors, part-time employees, or staff from another part of the MOH                                                                                                                                                                                                                   |
| **Peer reviewers**          | • Subject matter experts from a variety of disciplines within public health who are familiar with current research within their topic and can review material in a timely manner.                                                                                                                                                                  |
| **Editorial Board**         | • Composed of representatives from the bulletin’s target audience who are respected and experienced in public health  
• Advises the editor  
• Defines topics for future publication  
• Works with editor to determine publication and clearance policies  
• Establishes policies regarding the media (when and how to release information to the media and when the media may publish the information)  
• Establishes policies regarding publication of topics that may be politically charged in some countries  
• Meets on a regular basis  
• Makes timely decisions  
• Essential to maintain scientific and ethical standards                                                                                                                                                                                                                                           |

NOTE: When forming an editorial board, consider the composition of the board (What are their experiences in writing/editing?). Also, determine whether the board will be paid or serve as volunteers.
4) **Establish the budget for the public health bulletin.**
Considerations for the budget should include
- Printing costs
- Distribution costs
- Personnel
- Office equipment and supplies
- Software
- Costs associated with the editorial board
- Costs of reviewing and clearing material for publication
- Costs of in-service training for staff
- Costs of marketing and otherwise publicizing the bulletin/report

5) **Determine the content.**
Types of information published in bulletins include
- Summaries of surveillance data (e.g., morbidity and mortality tables)
- Reports of outbreak investigations (what happened? what was the response? plus key recommendations for action for health officers and the public)
- Public health recommendations
- Reports of health issues from other countries
- Reports reprinted from other sources (e.g., WHO, CDC)
- Notices of upcoming scientific meetings, training, and other public health events
- Editorials and letters to the editor
- Book and electronic media reviews

6) **Establish the publishing schedule.**
One of the goals of a public health bulletin/report is to deliver information in a timely manner. The frequency that the information is delivered must be determined locally and should be based upon the frequency of the surveillance information on which the publication is based. Publication may also be constrained by limited human and other resources.