



A word from the chair

APRIL 2014

Thank you to all those members who managed to make the AGM last month.

There was plenty of time for networking and catching up with old friends. Particular thanks goes to Carol Cooper, the Guild's President, long term member, doctor, medical writer and now, successful author. Carol gave a terrific talk on self-publishing in the digital age, and shared her experiences of getting *One Night at the Jacaranda* published. You can discover more on our AGM write up on page 5.

We've had considerable discussion among the committee over the most accessible time to

hold events. Traditionally most of our seminars and workshops have been in the evening but an increasing number of you have said that it would be more convenient if some of the events were held during the day. So, in an effort to accommodate as many of you as possible please take a few minutes to fill in our short questionnaire (see page 2). All that it requires is a tick in the appropriate box or boxes!

Meanwhile, if there is anything that you feel the Guild should be covering or you'd like to get involved, just drop me a line.

Michele

Introducing...

We are delighted to welcome three new members to our committee. Here, we let them talk for themselves...

Lee Rodwell



'I've been writing about health since the 1980s. Since then my features have been published in most of the nationals, lots of magazines both in the UK and abroad,

and, latterly, on some websites. I've also produced leaflets, booklets, patient information packs and press releases for charities and healthcare companies – and I somehow managed to write eight books as well. Until recently my day-to-day work was as *Take a Break's* health editor, spending much of my time commissioning and editing rather than writing. So it's great to be back freelancing, digging out stories that interest me, and blogging at mytriedandtested.blogspot.com about health and lifestyle stuff that makes life better (or not)!

Janet Horwood



'I started my career in journalism on newspapers – *Sunday Times Business News* and *The Vancouver Sun* – before moving into magazines. Back in the UK I had a short stint with *Reader's Digest* before making the move into magazines and feature writing. I have worked on *Woman's Own* and *Woman* – where I was Deputy Health Editor. I left to be Features Editor for *Choice Magazine* and, for the last six years or so, I have been Health Editor on *Woman's Weekly* three days a week.

'Around all that I have freelanced for the *Daily Mail*, *Sunday Times*, *Saga*. I also edited *Caring*, a magazine for the Carers Association and was contributing editor for *TSB Magazine*.'

Georgina Bentliff

For most of my career I have been in medical and health publishing, helping health professionals to produce reader-friendly books for general readers, students and fellow health professionals. I currently run *Hammersmith Health Books*, which focuses particularly on the relationship between nutrition and health.

I also have considerable experience in copyright and copyright licensing having worked for the Copyright Licensing Agency for five years. I continue to assist a number of CLA's sister organisations internationally.



Read all about it!

Missed the Chief Medical Officer's 2014 Report, or need to catch up on the highlights? Here's our bite-sized coverage of the report

The headline story from last month's annual report on the state of the public's health was the weight of the nation's adult population. Estimates show that almost two-thirds of adults and one-third of children under 18 are overweight or obese. It isn't just the fact that far too many of us are overweight, studies now show that there are overweight people who believe they are 'about the right weight'.

According to one study, highlighted in the report, 77% of parents of overweight children didn't recognise that they were overweight.

Chief Medical Officer Professor Dame Sally Davies said 'I have long been concerned that being underweight is often portrayed as the ideal weight, particularly in the fashion industry. Yet I am increasingly concerned that society may be normalising being overweight!'

Other areas of concern include:

- The possible link between deafness, blindness and dementia. The GP patient survey shows that there is a greater prevalence of dementia in people with severe vision loss or severe hearing impairment. However, the CMO points out, more research is needed to understand the link.
- Despite the portrayals in soap operas, 75% of the population doesn't drink excessive amounts of alcohol. In fact, more of us are staying off alcohol.
- We need to improve safety for pedestrians and cyclists if we are going to get more people walking



and cycling. These inexpensive forms of exercise are available to most, and bring health benefits. However, the risk of serious injury for each kilometre travelled by bike is 21 times higher than if you travel by car. The CMO calls for an integrated approach to improving safety for all road users.

The report also covers Professor Dame Sally Davies' views on added sugar in drinks, 11-18 year-olds get almost one third of the added sugar in their average diet from soft drinks. The CMO calls on manufacturers to use less sugar where possible. And if voluntary efforts don't work, the next step could be to consider a 'sugar tax'.

- *Read more at <https://www.gov.uk/government/news/chief-medical-officer-publishes-annual-report-on-state-of-the-publics-health>*
 - *Volume Two of the CMO's report is expected in the summer, and will cover public mental health.*
- Report: Lesley Dobson**

TELL US WHAT YOU THINK!

The GHW is planning a rolling programme of events but we would like to arrange them at a time that suits as many as you as possible.

So, when it comes to seminars and workshops, what time suits you best:

- 9.30 - 12.30pm ■ Lunchtime ■ 1.30 - 5pm ■ 3.30 - 6pm ■ Evening

Click here to enter your response: <https://www.surveymonkey.com/s/KSLQBD6>

A DAY IN THE LIFE OF...

Sally Brown

From the fast-paced world of newspapers to the less-stressed world of a portfolio career, Sally reveals her working week

When I first went freelance 13 years ago I had left the frenetic environment of a national newspaper. It took me about six months to adjust.

At first I felt guilty about not feeling stressed and exhausted at the end of the working day – I thought it meant I hadn't worked hard enough. After a while the penny dropped and I realised the whole point of being freelance was to have a better quality of life. Now I make time in my working week to go for a run, or meet a friend for coffee.

A lot has changed in recent years. Not only was there was more work around when I first started, the pay was better. I work mainly for women's monthly magazines and I've seen three of my regulars, Eve, She and Zest, close down. And it's not unusual to be offered £250 for a piece I would have got £600 for 10 years ago. Like many freelancers, I've frustratingly watched my annual income dwindle by £10,000.

Then one day I read a feature about portfolio careers and how the days of having one job and one income are coming to an end. It started me thinking that maybe instead of trying to get more writing work, I could add a second career of something different. Fast-forward seven years and I've

now qualified as psychotherapist.

I started training in 2007 and 'officially' qualified and became registered with the British Association of Counsellors and Psychotherapists last summer. The training was not cheap but it has been life-changing – it's a huge lesson in self-awareness.

At the moment, I work at Bedford Counselling Centre one day a week, seeing clients and also doing some publicity for the centre.

The rest of the week is spent on freelance writing. I've found the two careers complement each other and I'm writing more emotional and psychological health features. I've also found myself on the other side of the fence, and being interviewed for features as an expert.

I have a tendency to get really into whatever I'm researching. I spent a week in February working in a T-shirt after writing a feature on how being cold activates fat-burning brown fat cells. I've also picked up loads of tips for improving my productivity from interviewing experts.

I have a tendency to get really into whatever I'm researching. I spent a week in February working in a T-shirt after writing a feature on how being cold activates fat-burning brown fat cells. I've also picked up loads of tips for improving my productivity from interviewing experts.

One of my favourites is the 'Pomodoro technique' – when I'm on deadline, I set a kitchen timer in the shape of a green pepper (it's supposed to be a tomato, hence the name, but the shop had sold out)



to 25 minutes and write non-stop. I then take a break for five minutes and set the timer again. It's amazing how it focuses the mind.

Like many freelancers I tend to write in the morning, then research and do interviews in the afternoon, or go to press appointments. I've recently started to appreciate the value of Twitter so am trying to spend some time on that every day. I also check out various sites and blogs for ideas, like Science Daily, Mind Hacks, PsyBlog, BuzzFeed, Salon and Mashable.

I finish work around 4pm when I switch into 'mummy' mode, but if I have enough energy, I may pick up my laptop after the kids have gone to bed. I'm collaborating with a former colleague Lisa Helmanis, who is a digital strategist, on creating a mental health-based website that should be live by the end of the year. I'm hoping that if we manage to secure sufficient sponsorship, it could be another source of income in the career portfolio.

Getting extra pay for work

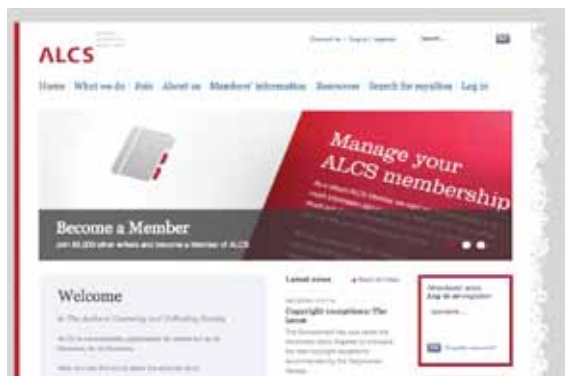
Jane Symons explains why we could all benefit from becoming a member of the ALCS

Have you joined the Authors' Licensing and Collecting Society? If not, you could be missing out on royalty payments for your work. It really is as simple as making money out of old words.

Twice a year the ALCS gets a pot of money collected by the Copyright Licensing Agency which it then distributes to members on the basis of word counts and where the work was published.

It sounds complicated, but is actually very simple. As the Society explains on its website:

'If your books, or magazines and journals containing your work are available to be photocopied or scanned in schools, universities, businesses, public sector bodies or libraries then you may be entitled to a share of the income



collected by the Copyright Licensing Agency.'

It costs only £25 to join the ALCS for life and there is no need to pay up front – if you're eligible for royalties your dues are deducted from your first allocation. It's just a matter of logging details of what you have written. There is even a search facility to check for any outstanding book royalties.

It's well worth the effort. I recently had a payment of just over £700 land in my bank account and couldn't work out where it had come from – until my statement from the ALCS came through the post.

There's another distribution in November, so make sure you don't miss out.

● *Details on how to join the Society and register for royalties are all available on the ALCS website: www.alcs.co.uk*



AN INVITATION TO GUILD MEMBERS

Briefing event - The Care Quality Commission

The Care Quality Commission (the independent regulator of health and adult social care services in England) would like to invite you to a briefing, followed by lunch.

DATE: 3 June 2014

TIME: 11am – 1 pm
followed by a buffet lunch

PLACE: ETC,
120 Moorgate,
London EC2M 6UR



During the briefing, they will talk about:

- Their role as a regulator and inspector
- The role of their new Chief Inspectors for hospitals, adult social care and general practice and their key priorities for 2014/15
- How they involve the public in their work
- Their new-style inspections with inspection teams, which include health and social care experts and members of the public
- Their role as mental health commissioner
- Their thematic work, including on

dementia and mental health

- Their new ratings being introduced from autumn 2014

To book a place please e-mail Jatinder Dua at the Guild office: admin@healthwriters.com.

All replies by 18th May 2014.

Please also indicate in your reply if you have any dietary requirements or access needs.

If you have any particular questions about the event please contact Helen Ashley:

Helen.ashley@cqc.org.uk

News from the 2014 AGM

Although AGMs aren't traditionally occasions for celebration, this year's was different...

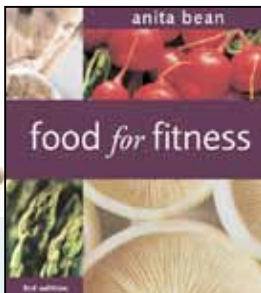
- We celebrated 20 years of commitment to excellence in health journalism – balloons and bubbly will be saved for our summer party on the 10th July.

- It was probably the shortest AGM on record with one constitutional change to remove the need for audited accounts (not necessary as we're not a charity) and instituting a 90-day rule for expenses.

- Our main committee is now up to full strength as we welcome three new members (see front page for more details).

- Our president DR CAROL COOPER gave a really interesting presentation on self-publishing based on her medical thriller 'One Night at the Jacaranda'.

MEMBERS' NEWS



Food for Fitness by ANITA BEAN

4th edition, £16.99, Bloomsbury

This latest edition is the ultimate resource for anyone who is serious about sport or fitness. It has been updated to include the very latest nutrition research for exercise and performance. Food For Fitness dispels popular myths and gives you the tools you need to reach your maximum performance, as well as 65 easy, delicious recipes, and sport-specific menu plans. Anita Bean is an award-winning registered nutritionist (Sports & Exercise), an accomplished sportsperson and author of more than 20 books on nutrition, including The Complete Guide to Sports Nutrition.

- A former competitive athlete, Anita contributes to many health and fitness publications and writes a regular blog on www.anitabean.co.uk



GILL JACOBS' blog <http://www.wiseuptohealth.com>

is about habits for health as we grow older. Gill says: 'I have made the blog an Amazon Free Zone and encourage others to follow my example. While we all know how hard it is to make any money with blogs, I do see it as a 'calling card' and a platform to promote any future books.

FREE FROM WINNERS

The annual Free From awards are masterminded by Michelle Berriedale-Johnson, The 2014 winner for best FreeFrom Food was **Anni Reid** of Focaccia per Tutti.

- Find out more about the awards and the winner on: www.freefromfoodawards.co.uk/

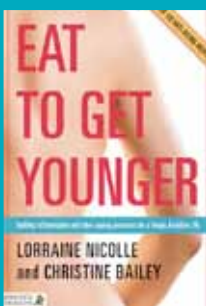


Freelance health journalist **DANNY BUCKLAND** has a new website: www.dannybuckland.co.uk

which features his work for national newspapers and his Future Pills blog about healthcare innovation and the future of health.



MEMBERS' NEWS



CHRISTINE BAILEY has a new book out: **Eat to Get Younger** (£14.99, *Singing Dragon*). Co-authored with Lorraine Nicolle, this outlines the links between inflammation and poor health and provides an action plan for avoiding this precursor to most age-related, degenerative diseases. With meal plans, recipes and questionnaires for self-assessment, the authors guide you through the easy-to-follow anti-inflammatory lifestyle that will keep you looking and feeling young and healthy. Christine, who's a full member, will also be running cookery demonstrations linked to recipes and research in the book.

For further information, visit www.advancenutrition.co.uk

My Tried and Tested

Thursday, April 10, 2014
Chocolate is for life ... not just for Easter



It's nearly Easter - so here are 4 chocolate-related items that may be of interest at your house!



LEE RODWELL has started a new blog, **My Tried and Tested**. She says: 'As a health and lifestyle journalist

I get to write about many of the things I enjoy: eating, drinking, going out, staying in, keeping fit and well.

'PRs send me a lot of information about stuff in the hope that I'll spread the word

about how wonderful it is. And other stuff just happens. The blog takes a considered look at it all.

'It's a work in progress - but if you want to know why lighting a candle could be good for your heart or why a skin patch might not be the best mosquito repellent, check it out at: <http://mytriedandtested.blogspot.co.uk>



OPTING OUT?

If you'd like to opt out of sharing your medical data, member **JANE DEAN** suggests the following web site where you can download a form to hand into your GP. Just click on:

www.TheBigOptOut.org/for_GPs

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