



A word from the chair

Now it's officially summer (well, allegedly!) it seems a good time to announce some of the great events we have planned for the second half of the year

**JUNE
2013**

Most importantly, please put Tuesday 16 July in your diaries as it's the date of the summer party – all booked for the fabulous October Gallery, home to some of the most cutting edge art and next month some pretty stunning wall hangings, too. All in all it's bound to be a terrific evening. I do hope you can join us.

After the summer we start our rolling programme of events, kicking off with a seminar on new opportunities for journalists, exploring different ways of boosting your income. And we have some top experts lined up - as well as some familiar faces. Look out for the 'Save the date' alerts from Jatinder which will be pinging into your inbox sometime soon.

Meanwhile, I hope you like the new look newsletter. We're also working on a new look website for you too, which we hope will be invaluable for members as well as potential employers.

Lastly, have you had time to fill in our short questionnaire on Survey Monkey? We know from LinkedIn that there can be vast differences between the fees our members are offered but by sharing this information hopefully we'll put ourselves in a stronger position when it comes to agreeing a fair rate for a job. And, as professionals, isn't that the least we should expect? We'll have the results for you in the next issue.

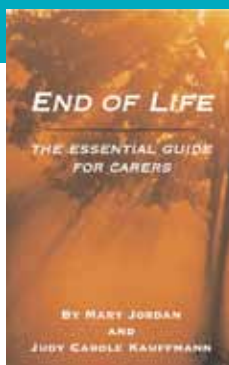
See you on the 16th – come rain or shine!
Michele

MEMBERS' NEWS

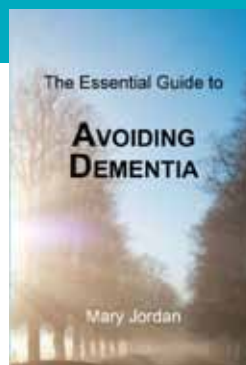
Mary Jordan

maryjordan@ntlworld.com

Experienced in dementia care, as a carer to friends and relatives and professionally through her work with a national dementia charity, Mary has a new book out and new editions of two other titles.



End of Life – The Essential Guide for Carers (co-authored with Judy Carole Kauffmann) is now available as an e-book. (Hammersmith Press)



The Essential Guide to Avoiding Dementia has just been published (Hammersmith Health Books)



The Essential Carer's Guide (originally published in 2006) will be issued in a second edition in June 2013

LOOK WHO'S TALKING...

...Tweet to go

While many of you are aficionados when it comes to tweeting, the truth is that the same can't be said for all our members. So, for all those Twitter virgins, this is for you...

GETTING STARTED

Type Twitter in to your search engine, click on sign up and follow instructions. If you're using this for work and want other people on Twitter to be able to find you, it's a good idea to use your own name or something close to it. If your name is already being used, try putting in an initial, a number, or abbreviate part of your name. But do something that will be identifiable as you – because that's really the whole point of getting involved.

Most importantly, put up a picture. If you don't, you'll be represented by the image of an egg and no one takes those 'egg-people' seriously.

HOW IT WORKS

You can jump right in and start tweeting, or take some time to read what other people are tweeting about. Remember though that Tweets are 140 characters, including spaces. You can follow and unfollow other tweeters at the click of your mouse, so editing the tweets you receive on your Home page is simple. If you're still unsure, check on your account settings tab where there's advice under 'how to get started'.

WHY IT'S GOOD FOR JOURNALISTS

You can find out information quickly, follow experts in any field you're



interested in and make contact with experts, charities, PRs, organisations etc. by sending a tweet. If you're making a request regarding your work - asking for information, verification of a fact, or putting out a request for case histories - you can use the hashtag symbol #. You're likely to see #journalism on Twitter, but you can make up your own hashtag.

Using this before a keyword or phrase categorises your tweets. You can find out more about using # at <https://support.twitter.com/articles/49309-using-hashtags-on-twitter>. If you work on a Mac, to get the # symbol, press the alt key and 3, simultaneously.

See you on Twitter!



FIND OUT MORE

Sign up with Twitter. Go to <https://support.twitter.com/groups/50-welcome-to-twitter/topics/204-the-basics/articles/100990-signing-up-with-twitter>
And Twitter 101: Getting started with Twitter go to <https://support.twitter.com/groups/50-welcome-to-twitter/topics/204-the-basics/articles/215585-twitter-101-getting-started-with-twitter>

Sniffing out a good story

Relatively new to the blogosphere is Liz Bestie's *The Surgery Cat*.

'I wanted a forum where I could write about things that interest me but possibly not a commissioning editor,' says Liz. 'It also enables me to write with more of a political view than I would be allowed to go for in the national press.' Read Liz's views on statins – and more at: <http://thesurgerycat.com/>



...Linking in a recent comment by Colleen Shannon about marketing buzzwords that we love to hate seemed to get many of you reaching for your keyboard*

Here are some of our favourites...

■ 'Definitely 'going forward' Like, we're going to go backwards? And who started to say 'utilise' instead of 'use'?! ■ 'Those that don't allow me to 'leverage' the market, 'optimise' the message or 'engage' the audience in a 'bespoke' way. Comprendo?' ■ '... And let's not forget the ghastly 'unmet need' ■ 'Outsource' (dump your work on someone else who gets paid less) and being 'tasked' with, well, a task. ■ 'Reach out' as in "we just wanted to reach out to you"... like I'm a lost, abandoned soul in need of salvation!' ■ And there's always the old favourites...'Game Changer', 'Deliverables', 'Engage'... the list, it seems, is endless...

*With thanks to Colleen Shannon, Sandra Hempel, Lynn Eaton, Corrine Swainger, Jane Symons, Danny Buckland and Fiona Bugler



Liz Hollis



Michele Simmons



Christine Webber



Jean Elgie



Eva Gizowska



Oliver Gillie

Who's who

Here's the post-AGM line-up of the main committee complete with mini career biogs



Aviva Ingram



Patsy Westcott

Michele Simmons (Chair)

Starting in teen magazines at IPC, Michele went into health journalism, editing Practical Health, then Slimming magazine. She has been Health or Commissioning Editor on a number of women's magazines - from Essentials and Woman to Woman's Journal and Best. Now freelancing, she has written several books but mainly works for contract publishers and charities – pitching, launching and editing.

Christine Webber (Hon Vice Chair)

Christine had a career in TV news before becoming a health writer. She has been the agony aunt for titles including Best and The Scotsman, and was the sex expert on Woman and BBC Parenting. The author of 12 self-help books, her latest is How To Mend a Broken Heart. She contributes to publications and websites, such as Netdoctor. She is also a qualified psychotherapist.

Liz Hollis (Hon Secretary)

A freelance journalist specialising in health, psychology, fitness and wellbeing. Liz is a former staff reporter on a daily newspaper and features editor of a national press agency. She has written for many national and international publications including The Guardian

and The Times, Red magazine, Health & Fitness and Psychologies. Liz belongs to the British Psychological Society and is based in Norwich.

Jean Elgie (Hon Treasurer)

A former vice-chair, Jean returned to the committee as Treasurer and also to oversee the biannual awards. From the unlikely starting point of a diploma in fashion journalism, she worked her way through trade titles, books, most of the consumer women's magazines and newspapers. Health has always been a passion and for the past 20 years she has either commissioned or written health features, project managed for the likes of Dr Foster and acted as a pitch and consultant editor.

Oliver Gillie

Former medical correspondent of The Sunday Times and former health editor of The Independent, Oliver has won 17 awards for his scientific and medical writing in national newspapers. He has campaigned over several years on the importance of vitamin D for health and is involved in planning clinical trials of vitamin D.

Eva Gizowska

Eva has written for nationals including The Daily Mail and The Guardian, and most of the women's magazines including Bella, Prima, Woman's Own and Grazia. She has had a number of staff jobs including Health & Fitness Editor at New Woman and Acting Health & Wellbeing Editor at She magazine. Eva has also written health and fitness books.

Aviva Ingram

Aviva has been a health and lifestyle journalist for over 10 years, having started out on the features desk of Healthy magazine. She was then freelance for a number of years, writing about psychology, fitness, celebrity and travel for a range of leading titles. She is currently features editor at Tesco magazine where she works both on the magazine and online.

Patsy Westcott

Patsy has written, she says, 'over 2,000 features for national magazines, newspapers and websites', including The Mail, Woman & Home and Saga magazine. She has also written for the not-for-profit and public sector including many large national charities. The author of more than 30 health books, Patsy is currently studying for a Masters degree in Nutritional Medicine.



Editor's letter

Stuck for ideas? Waiting for inspiration to strike is an all-too-common dilemma for the freelancer. But the digital scene can offer up some surprising sources of help

Every now and then you come across a blogger, website, a journalist's tool, that really helps you. Word Count: freelancing in the digital age (michelerafter.com), is one I go to when I'm in need of an inspiring piece of advice. Michelle V. Rafter is the woman behind it. Her specialist area is business, careers and technology, but she – and her guest bloggers – write about being a freelance and how to find work.

You should notice a change from this issue of HealthWriter. We've got a bright new logo and the first of a series of features on the use of digital and social media, kicking off with Twitter. For those who are Twitter virgins, we cover how to get started and how to make the best use of it.

We will also be looking at who's doing what online (and the subjects they're covering), useful websites and any other information that could help you work smarter not harder.

If you have questions that need answers, or know websites/bloggers/tweeters/organisations you feel we should know about, please email me.

Try the Massachusetts Institute of Technology website if you're looking for cutting edge health news. On 2 June they ran this story from the MIT news office 'A step closer to artificial livers'

● Go to <http://web.mit.edu/newsoffice/2013/a-step-closer-to-artificial-livers-0602.html> for the website, and @MIT news is their Twitter address.

Lesley

MEMBERS' NEWS



Dr. Marilyn Glenville PhD is the UK's leading nutritionist specialising in women's health. She has recently launched a new book - Natural Solutions to IBS.



NATURAL SOLUTIONS TO IBS
The ultimate guide to relieving your symptoms for good!

Astonishingly, Irritable Bowel Syndrome affects one in five people in the UK. Now leading nutritionist **Dr Marilyn Glenville PhD**, has applied her many years of clinical experience to bring you a lasting solution, in the form of her new book.

Full of practical nutritional advice, as well as suggestions for ways to help boost

emotional wellbeing, Natural Solutions to IBS offers the vital support that you need to relieve symptoms of IBS and heal your digestive system.

Inside you will discover:

What IBS actually is and how it is diagnosed
Your medical treatment options – what's helpful and what isn't

How to identify potential trigger foods and how to eat to beat IBS

The impact of your emotions and stress – and how to counteract them

● **Natural Solutions to IBS, £10.99 from www.marilynglenville.com.** For media enquiries, to request a copy or for more of Marilyn's expert advice and tips on combating IBS, please contact Erica Cohen at CCD PR on 020 7434 4100 or



Eat, drink and be merry...
The Guild Summer Party
at the October Gallery on 16 July 2013
6.30pm onwards

Plus don't miss the current exhibition.
 More details: www.octobergallery.co.uk
 See you there... and don't forget to reply!



Dates to remember

- JUNE 14-20 NATIONAL MEN'S HEALTH WEEK**
www.menshealthforum.org.uk
- JUNE 19-26 UK MYELOMA AWARENESS WEEK**
www.myelomaonline.org.uk
- JULY 4-10 DEMENTIA AWARENESS WEEK**
www.alzheimers.org.uk
- JULY 4-11 NATIONAL TRANSPLANT WEEK**
www.thetransplantrust.org.uk

MEMBERS' NEWS



Lucy Jolin,
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 and author
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Experienced journalists and trainers
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Cost: £390

● Visit: lastwordgroup.com/training/developing-effective-publications-how-to-make-your-newsletter-or-magazine-work-harder-for-you
 or contact Lucy

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Joani Walsh: Freelance



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 Members are very welcome to send in contributions to Health Writer and
 to submit ideas for events and workshops.

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