

**EG on Prison Health
Fourth Meeting
WHO Copenhagen Office, Denmark
24-25 October 2007**



Reference	PH 4/11/2
Title	E-mail from the Secretariat requesting input to the NDPHS info Folder
Submitted by	Chair
Summary / Note	-
Requested action	For information

-----Opprinnelig melding-----

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Sendt: 4. oktober 2007 22:23

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Emne: NDPHS EGs' "info sheets" to be included in the NDPHS info folder (ref. MM-070904-01)

Dear Colleagues,

As agreed during the 5th Meeting of the EG Chairs and ITAs held in Vilnius, I am pleased to send you a brief description of what the Secretariat would like to propose that the NDPHS EGs write in their "info sheets" to be included in the NDPHS info folder.

1. Overall concept

Let me recall that the Secretariat's proposal is that the NDPHS would produce a folder with loose inserts (info sheets). Both printing and distribution would be sponsored by the Database Project.

The info sheets would be just A4 pages, printed both sides. It is proposed that at least the following **info sheets** would be developed:

- one sheet presenting an overall information about the NDPHS (information more specific than that printed on the folder, cf. below). The Chair and Co-Chair Countries would also be mentioned here;
- **4 sheets about the Expert Groups and their activities (each EG would have one dedicated page);**
- one sheet about the NDPHS Project Pipeline;
- one sheet about the NDPHS Database.

Info sheets can be produced in several language versions (but at least English and Russian).

In the future we could produce one sheet about the thematic reports.

If you would like to propose additional sheets, kindly let me know before the Database Project Steering Group meeting in Kaliningrad (and preferably by Thursday next week).

As regards the **folder**, it would have the size a bit bigger than the sheets so as to be able to store all the info sheets. On the back cover it would include the names and logos of all the NDPHS Partners and the Secretariat contact information as well as the NDPHS website address. On the two inner pages, there would be written short, general information about the NDPHS, its mission, its expert groups, etc. Short information about the NDPHS Database project and the disclaimer required by the PHEA would also need to be included.

The idea is that the folder could be used for 2-3 years, depending on circumstances, whereas the info sheets would be for 1-2 years and could be updated / replaced as need be, and included in the folder in a composition deemed appropriate for a given event and target audience (e.g. for an event in Russia, one could include only info-sheets in the Russian language; and for an alcohol conference in English, all English language info-sheets but PH, PHC and HIV/AIDS EGs' info sheets). This tailor-made approach would make it possible to better target organizations and people, and do it in a cost-effective way.

2. Expert Group info sheets

2.1 Textual contents

As regards the contents of EG info-sheets, the Secretariat would like to propose that they would be **written in an attractive and reader-friendly, journalistic way and would cover the following:**

- Background and rationale (can be written based on EG ToRs);
- Objectives and responsibilities (can be written based on EG ToRs);
- Information who is the EG Lead Partner / Co-Lead partner as well as Chair / Co-Chair, and who is the ITA;
- Description of main activity lines with a few examples of concrete achievements as a spice;
- Future plans (but in a general way, so that an info sheet would not become outdated too fast);
- Other issues that an EG finds important to communicate to the public in general.

It would also be advisable that each EG would find some attractive message, something making people feel it is important that your EGs have been established and that the EGs are very much needed by people in our region. I would not suggest over-dramatizing, but people appreciate dealing with some things that of direct relevance to them, that have some impact on their lives, etc.

Kindly note that it is vital that the information provided in **the EG info sheets would be somehow related to the database project**. It is a very important issue since we can not allow for PHEA to ask questions such as – why do you finance info sheets production and dissemination which are not related to the Database project, but are just a core business of the NDPHS...

2.2 Graphical contents

A nice lay-out will be proposed to us by a company specializing in this kind of work.

I suggest to also include your own pictures, to make the info sheets livelier – just like in our article in the Barents Newsletter on Occupational Health and Safety (cf. <http://www.ttl.fi/Internet/English/Information/Electronic+journals/Barents+Newsletter/>). But, then, we need to keep in mind that if there is a change in the leadership, a given info sheet becomes partly outdated.

It would be nice to have a general photo in each info sheet, which would be of relevance to a given EG. This would be vital even more in case when you decide not to include your personal photos.

2.3 Technical details

I estimate that the length of text should be **about 5,000 characters** (spaces included), so as to leave room for nice graphical elements. However, if you would like to include a few pictures there may be a problem accommodating them and a long text.

I would be most thankful if you could send me the following information:

- **how many info sheets presenting your own EG** each of you would like to receive **in addition** to those included in the folder? (in other words - it is proposed that we would print the amount of info sheets equal the amount of folders plus extra amount of loose info sheets for each of the EGs so that you could also distribute these sheets alone, if/when needed);
- **would you also like to receive loose info sheets of other EGs or other sheets, or it would be enough that you receive complete folders.**

To be able to produce the info sheets in time for PAC 4, **the Secretariat would need to receive your input (text and photos) no later than 22 October 2007**. Although this is not much time, I hope it is possible for you to adhere to this deadline considering that you are very well equipped in sources of information, i.e. your EG ToRs, Progress reports for 2007 and Work Plans for 2008.

Thank you very much for your cooperation.

Yours sincerely,

Marek Maciejowski

This document arises from the project “NDPHS Project Database” which has received funding from the European Union, in the framework of the Public Health Programme. The sole responsibility for that document lies with the NDPHS Secretariat. The Public Health Executive Agency is not responsible for any use that may be made of the information contained therein.