

THE HENRY J.  
KAISER  
FAMILY  
FOUNDATION

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**kaisernetwork.org**  
Health Policy As It Happens

# Kaiser Daily HIV/AIDS and Reproductive Health Reports

Synthesizing the News

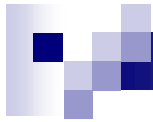
# Objectives

- Describe mission of and services available on [kaisernetwork.org](http://kaisernetwork.org)
- Explain the production process for the Kaiser Daily HIV/AIDS and Repro Reports
- Describe the challenges of producing a daily, online document covering domestic & international health issues



**kaiser**network.org  
Health Policy As It Happens

- Launched in November 2000
- Provides timely and in-depth coverage of health policy news, debates and discussions
- HIV and Repro cover international issues
- Audience comprises policy makers and advocates, researchers, the media, health care providers, general public
- Free service



# At A Glance

- [Daily News Summary Reports](#) (First Edition & archives)
- [HealthCast](#)
- [Health Poll Search](#)
- [Email Alerts](#)
- [National Health Policy Calendar](#)
- [Issue Spotlight](#)
- [Reference Links](#)

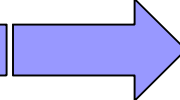
# *Daily HIV/AIDS Report*

- Topics covered include Politics & Policy, Public Health & Education, National & Local News, Drug Access, Media & Society, Science & Medicine, International News
- Almost 13,900 unique subscribers to HIV/AIDS Report email alert.

# *Daily Reproductive Health Report*

- Topics covered include State & National Policy, Abortion News, Contraception, Public Health & Education, Pregnancy & Childbirth, Reproductive Health Services, Bioethics & Science, International News
- Nearly 12,200 unique subscribers to Repro Report email alert.

# How we do what we do...

- Six editors & nine writers  form two teams
  - Two editors & three writers for Kaiser HIV/Repro
  - Four editors & six writers for Kaiser Policy/American Health Line/California Healthline (and weekly Greater Cincinnati Health Watch)

# The Daily Grind

- 6:30 – 7:20 am All staff search hard copies of newspapers, online newspapers (about 300 sources), news database, other relevant Web sites
- 6:50 – 7:20 am Editors sort through clips and assign morning stories
- 7:30 – 9:00 am Writers write & fact check; Editors edit & budget next day's stories
- 9:00 – 9:45 am Final copy edit, check links; Writers begin writing next day's stories
- 9:45 – 10:00 am Upload final documents to Internet, send out emails
- 10:00 – 3:30 pm Writers continue to write, fact check, search online papers; Editors catch up on administrative tasks, such as answering emails from readers, and prepare next day's report; Staff also participates in meetings, training sessions and teambuilding exercises

# What we need to do the job...

## ■ Staff

- Writing or editing skills and experience
- Interest in our topic areas
- Knowledge about our topic areas

## ■ Technology

- Internet access, Web tools, IT support, email, phone
- Not all (really) needed: could upload a text file with only short-term Internet access

# What else we need to do the job...

## ■ Resources

- Computers, printers, hard-copy newspapers, subscriptions to online services, office space

## ■ Information input

- Emails and phone calls from readers, others
- Stories on our topics published in the media

# How do readers use the reports?

- Most visit the Web site daily or read only the email version
  - In 2002, HIV Report page had 154,125 hits and Repro Report page had 97,475 hits
- 75% skim headlines & read only stories of interest
- 84% use links in reports to go to outside sources
  - “Kaiser Daily Reports are a goldmine of current information on health policy developments. The internal links in each story to sources is particularly valuable. Great job!”

# Sharing with friends

- 30% print out reports and give to others
- 75% forward the reports or stories through email
  - “I send the summaries on their region of the world to journalists with whom we work in developing countries.”
  - “My quizzes for an AIDS class are based on the Kaiser AIDS/HIV reports.”
  - “I read them out loud so everyone can hear.”

# Syndication

- Free syndication of headlines from any or all of the three Kaiser Daily Reports to not-for-profit organizations, government agencies & academic institutions
- Simple for Webmaster to insert code and headlines will appear on Web site each morning when document is published
- Editors code each story, so headlines can be chosen by topic area

# Some syndication partners

- [AIDS.com](#)
- [Cable Positive](#)
- [AIDS Treatment Data Network](#)
- [World Action Campaign to Stop AIDS](#)
- [Gay Men's Health Crisis](#)
- [IAPAC](#)
- [CARAL Pro-Choice Education Fund](#)
- [SIECUS](#)
- [Association of Reproductive Health Professionals' Roe v. Wade site](#)
- [Center for Health & Gender Equality](#)
- [Ipas](#)

# What people want and need

- Many appreciate international coverage; however, about equal number would like more focus on domestic issues
- More international news on non-English-speaking countries

# More feedback...

- More balance in reporting – most criticism comes from people who believe report is too liberal (for both HIV & Repro)
- No duplication between reports
- Make stories either longer or shorter – mixed reviews

# Greatest Challenges

- Maintaining accuracy
- Maintaining the correct reading level keeping in mind broad audience
- Preventing and addressing technical issues

# Other Challenges

- “Slow news days”
- Repetitiveness of issues (preventing turnover)
- Fast pace makes long-term vision difficult to imagine