

DeepestTissues

Editor's perspective



Danelle Kenny

Hello fellow wound warriors,

Welcome to 2016; another exciting year of new learning, new possibilities and new faces. I'm Danelle and I'm your new co-editor for *DeepestTissues*. I first became involved with wound care and *Wounds Australia* as a podiatrist in the public health sector. I now run my own private practice, servicing private hospitals and running clinics alongside general practitioners - helping members of the community manage their chronic diseases (and I still see a lot of pressure and infection related skin problems). A large part of my work is communicating, and I love doing this through the written word. So much about what we do is enhanced by how we teach, how we keep learning and how we talk with each other. I'm excited to be on board with Elfi to deliver what we trust will be a valuable communication tool on your wound care journey.

My 2016 new year's resolution is to continue my work in bridging the gap between what health professionals know and what the general population know. I am working on my Masters in International Public Health and focusing my efforts on communication elements, particularly marketing and health promotion. This is because I'm passionate about health promotion and health communication. Communication is an integral tool, for both ourselves and our clients, in navigating through the myriad of snake oil merchants and old wives tales, to reach a point of consensus on robust, evidence-based methods that work. I see my place with *DeepestTissues* as a way to extend my understanding and refine my methods of 'getting the message across.' I hope you'll help me stay on track and keep an open mind.

DeepesTissues means something different to everyone. I think it's done a wonderful job of taking a periodic snapshot of Australian wound management and believe it will continue to catalogue the trials and tribulations that make wound care what it is. What I'd like to see is an interactive platform that also shares ideas, struggles and triumphs. I'd really like to know what you think, what you need to know and what you'd like to see in your newsletter. The written word is a powerful communication device and I look forward to getting to know you through these pages. If there's anything you'd like to share, any new learning that you think is being overlooked, any question or debate you'd like to raise, or any helpful hints and tips you've found, please send them to us via e-mail newsletter@awma.com.au.

We can't wait to read them.

Danelle Kenny
Co-Editor
DeepesTissues

**If you have any comments or suggestions,
please email you comment to: newsletter@awma.com.au**

2016 Publishing Schedule

Regular contributors, please find the submission deadlines and anticipated publication dates below. Submissions before the deadline are welcome and highly encouraged! For your convenience, Danelle and Elfi have established a Drop Box folder for more convenient contributions. Please e-mail if you have any concerns or need help using the Drop Box.

Issue	Submission deadline	Advertise any event held on or after
March 2016	WED 27 January 2016	Monday 7 March 2016
June 2016	WED 27 April 2016	Monday 6 June 2016
September 2016	WED 27 July 2016	Monday 5 September 2016
December 2016	THURS 27 October 2016	Monday 5 December 2016

Are you a student or a new-grad?

Have you been published before?

Are you thinking of giving writing a go?

Could DeepesTissues be your first step in a publishing career?

If you have material that you believe is suitable for inclusion in *DeepesTissues* 'Occasional Contributions' section, such as a case study, an opinion piece, a conference or workshop report, product experience report or simply an idea, please contact the editors as soon as possible. Remember, *DeepesTissues* does not require peer-review. If you have any doubts, your friendly editors will guide you through the process every step of the way!

Interested? Email: newsletter@awma.com.au

DeepesTissues

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President's Report

Due to the final stages of the restructure process and the flux of responsibilities, we have not been able to obtain a message from our president. We're sure the next issue will deliver!

The new LOGO is here!



About the logo

The new logo symbolises the change from AWMA to Wounds Australia while still retaining successful elements of the previous brand, which has been refreshed into a new identity. This ensures recognition of the brand continues but clearly communicates the change to nationalisation.

The logomark design refines the existing distinct bandages in the shape of Australia into a simple and open design that communicates the new face of AWMA – one united organisation. The bandage with the light blue symbolises and pays respect to the organisation's foundations as AWMA.

Image and information: *Wound Wisdom* 2016 Issue No. 94

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