



December 2018

Colleagues,

I am delighted to be writing to you to share some exciting changes WPA is making to how we communicate with our members, sections, committees and broader WPA components. We've undertaken a review of how we interact with you, how often we interact with you, and how our interactions can be of more benefit to you. And we're making changes.

We're going to be in touch more regularly. Beginning in January, I will write to you every second month to share highlights of the work we are doing on the WPA Action Plan 2017-2020. I'll also be using that opportunity to share the news you've traditionally sent us for our newsletter. Instead of producing a quarterly static PDF document, we'll be sharing your news online as it happens – and I'll be highlighting that news in my bi-monthly digital newsletter.

We will be more targeted in how we communicate with you. We know that sometimes you might receive news that doesn't seem relevant to you. Or you may get three messages from us in a week and then nothing for two months. We're looking at ways we can share information relevant to you more efficiently and effectively.

We won't just be sending emails or letters. We're working to get better at using the technology available to us. That means you'll see us using social media more. It means you'll see videos and pictures instead of just text. Most excitingly, it means you'll see a vibrant new WPA website – one that is interactive, intuitive and that will provide you with up-to-the-minute news and information. We're looking to launch the first stage of the new website early in the new year. I'll be in touch with more news on this in due course.

Complementing our new website is our refreshed brand. You'll see that we've simplified and brightened the WPA logo and that we've modernised the whole look and feel in keeping with our organisation.

WPA's components are the lifeblood of the association and how we communicate between us is integral to the work we do together. We invite your feedback as we begin this path to better communication.

Our goal is simple, and that is to provide you with the best support we can as we work together to advance psychiatry and mental health worldwide.

Best wishes
Helen

Professor Helen Herrman AO
President, World Psychiatric Association