

FAST BREAKING UPDATES CREATION OF A NATIONAL DIGITAL NURSING CRITICAL CARE JOURNAL

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Background

“Fast Breaking Updates” is a digital internet professional critical care nursing journal, developed by the National Critical Care nurses association.

The founding vision was triggered during one of the national meetings and within 3 months, the first edition was created.

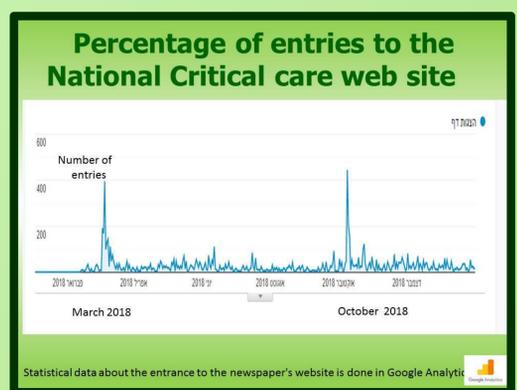
Our association believes that our foundationally missions are to reach bedside nurses in our country with the latest evidence based state of art critical care nursing breakthroughs.

The national association strives to be a scientific up to date resource used by nurses in our country. To achieve this, we need to reach as many nurses as possible, from the urban central areas to the most outer peripheral territories of the country, published in the language that most nurses understand.

Setting & reporter team

- The newspaper board make an effort to collaborate in order to decide on contents, authors, types of articles and translating articles into local language.
- The newspaper's reporters are ICU nurses who work in intensive care units in Israel.

- Statistical data about the entrance to the newspaper's website is done in Google Analytics.
- All the papers were published at the conferences of the Association for Intensive Care by means of a flyer containing the chairman's speech.
- In Flair there is an address for scanning and entering the newspapers.

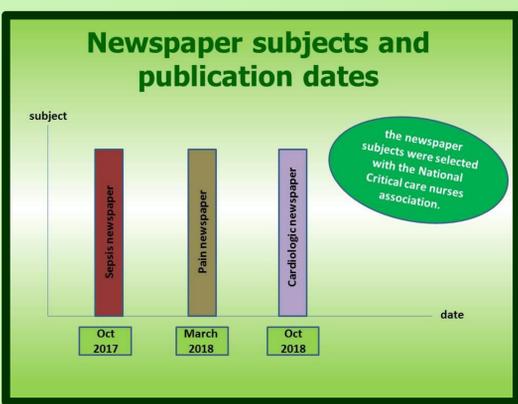
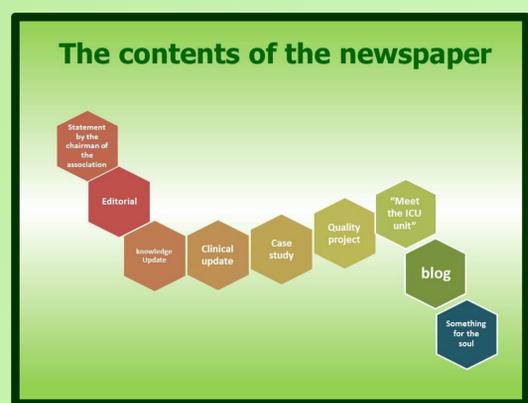


Aim

To describe the processes and lessons learned from our experience of developing, publishing, and distribution of a digital internet critical care national journal.

Results

- An annual survey of visitor segmentation on the website of the association, shows that during the months of publication of the newspaper, the percentage of visitors on the site increased.
- In 2018, 40% of the annual entries to the association's website were for the purpose of reading the newspaper.
- More nurses have joined the association, are downloading original papers and have become active members of the professional society.
- There is a gradual increase in the entrance to the newspaper's website.



Challenges and insights

The organization's journal is a breakthrough in the field of intensive care nursing in Israel. However, there is a great challenge in recruiting reporters for the newspaper.

The articles are written voluntarily as part of the vision of the Intensive Care Association in Israel.