

# ADF Health Readership Survey

The survey appeared in the April 2005 edition of *ADF Health*.

**Total responses: 129 (printed survey: 106, telephone survey: 23)**

This represents about 5% of the total distribution of the journal.

## Demographics of respondents

### Q7 Position of respondents

	Print	Tel	Total
ADF Reserve	55	21	76
ADF Regular	32	2	34
Civilian contractor to ADF	10	0	10
ADF Retired	4	0	4
DVA	2	0	2
Sponsored medical student	1	0	1
Govt medical entomologist	1	0	1
Education provider	1	0	1
CFTS	1	0	1

Reservists were overrepresented among respondents, perhaps indicating that the practice of sending individually-addressed journals to reservists is more effective than the practice of sending unit-addressed journals to regulars.

### Q8 Profession of respondents

	Print	Tel	Total
Med officer	45	15	60
Nursing officer	17	2	19
Dental officer	10	1	11
Med administrator	8	0	8
Pharmacist	6	2	8
Med assistant	4	0	4
Med student	3	0	3
Environmental/preventive health officer	2	3	5
Dental assistant, hygienist, technician	2	0	2
Sci/lab officer	2	0	2
Physiotherapist	1	0	1
Psychologist	1	0	1
Logistics officer	1	0	1
Medical entomologist	1	0	1
Retired	1	0	1
Environmental management	1	0	1
Aircraft support	1	0	1
Radiographer	0	0	0

Medical officers were overrepresented among respondents.

### Q9 Service of respondents

	Print	Tel	Total
Navy	19	1	20
Army	55	13	68
Air Force	26	9	35
None	5	0	5
Unspecified	1	0	1

## Results and some comments

The readership survey was inserted in the April 2005 issue of the journal. Readers were offered a chance to win a digital camera as an incentive to complete the survey.

### Q1 How many issues of *ADF Health* have you seen?

	Print	Tel	Total
Just this issue	4	8	12
2 or 3 issues	8	13	21
More than 3 issues	94	2	96
No response	0	0	0

Print respondents are regular readers of the journal: the telephone survey discovered more readers who had seen less of the journal.

### Q2 In each issue you have seen, how much have you read?

	Print	Tel	Total
0 articles	0	1	1
1–2 articles	10	6	16
3–6 articles	60	11	71
More than 6 articles	34	5	39
No response	2	0	2

Each issue holds 12–15 articles. Most respondents read 3–6 articles or more than 6 articles, which is a high level of readership given the broad range of subjects presented in the journal. Telephone respondents read slightly less than print respondents.

## Q3 Descriptions of *ADF Health*

A source of useful information			
	Print	Tel	Total
Strongly disagree	0	1	1
Disagree	2	0	2
Unsure	5	1	6
Agree	61	15	76
Strongly agree	38	6	44
No response	0	0	0

Respondents overwhelmingly consider *ADF Health* a source of useful information.

Too serious and boring			
	Print	Tel	Total
Strongly disagree	28	1	29
Disagree	62	16	78
Unsure	11	4	15
Agree	5	2	7
Strongly agree	0	0	0
No response	0	0	0

Few respondents consider *ADF Health* too serious and boring.

Well presented			
	Print	Tel	Total
Strongly disagree	1	0	1
Disagree	0	2	2
Unsure	0	0	0
Agree	64	17	81
Strongly agree	41	4	45
No response	0	0	0

Respondents overwhelmingly consider *ADF Health* well presented.

<b>Glossy and superficial</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Strongly disagree	21	2	23
Disagree	67	16	83
Unsure	12	3	15
Agree	3	2	5
Strongly agree	2	0	2
No response	1	0	1

Few respondents consider *ADF Health* glossy and superficial.

<b>An interesting read</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Strongly disagree	0	0	0
Disagree	2	0	2
Unsure	3	2	5
Agree	67	16	83
Strongly agree	33	5	38
No response	1	0	1

Respondents overwhelmingly consider *ADF Health* an interesting read.

<b>Difficult to understand</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Strongly disagree	31	5	36
Disagree	66	14	80
Unsure	5	1	6
Agree	2	1	3
Strongly agree	1	0	1
No response	1	2	3

Few respondents consider *ADF Health* difficult to understand.

<b>Informative about Defence Health Service activities</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Strongly disagree	0	0	0
Disagree	6	3	9
Unsure	10	6	16
Agree	65	13	78
Strongly agree	65	1	66
No response	0	0	0

Respondents overwhelmingly consider *ADF Health* informative about Defence Health Service activities.

<b>Not focused on my interests</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Strongly disagree	13	1	14
Disagree	66	15	81
Unsure	16	3	19
Agree	11	4	15
Strongly agree	0	0	0
No response	0	0	0

Some respondents (about one in nine) consider *ADF Health* not focused on their interests.

<b>Of high intellectual quality</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Strongly disagree	0	0	0
Disagree	7	2	9
Unsure	11	2	13
Agree	78	17	95
Strongly agree	10	2	12
No response	0	0	0

Respondents overwhelmingly consider *ADF Health* of high intellectual quality.

<b>Relevant to my employment</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Strongly disagree	0	1	1
Disagree	13	3	16
Unsure	16	2	18
Agree	55	16	71
Strongly agree	21	1	22
No response	1	0	1

Some respondents (about one in eight) did not consider *ADF Health* relevant to their employment.

### **ADF Health in respondents' own words:**

- A good snapshot of people and happenings
- Informative and interesting
- Well focused on the needs of the military health professional in all aspects including history, disease and management of trauma
- A good effort at keeping service members informed about relevant (if frustrating) issues such as confidentiality and the current extreme preoccupations with ethics and pc
- An intelligent read!
- An excellent publication
- A good broad spectrum survey of ADF health as it is and as it was!
- Very informative with much useful information. A very good backgrounder.
- An informative, relevant and practical depiction of ADF health today!
- Great coverage of medico-military merge of issues. I look forward to every issue.
- A broad based survey of current ADF health involvements
- Very good. Breaks the service barriers into one health service, one mission. Professionals can't get enough of opinion, debate, reports and briefs. This is essential to maintaining and developing the ADF health service
- ADF Health has been an excellent attempt at a cross-professional journal, although it remains too medical/dental to date
- More oral health articles would be nice!
- This issue is particularly interesting
- On defence health -- I believe the ADF should be very proud of the health department. It is of a high quality and professional service.
- It is a surprise package. I look forward to each issue and read avidly.
- A good resource for all medic professions throughout the ADF
- An interesting journal covering a wide range of DHS issues. Whilst I am more interested in some areas, the wide range of articles is important and a significant part of its appeal.
- Quality of journal much higher than AMMA journal
- An excellent , professionally presented magazine with useful and interesting articles. Perhaps my only comment/complaint is that there might be consideration for a nursing officer, pharmacist and psychologist on the editorial committee.
- Provides articles more of general interest to me. Understandable very strong military focus and of significant historical value.
- Informative and entertaining
- Informative articles relevant to defence health and employees.
- It is an interesting journal but tangential to my clinical role and hence something that has less than top priority. More medical content of educative value may assist.
- ADF Health keeps me in touch with a lot of my previous colleagues and their work -- keeps me feeling I'm still part of a team.
- It provides very useful information about what actually happens on bases and in ships/units and during deployments for civilian ADF contractors. We don't get all this information in any other way to the same extent.
- A very interesting insight into ADF
- A fantastic, informative and very well presented journal! I always look forward to receiving my copy.
- A good journal which focuses on practical matters of ADF health importance.
- An informative and professional media for imparting information. Can be a little tedious for junior personnel so could possibly include some light hearted content, also more photos.
- Published often enough if you are to maintain quality articles rather than pad issues out
- Very useful insight into defence force medical programs and research in my field that are often not available through other forms of communication (eg, conferences, some mainstream journals, etc).
- Interesting, informative and well presented -- look forward to reading each issue cover to cover

- Quite academic and not really relating to everyday activities and deployments
- An excellent focused publication. Keep it up!
- Good subject matter
- becoming more and more deployable
- Journal could use lower grade paper (less glossy inside) & restrict colour photos to insert in centre, and institute an opinion/comments page from personnel
- A useful synopsis of Defence Force health matters
- As an Army officer in logistics, I like being kept abreast of all different types of information. ADF Health is an interesting, easy-to-read publication.
- A fairly elitist publication, without broad appeal. If it is to continue in present format, annually would be sufficient
- I am a reserve, and not very active, but this journal covers a fabulous variety of topics. I have shared many articles with work colleagues on civvy street.
- Useful to be able to access Jnl via JHSA web-site

#### Q4 How often should *ADF Health* be issued?

	Print	Tel	Total
Not at all	0	1	1
Annually	0	1	1
Twice a year (as now)	55	10	65
Quarterly	45	11	56
Don't know or no opinion	6	0	6

The most popular period for editions of *ADF Health* is twice a year, closely followed by quarterly. Several respondents who picked twice a year wrote on the questionnaire that they would support a quarterly if the quality could be maintained.

#### Q5 Level of interest in topics covered by *ADF Health*

Topics of interest (number of "For" votes)				
		Print	Tel	Total
1	Emergency medicine and disaster response	89	23	112
2	ADF health units and services	76	22	98
3	Peacekeeping	78	19	97
4	Infectious diseases	72	21	93
5	Aviation medicine	70	22	92
6	Ethics	69	22	91
7	History	73	16	89
8	Fitness	68	21	89
9	Chemical-biological-radiological hazards	66	21	87
10	Forensic medicine	68	17	85
11	Training	67	18	85
12	General medicine	65	19	84
13	Diving medicine	63	21	84
14	Surgery	64	18	83
15	Notices of events	62	19	81
16	Psychiatry	61	20	81
17	Terrorism	64	15	79
18	Health admin and planning	55	18	73
19	Veterans	56	16	72
20	Respiratory medicine	54	18	72
21	Weapons	52	17	69
22	Radiology and imaging technologies	48	19	67
23	Sexual health	48	19	67
24	Nursing	47	15	62
25	Ophthalmology	43	18	61
26	Haematology	43	17	60
27	Dentistry	39	18	57
28	Cardiology	40	16	56
29	Urology	34	15	49
30	Obstetrics and gynaecology	33	15	48
31	Veterinary care	20	8	28

Topics not of interest (number of "Against" votes)				
		Print	Tel	Total
1	Veterinary care	38	15	53
2	Obstetrics and gynaecology	25	8	33
3	Weapons	25	6	31
4	Urology	21	8	29
5	Dentistry	22	5	27
6	Haematology	19	6	25
7	Health admin and planning	19	5	24
8	Sexual health	18	5	23
9	Cardiology	15	7	22
10	Ophthalmology	16	5	21
11	Radiology and imaging technologies	16	4	20
12	Veterans	14	6	20
13	Nursing	12	8	20
14	Respiratory medicine	11	5	16
15	Forensic medicine	9	6	15
16	Diving medicine	11	2	13
17	Fitness	11	2	13
18	Psychiatry	10	3	13
19	Notices of events	8	4	12
20	ADF health units and services	8	1	9
21	Terrorism	8	8	16
22	Surgery	7	5	12
23	General medicine	7	4	11
24	History	6	7	11
25	Training	6	5	11
26	Ethics	7	1	8
27	Aviation medicine	5	1	6
28	Chemical-biological-radiological hazards	4	2	6
29	Infectious diseases	3	3	6
30	Peacekeeping	2	4	6
31	Emergency medicine and disaster response	2	0	2

Net rating of topics (number of "For" votes minus "Against" votes)		
1	Emergency medicine and disaster response	110
2	Peacekeeping	91
3	ADF health units and services	89
4	Infectious diseases	87
5	Aviation medicine	86
6	Ethics	83
7	Chemical-biological-radiological hazards	81
8	History	77
9	Fitness	76
10	Training	74
11	General medicine	73
12	Surgery	71
13	Diving medicine	71
14	Forensic medicine	70
15	Notices of events	69
16	Psychiatry	68
17	Terrorism	63
18	Respiratory medicine	56
19	Veterans	52
20	Health admin and planning	49
21	Radiology and imaging technologies	47
22	Sexual health	44
23	Nursing	42
24	Ophthalmology	40
25	Weapons	38
26	Haematology	35
27	Cardiology	34
28	Dentistry	30
29	Urology	18
30	Obstetrics and gynaecology	15
31	Veterinary care	-25

The top ten topics of interest to respondents were:

- 1 Emergency medicine and disaster response
- 2 Peacekeeping
- 3 ADF health units and services
- 4 Infectious diseases
- 5 Aviation medicine
- 6 Ethics
- 7 Chemical-biological-radiological hazards
- 8 History
- 9 Fitness
- 10 Training

"Nursing" did not rate highly, but nurses were not highly represented among respondents.

"Weapons" did not rate highly, but respondents may not have understood that this topic is about "The health effects of weapons".

The bottom ten topics were medical specialties, plus veterinary medicine.

### **Subjects wanted, in the respondents' own words**

- like to see a "get it wrong" feature eg near misses, misdiagnoses, failure to treat etc (prob needs to be anonymous!) to warn others of pitfalls also legal outcomes in ADF case.
  - Post-traumatic stress disorder, screening diagnosis and management
  - Body mass index, Battlefield injuries; Dietary requirements, Post traumatic stress disorders
  - Future developments and new tactics and procedures
  - Anaesthesia in austere environments
  - Military anaesthesia and resuscitation
  - Mental health; fitness and health in ADF
  - Training and development of the reserve soldier
  - Pharmacy - medical logistics
  - Whilst I agree that areas such as cardiology, dentistry should be included they must have a military focus
  - A regular focus on other defence force health services eg Royal Navy, US Navy and local neighbours eg PHGDF or Fijian health services
  - There are many other medical journals to cover medical issues and topics. Please! Focus on military.
- X-ray, physio, pharmacy, pathology
  - Surgical history
  - All topics are relevant. Quality and number of articles would affect quarterly publication. My field is pathology but here too if articles are good and submitted they should make the journal.
  - Any subject that is expressed/focused in military terms is valid.
  - Comparisons to overseas armed forces health units
  - More review articles pertaining to "bread and butter" Regimental Medical Officer practice (from sports injuries through to severe trauma)
  - Try to maintain a balance from all three services. There is a lot of Navy in this issue (too much).
  - Case studies of 'typical' scenarios
  - ADF Ambulance systems and training (in-service) -- quarterly could offer a page on update info and 'RODEMS'
  - Anything on surgery in the field -- particularly related to Iraq/Iran/Timor/Bougainville
  - More coverage on army frontline health centres, RAPs
  - Trends in health care delivery in other countries around the world.
  - Occasional review on doctrine, or an organizational review of Army, Navy and Air Force, as well as their health services information that would be useful to newly enlisted members.
  - Neurosurgery
  - All of these have a place and all offer valuable and interesting info.
  - More detail of history/ history of medicine
  - More legal scenarios
  - Personal experiences of serving medical officers.
  - Notices of events should be more regularly published in a newsletter or monthly publication [ie, not in ADF Health]
  - Physiotherapy in the ADF
  - Should be relevant to ADF Health. Not another medical journal in general.
  - Why restrict to the above issues in med/surg etc? More in depth review articles such as asthma and ADF, Diabetes and ADF, Hypertension, etc -- articles with specific relevance to clinicians
  - I like subjects that are related to issues on the ground, ie, new.
  - Issues around medical standards for enlistment and retention and occupation.

- Toxicology and toxinology, preventive health, preventive medicine
- Surgery in ???
- Environmental and public health
- Nutrition and diet (hand in hand with fitness)
- More history and politics of military health
- Vector-borne and zoonotic diseases
- Policies (HDs)
- The use of alternative modalities, eg, homeopaths, herbalists, etc
- Sports medicine; orthopaedics
- Anaesthesia/intensive care: odd that you would list relatively irrelevant specialties but not include that of half the recently deployed specialist officers.
- Handling and use of medicines, long-term outcome from infectious diseases
- Trauma
- Musculoskeletal, sports medicine and orthopaedics are critical to management of acute and overuse injury in the defence force.
- Perhaps profile some of our medical members
- Would like to see journal targeted at all areas and ranks, shorter articles, more practical relevance to everyday ADF health. Consider less research - these can be published elsewhere.
- Don't discount anything -- just ensure good quality
- Surgery and anaesthesia in the field
- More on current, relevant topics
- Tactical and remote medicine
- Keep readers informed of forthcoming courses
- Should concentrate on core issues. Advertise courses (EMST)
- more medico-legal articles
- Articles educating others on the role of nurses in the ADF

## Q6 The desirability of various kinds of articles

<b>Opinion and debate</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	30	2	32
Desirable	58	14	74
Unsure	14	2	16
Not desirable	3	5	8
Highly undesirable	0	0	0
No response	1	0	1

<b>Reports of research by DHS personnel</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	35	5	40
Desirable	60	16	76
Unsure	5	2	7
Not desirable	5	0	5
Highly undesirable	1	0	1
No response	0	0	0

<b>Reports of activities from ADF units</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	34	3	37
Desirable	57	14	71
Unsure	8	4	12
Not desirable	4	1	5
Highly undesirable	2	1	3
No response	1	0	1

<b>Reports from other nations military health units</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	22	5	27
Desirable	68	12	80
Unsure	12	5	17
Not desirable	4	1	5
Highly undesirable	0	0	0
No response	0	0	0

<b>History</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	22	3	25
Desirable	56	10	66
Unsure	21	4	25
Not desirable	4	6	10
Highly undesirable	1	0	1
No response	2	0	2

<b>Reviews of dental practice</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	10	2	12
Desirable	53	11	64
Unsure	29	5	34
Not desirable	12	4	16
Highly undesirable	1	1	2
No response	1	0	1

<b>Briefings on DHS policy and practice</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	26	2	28
Desirable	54	20	74
Unsure	17	0	17
Not desirable	8	1	9
Highly undesirable	1	0	1
No response	0	0	0

<b>Reviews of allied health practices</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	16	3	19
Desirable	62	13	75
Unsure	20	4	24
Not desirable	7	3	10
Highly undesirable	1	0	1
No response	0	0	0

<b>Reviews of medical and surgical practice</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	27	6	33
Desirable	60	15	75
Unsure	14	2	16
Not desirable	4	0	4
Highly undesirable	1	0	1
No response	0	0	0

<b>Practice tips and "how to" articles</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	44	12	66
Desirable	50	7	57
Unsure	9	1	10
Not desirable	1	3	4
Highly undesirable	1	0	1
No response	1	0	1

<b>Reviews of nursing practice</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	19	1	20
Desirable	53	12	65
Unsure	23	5	28
Not desirable	8	4	12
Highly undesirable	3	1	4
No response	0	0	0

<b>Conference reports</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	10	2	12
Desirable	50	13	63
Unsure	30	3	33
Not desirable	15	5	20
Highly undesirable	1	0	1
No response	0	0	0

<b>Letters to the Editor</b>			
	<b>Print</b>	<b>Tel</b>	<b>Total</b>
Highly desirable	22	2	24
Desirable	71	15	86
Unsure	8	2	10
Not desirable	4	4	8
Highly undesirable	1	0	1
No response	0	0	0

Letters to the Editor	
Highly desirable	22
Desirable	71
Unsure	8
Not desirable	4
Highly undesirable	1
No response	0

### Net desirability score for various types of articles

This score derived by scoring 2 points for each "Highly desirable" response, 1 for "Desirable", 0 for "Unsure", -1 for "Undesirable" and -2 for "Highly undesirable".

Practice tips and "how to" articles	163
Reports of research by DHS personnel	149
Reviews of medical and surgical practice	135
Reports of activities from ADF units	134
Reports from other nations military health units	129
Opinion and debate	128
Letters to the Editor	125
Briefings on DHS policy and practice	119
History	104
Reviews of allied health practices	101
Reviews of nursing practice	85
Reviews of dental practice	68
Conference reports	65

The scores for nursing and dental reviews may have been depressed by the low response rate among nurses and dentists (see Q8 below). Few allied health professionals responded to the survey, so the score for allied health reviews is remarkably high, indicating a wish for this content among medical professionals.

### Requests for new kinds of articles (respondents' own words)

- 1. "Did you know" section - covering a multitude of different short articles about ADF health. 2. "Snapshot" - focus on one member's role in ADF health.
- There are other venues for clinical practice issues etc, therefore a strong focus on military health is most desired
- Clinical conundrums' or diagnostic x-rays, etc, where you have to guess from limited info what the diagnosis is.
- More history related articles similar to RAAMC mag. More articles on army medics and medic training.
- Developing and future technologies. Thoughts on the health service by our customers.
- Health capability projects, training course overviews, health technology reviews
- Would like to see more nurses, dental and allied health provide papers/reports
- Health politics
- A suggestion scheme -- to improve operability, save financial resources, etc
- Info on health keys -- feedback -- computer updating -- PM keys -- how other areas are faring with new system
- Personal experiences -- anecdotal
- Practice tips and how-tos would be great.
- "A day in the life of..." various types of health care worker, eg, physio, PT1, MO, medical assistant, radiologist
- I guess if ADF Health is to appeal to all components then dental, nursing and allied health should be included.
- Other ADF units are already covered in the likes of Corps magazines
- How the ADF can better use the alternative modalities
- I think your present policy and presentation is good
- Since this is a specific publication, I prefer the articles to reflect the health and practices of the Defence force
- Consider making ADF Health less glossy and with broader appeal. There are too many single service & JHSH pubs being ????. Consider [illegible]
- Biggest task is to attract good quality articles. To date you have done this -- good to read what others do.
- Conference reports should be executive summaries only.
- Primary health/general medical care articles
- shorter articles
- Preventive Health issues
- Lessons from Ops -recent/historical
- How to implement new technology
- Updates on Courses, current policies

**Q10 Coverage of services and professions**

<b>Navy</b>	
Far too much	2
Too much	6
About right	85
Too little	7
Far too little	1
No response	5

<b>Army</b>	
Far too much	0
Too much	8
About right	82
Too little	12
Far too little	0
No response	4

<b>Air Force</b>	
Far too much	0
Too much	6
About right	85
Too little	11
Far too little	0
No response	4

<b>Medical profession</b>	
Far too much	3
Too much	9
About right	83
Too little	10
Far too little	0
No response	1

<b>Nursing profession</b>	
Far too much	0
Too much	5
About right	65
Too little	30
Far too little	3
No response	3

<b>Dental profession</b>	
Far too much	1
Too much	4
About right	67
Too little	32
Far too little	0
No response	2

<b>Allied health professions</b>	
Far too much	0
Too much	1
About right	53
Too little	44
Far too little	8
No response	0

These responses suggest that many respondents feel there should be more in the journal on dentistry, nursing and the allied health professions. The coverage of the services and of the medical profession is seen as "About right".

## Comments

### Positive news

The strongly positive responses to *ADF Health* received in this survey indicate that the journal is well received by at least part of its target audience. The journal has a strong following of committed readers who admire its presentation and content and look forward to receiving each issue.

### Representativeness of the sample

#### Printed survey respondents

This sample is representative of the committed readers of the journal and is a useful guide to what they find most attractive about *ADF Health*. However, this sample gives no information about the preferences of non-readers or occasional readers. It may be that non-readers would like the same thing, but are not aware of the journal, are too busy to read it, or are not receiving it. Alternatively, non-readers may prefer different content and/or format.

Respondents do not find *ADF Health* difficult to understand, too serious or boring. By and large, they think it is an excellent journal. Would non-respondents have agreed? We do not know. The largest group of respondents were reservist medical officers. It is possible that other groups among the intended readership would have a different view.

#### Telephone survey respondents

The telephone sample was small. The telephone survey results were even more skewed towards medical respondents than the printed survey results. The telephone survey reached some respondents who were less regular readers of *ADF Health*, and a greater proportion of respondents who were regular service personnel. In general, there was little difference in opinion between printed survey respondents and telephone respondents.

### Most desirable content

From this survey, the most desirable article would appear to be a "Practice Tips" or "How To" article on the subject of Emergency Medicine and Disaster Response (eg, perhaps, "How to manage a bullet wound in the field").

### How journals are mailed: recommendation

Reservists receive individually-addressed journals to a private address; regulars do not receive an individually-addressed journal, but must secure the copy addressed to their unit.

It is likely that a better response among regulars could be achieved by mailing individually-addressed copies.

Ideally: remove reservists who do not want the journal from the list; add regulars who do want the journal to the list.

The journal should regularly publish instructions on how to get on or off the mailing list.

### Content: recommendations

**Commission more Practice Tips and How To articles.** These should be short practical pieces reviewing correct management of clinical problems, especially as encountered in the field.

**Commission more from dentists, nurses and allied health professionals (physiotherapists, psychologists, paramedics, technical staff).**

#### More articles on:

- Emergency medicine and disaster response
- Peacekeeping
- ADF health units and services
- Infectious diseases
- Aviation medicine
- Ethics
- Chemical-biological-radiological hazards
- Fitness
- Training

#### Fewer articles on:

- Radiology and imaging technologies
- Sexual health
- Ophthalmology
- Cardiology
- Haematology
- Urology
- Obstetrics and gynaecology
- Veterinary care

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