

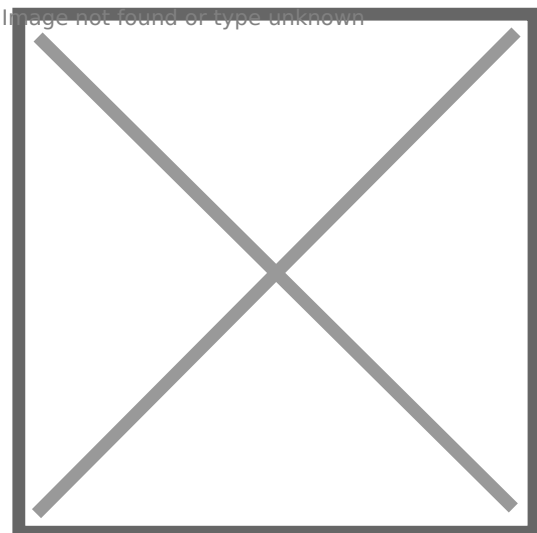
The PHA's design and electronic communications team is responsible for the development and maintenance of high quality resources produced in a range of media for use by the PHA and its stakeholders.

Electronic communications

The most visible outputs of work are the PHA website for professionals and the public. The team also looks after the development of a range of websites on various public health topics. These include sites devoted to specific issues such as drugs, alcohol and smoking in addition to sites that are targeted at specific groups such as young people or health professionals or developed for particular settings.

The continuous development of all websites related to PHA projects and the implementation of appropriate mechanisms for monitoring and reporting the effectiveness of all sites is another important aspect of work. Search optimisation techniques also ensure all sites are listed high on key topic searches and are easily located with high volumes of traffic driven to them. Site visits and usage are monitored on an ongoing basis to ensure they are meeting visitor targets.

Design



The design function provides a bespoke graphic design service from concept to final artwork for a range of printed and electronic resources.

The service also liaises with printers and publishers and internet service providers – sourcing materials, quotations and tenders where necessary and purchasing external services.

Future development and quality

The design and electronic communications team will continue to provide advice on, and ensure, the continuing development of electronic communication applications to meet the needs identified in the Agency's business plans.

The team will also provide input into the strategic development of IT in relation to future web and intranet development.

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