

New ACPWH website

Recent visitors to our new website (<http://acpwh.csp.org.uk/>) will have been rewarded with a very positive experience. The quality of our site is of paramount importance, not only because it is one of ACPWH's core services to members, but also because it presents a very public profile for our Association in the highly accessible arena of the World Wide Web (Fig. 1). Earlier operational difficulties having been addressed and the design refreshed, we now have a distinctive, professional and user-friendly facility.

As this article goes to press, www.acpwh.org.uk will cease to exist and hits to this old

address should generate a 'You are being redirected' notice. The new website is poised to become a 'microsite' within the main Chartered Society of Physiotherapy (CSP) website, and you will only be allowed access to the members-only section if Fitwise has a record of your CSP number. As you read this, we may well be looking back at further technical issues generated by this innovative move because this was one the first times that www.csp.org.uk incorporated the website of a professional network. However, the advantages of the move are anticipated to far outweigh any glitches because these

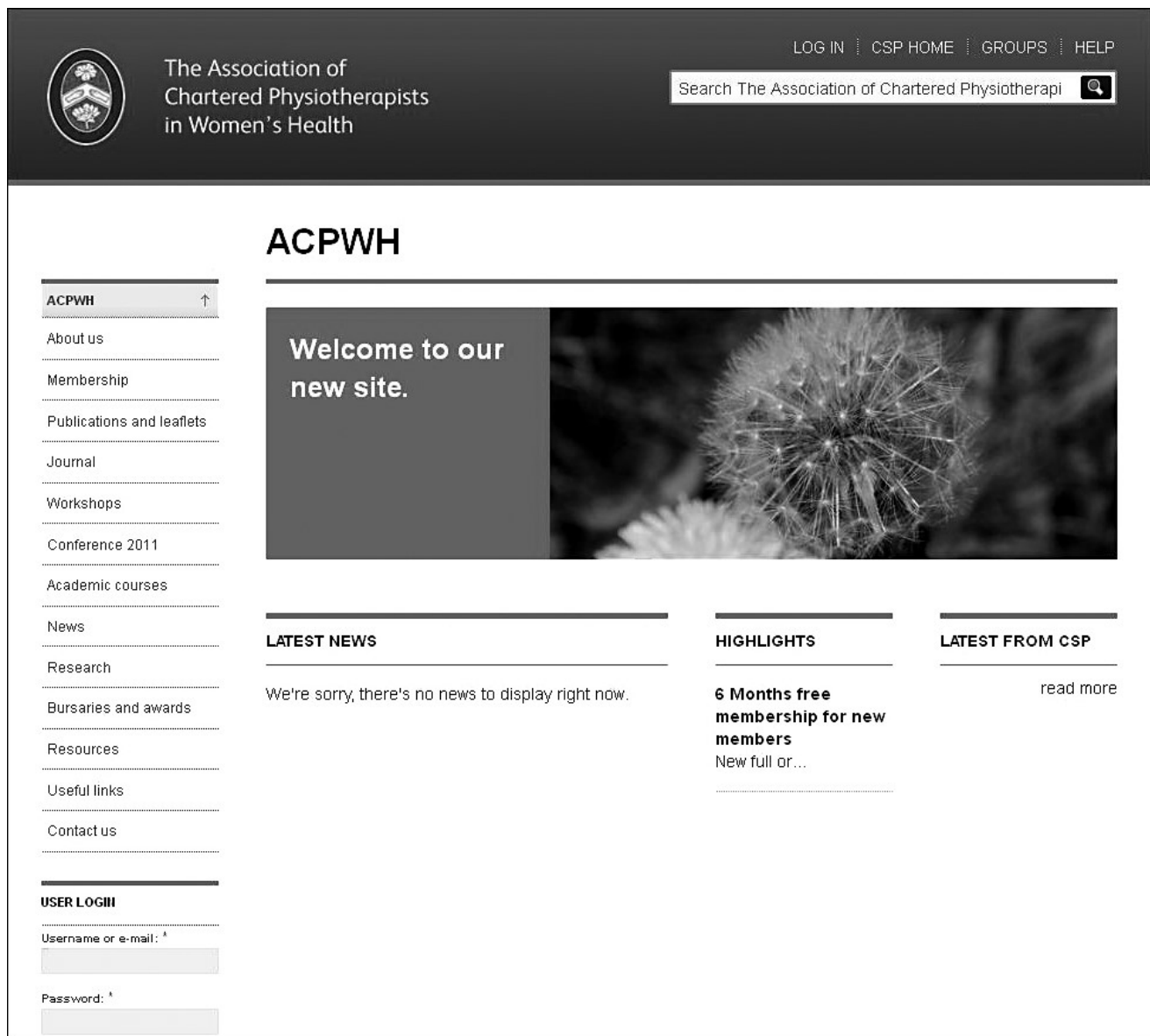


Figure 1. Home page of the new ACPWH website.

allow the site to be dynamic and current. Thus, the website will be a vibrant partner to complement our much-loved and valued *Journal*: in contrast to the printed matter, it will be updated daily, as required, by the Executive Committee member responsible for each page, and an e-mail will be sent to all members advising them of news as it happens.

Publications, including the *Journal*, educational leaflets and official documents, are a key strength of our website. In particular, some *JACPWH* material previously found in the print edition is now *only* published on the website; for example, some news items, 'Papers in other journals' and 'Website watch'. Current and back issues of the full *Journal* are available as downloads for members only. Older clinical papers and abstracts are accessible for non-members. Worthy of special mention are the speaker presentations from ACPWH conferences from 2006 onwards that can be found towards the end of the Conference section.

The website performs a crucial role as a communication hub. All the members of the Executive Committee can be contacted via the site by using the e-mail links within the 'About Us' section. The current ACPWH representative for each region can also be identified and contacted in the same way. Prospective members can peruse the history of the Association, and find information about membership, the constitution, and our rules and regulations. The general

public can read about who we are and what we do. The website is also the place to find all the details, dates and venues of the six ACPWH workshops, as well as academic and other courses.

New to the site is the 'Research' section. As these pages develop, it is hoped that the exchange of ideas and dissemination of research-related information will help to develop an appetite for research among the membership.

Navigation of the site using the 13-option menu bar is simple and effective, or alternatively, users can perform a keyword search. Several areas can be reached by more than one pathway, thereby reducing the likelihood of missing useful information.

The strategic plan, which was published in the Spring 2011 edition of the *Journal* (No. 108, pp. 35–38), placed development of the website high among the priorities identified in order to address the issues highlighted by the 2009 Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. The aim is to create an interactive site that will serve as a forum, and provide members with improved channels of communication and better networking opportunities. Much has already been achieved, and as it continues to evolve, the ACPWH website is deserving of your attention and participation.

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Journal Websites Editor