

## Health Matters Style Guide

Are you thinking of submitting an article or a photo to Health Matters?

The editorial team will be directly inviting contributors to produce some special features and analysis of key topics of interest relating to the healthcare system. Ideas and suggestions for main articles are welcome.

We also have some additional space for short items such as lively news briefs and engaging photographs with informative captions.

Articles are welcome on service developments, "better health" initiatives, staff achievements, service profiles, staff profiles etc. Articles should be written in a lively, easy-to-read, engaging style, with the general reader in mind. Please ensure that all information provided is accurate and signed off by a line manager.

It is important that writers generating stories from the HSE Areas work with the Area Communications offices to ensure that photographs, captions and content are as professional as possible before they reach the desks of the editor and our graphic designers.

The best way to send us a photograph is to email a .jpg file attachment with a caption also including your name and contact details. In most cases photographs without captions cannot be used.

Here are a few more detailed writing tips to help you in drafting your material.

### **Size of pieces:**

#### **Word Count**

Full page feature with photo:	500
Half page feature with photo:	250
News in brief:	Up to 200 per story

#### **Images**

Please supply only high-resolution (min 300 dpi) images

Please provide captions for *all* images supplied – no caption, no image

Avoid repeating the event in the photo caption unless the photo is not accompanied by an article

**When submitting photos taken with a digital camera please follow the guidelines below:**

### **Health Matters and Digital Cameras**

When submitting photographs to Health Matters, particularly when taken with a digital camera, it is really important to ensure that they are of print quality. Low resolution images can work successfully on the web but they will not be of sufficient quality for a print publication like Health Matters and cannot be used.

### **Camera Settings**

Digital cameras have picture quality settings. To avoid being disappointed at the non-appearance of your photographs in Health Matters always ensure that your digital camera is set to:

- Minimum quality of 3 megapixels
- Image Size: Minimum of 800kb
- Resolution: 300dpi

### **Captions**

Finally, always send proper captions with your photographs.

### **Content**

All written content must be supplied in Word

### **Headlines**

All words should start with a capital letter except for prepositions eg: New Autism Secondary School Unit in Louth.

Please keep headlines concise and engaging.

### **Punctuation**

Single and double quotation marks

Any word used for specific emphasis or to express irony should be in a single quote i.e. He called himself a 'performing' artist. Punctuation remains outside the quote marks if the quote is not a complete sentence i.e. The sign above the door read 'Gone Fishing', otherwise punctuation should be *inside* the quote marks.

No quote marks for names of seminars, booklets, reports, surveys or research papers, instead these should be written in sentence case i.e. National Criminal Council Report

Double quotes for direct speech

### **Italics**

For book titles eg *Irish Stories of Loss & Hope* and names of newspapers, magazines, TV programmes, film titles, plays

NOT for names of seminars, booklets, surveys or research papers

### **Full stop**

No full stop after Mr or Dr or TD, but after Co. (Co. Dublin)

No full stops in bullet points or photo captions

### **Abbreviations**

No abbreviations, e.g. write for example, avoid i.e., and do not use & or max., min.

For time use am and pm.

Spell out fractions, half, quarter

Always refer to HSE rather than Health Service Executive

### **Hyphens and miscellaneous spellings:**

*No hyphen:*

antenatal, childcare, email, fact sheet, healthcare, inpatient, north and north west, outpatient, readmissions, reconfiguration, shortlisted, subgroup

*Hyphen:*

cross-border, co-ordinator, follow-up, high-risk, home-based, long-term, non-acute, out-of-date, out-of-hours, pre-school, purpose-built, six-month, tried-and-tested, weight-bearing, well-known

### **Numbers**

Anything under 10 written as full word, 10+ as numeric

However, never start a sentence with a number, always write in full

Use per cent NOT %

### **Contact details:**

Should be written as follows:

Email:

Tel: 057 935 9853

### **Capitals**

Not when talking about geographical areas: north and north west Dublin, but yes if talking about HSE West, HSE South

Dublin Mid-Leinster, but south Dublin

Use caps if the actual name of something:

The hospital's Emergency Department, but not in "emergency departments across the country"

### **Seasons:**

no caps, spring not Spring

### **Names of services:**

Clinical Audit and Research Service

### **For positions only use capitals if it follows a name:**

John Meehan, Mental Health Officer, but: mental health officer John Meehan

And when speaking generally: "nurses, psychotherapists and midwives all agreed" always use lower case

Ministers should be written as follows:

Mary Harney TD, Minister for Health and Children

### **Prepositions**

A new Alcohol Liaison Project has been established at Cavan General Hospital

**Contact details for Internal Communications and Area Communications Managers:**

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