

Writer's guidelines

Thank you for your interest in writing an article for ehospice, an online and app based resource providing news, commentary and analysis on hospice, palliative and end of life care.

ehospice is aimed at anyone with a professional or personal interest in end of life care and provides a platform for sharing information and good practice that can help improve access to better care for more people and create better awareness of hospice and palliative care.

As a contributor, you will have the opportunity to share your work and opinions with a global multi-professional audience. Articles can be anything from a 200 word announcement to a 1,000 word feature or editorial.

What to include in your article

When you are ready to submit your article, please make sure it includes:

- The author(s) name, job title, and organisation
- An image – If possible, please send at least one picture as a JPEG or PNG (dimensions: at least 1,200 pixels wide and 838 pixels high). Alternatively, we are able to embed videos from YouTube and Vimeo in ehospice, so please supply a link to a video where appropriate.
- A title or headline that is concise and gives a clear sense of the article's focus. Ideally no more than 8-10 words. For example: 'Hospice and university collaboration set to revolutionise palliative care'.
- An introductory paragraph: this is used to capture the reader's interest and further introduce the focus of the article.

Types of article

You need to decide what form your article will take, for example:

- **News story** – A news article discusses current or recent news of either general interest or of a specific topic. **(Approx 300-500 words)**
- **Brief announcement** – These short articles can be used to announce the opening of applications for a grant or scholarship, the details of an upcoming event, or a new resource that is available. **(Approx 200 words)**
- **Feature** – A feature story is a longer article that is not necessarily closely tied to a recent news event. It focuses on particular people, places, and events, and will often go into great detail regarding concepts and ideas of specific interest. **(Approx 800-1,000 words)**

- **Editorial** – An editorial is an article that expresses one's opinion. An editorial can be about any topic. To build credibility, the opinion in the editorial must be backed up with facts, evidence or examples to substantiate your opinion. **(Approx 500-800 words)**
- **Summary of research findings** – This can be a great way to share academic and research outcomes with a wider audience. It is useful to define the research subject matter, how the research was carried out, what the main outcome was and how this might be applied in practice. Can also link to the full research paper if published in full elsewhere. **(Approx 500-800 words)**
- **Interview** – An interview article can be published in a question and answer format, or as a longer feature piece. It will often provide a deeper insight into the interviewee's job role, topic of interest or personal views. **(Approx 500-800 words)**

Please keep any article to a **maximum of 1,000 words**. If you are unable to do so, please contact the editor to discuss other options, for example running the article in sections over a number of days.

Preparing to write your article

Before you start drafting your article consider:

- Who is involved? (The 'human element' is always the most newsworthy)
- What is happening? (The actions, building, scheme, event, etc)
- Why is it happening? (How will it help? Who will it help?)
- When did it or will it take place? (Dates are crucial)
- Where is it happening? (The town, the country, the organisation)
- How has it gone? (This is often where you can quote people involved).

Writing your article

There are several things you need to consider when writing for ehospice:

- Put conclusions and important information at the beginning of the article and then provide supporting information and background.
- Write only one idea per paragraph and keep your paragraphs and sentences short and concise.
- Use action words – tell your readers what to do.
- Avoid jargon – wherever possible avoid too much jargon, technical terms, acronyms and 'health speak'. Keep it plain and simple. If unavoidable, consider defining technical words and always explain acronyms.
- Always consider the human angle – who does it affect and how? Use quotes and case studies from significant people who feature in the story, if appropriate.

- Consider using lists instead of paragraphs: lists are easier to scan than paragraphs, especially if you keep them short (limit your lists to a maximum of 7 items).
- Include sub-headings so the reader can scan the article.
- If appropriate, include references that support your article (this relates mainly to feature articles and editorials).
- Get quotes from the subject of the article or key stakeholders (if appropriate).
- Source any supporting facts and figures/stats where appropriate.
- Provide links to useful resources including websites, publications, contacts, etc that are relevant to the article.

Copyright, confidentiality and informed consent

By submitting your article to be published on ehospice, you are confirming that it is an original work and that you are the copyright holder, and (or) that you have gained the necessary permissions to use any content owned by a third party.

Please ensure that pseudonyms are used to protect the identity of patients when necessary. If applicable, please ensure that the people featured in your article and (or) photograph have given their consent for it to be published on the internet and that they understand what this means.

Copyright is transferred to ehospice once the article is published.

Editor's rights

The ehospice editor reserves the right to modify style, length or title of the article but major alterations will be confirmed with the author.

Submit your article

Please email your article to Kate Jackson, the International edition editor, at k.jackson@ehospice.com. Please make sure you attach the article as a Word file and also send the image(s) as an attachment, ie JPEG or PNG file. Don't hesitate to call Kate on +44 (0)20 7520 8271 if you have any questions.

We will require up to five working days prior to publication for possible edits and subsequent approval of your article. Please keep this in mind when submitting time-sensitive stories.

We cannot guarantee that all articles will be accepted for publication but all will be considered.

Thank you very much for contributing.