



Information and guidelines for Global Health at LSE blog contributors

Thank you for your interest in writing for the Global Health at LSE blog, hosted by the Global Health Initiative (GHI). The following guidelines serve to provide consistency across our posts and to facilitate the publishing process. Our blogs are aimed at a wide audience, which means that blogs should be written in lay friendly language that is simple and clear. Please try and keep blogs jargon-free and as accessible as possible. The aim of the Global Health blog is to help people engage with the latest global health related news and research. Blogs should generally not exceed 1,200 words.

1 Writing guidelines

1.1 Subject

- We encourage contributions on any topic related to global health – particularly with an interdisciplinary approach – and generally, but not exclusively, with a focus on low- and middle-income countries;
- We also welcome submissions on relevant books, events, current affairs or policy developments.

1.2 Titles

- The shorter the better (20 words or less);
- Titles should start with the main keyword or phrase from your blog or should try and include the main issue or problem addressed in the blog, for example: Social determinants of health inequalities;
- If you wish, you can include a second part to the title using a colon, for example: Social determinants of health inequalities: the case of India;
- Remember: the more descriptive and catchier the title, the more likely the blog will be read.

1.3 Background

- Make sure to provide a brief introduction to the subject area to set the scene;
- Present background statistics or other related research if possible;
- The introduction needs to capture the attention of the reader, making them want to continue reading. Consider using anecdotes or pressing questions.

1.4 Structure

- In order to increase readability and accessibility, we aim for our articles to be between 800-1200 words, covering one, or at most two, central points;
- Use short paragraphs made up of no more than six sentences;
- Sentences shouldn't be too long; try to cut out any unnecessary words as this loses the reader's attention;
- For good examples of blog writing style and presentation, see the LSE's family of blogs: <https://blogs.lse.ac.uk/>



1.5 Language and tone

- Your blog should be written with a relatively wide audience in mind, including non-academics;
- We recommend you avoid overusing acronyms and academic terms that may not be known outside disciplinary circles;
- If you are blogging about academic work (e.g. your research, a journal article) and feel you must use specific terminology or 'jargon' — try to keep it to a minimum, and explain all terms likely to be unfamiliar when you first use them;
- Write your blog as a standalone piece even if it summarises material in a longer paper or journal article. Remember that some journal articles are behind a paywall, and not all readers will have access to them.

1.6 Referencing

- Use hyper-links instead of citations or references. The reader should be able to follow the links to find out more about your information source;
- You can create hyperlinks by inserting them into the relevant text (using ctrl-K), or by simply placing the URL in parentheses, and we will do the rest;
- References do not need to follow a specific style such as Harvard or APA, though should be consistent throughout the blog in accordance with whichever style you choose.

1.7 Graphs and charts

- Graphs and charts are preferable to tables, as they are easier for readers to interpret quickly. In all cases, please send us the raw data of your chart, table or figure in Excel format;
- Each chart needs clearly labelled headings, axes, units of measurement, a readable scale and a clear legend.

2 Publication process

2.1 What to submit

- The written blog submission with a title in a Microsoft Word document format;
- A short biography of all authors (approximately 50 words);
- Any extra images, graphics, or videos you would like uploaded as part of your blog. If these are not your own, please also include the source and a link to the media.

2.2 Editing process

- The GHI maintains a high standard and will only publish blogs which meet the aforementioned criteria and guidelines;
- Once submitted, your blog will be reviewed by the GHI to check factual accuracy or any supporting links, and to enhance readability to the blog's wider audience if necessary;

- Blog submissions will be subject to a peer review process, where drafts will be sent to another LSE staff member who specialises in the relevant academic topic;
- We will then send you the final version and give you an opportunity to make any further edits;
- We reserve the right to delay or cancel publication to align with GHI schedules and workplans, or if there are concerns about the content, quality or any potential conflicts of interests associated with a blog.

If you have any questions, please contact globalhealth@lse.ac.uk