

WHY WRITE A BLOG?

This is a chance for everybody who is interested in THET, global health, Health Partnerships and health in LMIC settings to understand, in an easy format, your thoughts and experiences. We want it to be something people will read and share with their colleagues, discuss as an interesting and informal contribution to current debates and a way to learn more about the work of the Health Partnership community.

THE AIM OF THE BLOG IS TO HEAR YOUR ACCOUNT OF:

- A project/ programme/ intervention/event/innovation you are involved in and what has been achieved.

FORMAT AND LENGTH:

- Word document
- 500-600 words

TONE AND VOICE:

Communicating your 'voice' is really important. To help you write, the following guidelines outline our house style:

- Avoid over complicated terminology and jargon. We make our language as easy as possible to understand. Keeping the message simple and short is our best chance of getting the message across.
- Do not assume that the reader knows anything about the subject you are writing on – provide the reader with a basic background on the subject and on your Health Partnership.

AUDIENCE

It is also important to consider the target audience of your content. Different and diverse audiences interpret and take in information in different ways. As you seek to influence a different audience, the language and approach you use may need to change. It is worth taking the diversity of your target audiences into consideration when planning your communications activities and setting your objectives.

QUESTIONS TO CONSIDER

- What level of understanding does the audience have about the topic you are discussing?
- How do you want the audience to feel after engaging with your content?
- What tone will they best respond to? E.g. formal, conversational, friendly or informative.
- What do you want them to think?
- What do you want them to do? For example, is there a call to action you would like to end with such as 'please retweet to show your support', or 'click here to donate'.

PLANNING YOUR BLOG | GUIDING POINTS

Below is a list of prompts that you might wish to use to inform the content and structure of your blog:

- Background of your Health Partnership/project
 - When was the partnership formed/project launched?
 - What types of projects/health themes have you worked on?
- Context

- Where was the project implemented? What are the main health challenges in this setting?
- Response/intervention
 - What issue/problem is your partnership/project addressing? How did it address the problem (e.g. what activities did you undertake)? Did you face any challenges when implementing the project?
- Impact
 - What are the main successes and achievements of the project (both expected and unexpected)?
 - What impact has your intervention had for health workers and/or patients?
 - If the project has not yet been fully implemented, what are you aiming to achieve?
 - If you have quantitative information, e.g. the number of health workers trained through the project, you can include this here.
- Quotes
 - Any quotes from health workers impacted by the intervention or members of the Health Partnership/project involved in the planning and/or delivery of the project will really help to bring the blog to life.
 - The quotes should provide brief snapshots into the thoughts and experience of those involved.
- Conclusion
 - Why do you think the project was successful/not successful?
 - What lessons did you learn about partnership?
 - Any other learning/reflections you would like to share (e.g. on the impact of COVID-19 on your partnership).

HEALTH WORKER PROFILES

An additional piece of content that you may wish to develop alongside the blog is a Health Worker Profile. Typically around 300-400 words (with an accompanying image), profiles help to humanise your project while also shining a spotlight on the contributions of individual health workers to the project and/or partnership.

We encourage this to be a health worker from the LMIC partner institution, however we also welcome profiles from UK volunteers.

The profile should include some or all of the following:

- Personal background – how and why the individual became a health worker, their current position and place of work.
 - If applicable, a reflection on how COVID-19 has affected their role/institution can be included.
- Health Partnership story – how they became involved in the Health Partnership and their role in the partnership e.g. trainer/trainee.
 - How they have been impacted by the work of the partnership (e.g. what training they received) and how this will benefit patients/the health institution/health system more broadly.
 - If applicable, a reflection on how COVID-19 has affected the partnership can be included.
- Perspective on why partnership work is important/effective – this can be a reflection on the benefits for both LMIC and UK partners.
- Hopes for the future of the Health Partnership/any other final reflections.

IMAGE GUIDANCE:

If you have any relevant images that can accompany the blog, for example of the project team, the health institution(s) where your project is being implemented, or the health workers impacted by the project, please do share these with us.

Please be aware that the image(s) may be shared on THET's social media platforms, on THET's website and through our regular communications. You must therefore ensure that you have the consent of all individuals who feature within the photograph before sharing it with THET.

Suitable imagery should show:

1. Positive partnership collaboration
2. An urgent, serious need
3. Strong, dedicated, capable health workers

Technical considerations:

- PHOTOS MUST BE GOOD QUALITY – IN FOCUS, GOOD COMPOSITION, WELL LIT.
- PHOTOS MUST BE DEPICTIONS OF REAL MOMENTS AND NOT STAGED (UNLESS IT'S A PORTRAIT)