Thought Leadership Blog Submission Guidelines & Template

Thank you for your interest in contributing to *Health Literacy for Health Equity*^TM *Insights*, the official blog of AHIMA Foundation, where subject matter expert professionals share their perspectives on a wide variety of topics relating to consumer health information access, understanding, and use for better health outcomes.

Blog submissions generally expand upon recent news, events, innovation, published literature, and AHIMA policy statements to engage readers with empathy through storytelling, case studies, and often provide solutions to problems and answers to questions.

Frequently Asked Questions

➢ **Where will my blog be published and promoted?**

The Health Literacy for Health Equity^TM *Insights* blog is housed on AHIMA Foundation's website and cross-promoted on AHIMA Foundation's social media channels (LinkedIn, Facebook, and Twitter), as well as in e-mail marketing to AHIMA members. Once published, we encourage you share and cross promote via your organization's website and social media channels, as well as any personal channels you'd like share on.

➢ **Who is your audience?**

Although health information professionals make up most of our audience, we also have followers that come from health technology, public health policy/advocacy, patient engagement, academia, and other non-profit organizations.

➢ **Do you provide writing and editing support?**

Yes, if any assistance is needed through the process or you'd like to set up time to brainstorm with us on how to share your story, please reach out. Regardless, all submissions are subject to editorial review. We reserve the right to make editorial revisions for reading level, site style, and to improve search engine optimization (SEO). All edits will be shared with contributors prior to publishing.

- o **Keep word count between 750 and 2,500 words.** Use the American Psychological Association Bias-Free Language Guides as a resource when writing about people without bias across a range of topics and specific guidelines that address the individual characteristics of age, disability, gender, participation in research, racial and ethnic identity, sexual orientation, socioeconomic status, and intersectionality.
- o **Cite your sources.** When quoting any other publication or referencing, please embed a link directly into your content to the source (i.e., according to a report in the Journal of the American Medical Association…). When in doubt, use AMA citation style at the bottom.

➢ **Do you need me to sign any permission forms or releases?**
AHIMA Foundation will ask to share your name, bio, and headshot as well as your organization's logo (if relevant). Many organizations have permission forms; feel free to send this form our way and we will complete any necessary paperwork. If your organization does not have a form, we can provide a release.

➢ **Do you have any good examples or a template I can reference?**
- o [Stories From The Field: REACHing Multnomah County | Blogs | CDC](#)
- o [Members in Action - Northwell Health Case Study](#)
- o [The Three Roles Precision Medicine Plays in Advancing Health Equity | HIMSS](#)

Thought Leadership Blog Template - Total Word Count: 750-2,500	
Section	**Questions to Explore:**
Introduction: Start with a story	• *What issue did you see, who did it impact?* • *Why were you committed to changing it?* • *What about you personally made you the right person to address this issue?*
Identify a solution	• *What needed to happen* • *Where and how did you start* • *What were your early successes*

Make an impact	• *What impact does your solution have on*
	  o *Individuals*
	  o *Communities*
	  o *Professionals*
	  o *Policies*
	• *What lessons learned can you share with the reader?*
	• *Call to Action: How can the reader use your solution in their work, organization, or personal life?*

Look ahead	• *What's next?* • *How will you continue your work?* • *How will you grow your impact?*
About you	• *Bio* • *Headshot* • *Organization bio* • *Organization Logo*

Thank you for lending your expertise to our mission!

For more information, please contact us:

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