

# Guidance for Healthy DEvelopments articles

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This guidance note explains the standard process and the style standards for articles published on Healthy DEvelopments. Please make sure to read them before you start working on an article. Contact the Managing Editor ([Editor@healthy-developments.de](mailto:Editor@healthy-developments.de)) in case of questions.

## On process

1. The process starts with an **initial call** with the experts whose work will be documented, the writer and the Managing Editor. The call should clarify
  - a. what the article should cover (approximately)
  - b. which documentation exists and can be provided
  - c. how and when the involved experts will identify interviewees (up to 3) and how they will put the writer in touch with them
  - d. Which photo and video material (complying with GDPR rules) can be provided, how and when
  - e. which (up to 2) experts will comment on the draft.
2. The writer studies all **background information** and does some supplementary internet **research** on the given approach/topic to be conversant with the subject matter and how it is discussed amongst experts.
3. The writer conducts a more **in-depth interview with the main GIZ or KfW expert(s)** responsible for the given topic/approach. In preparation, questions for this interview are noted down and (for new writers) checked with the Managing Editor. The responses to the questions are also noted down – not verbatim, but in summary fashion.
4. The writer conducts interviews with the **selected 2-3 interviewees**. In preparation, questions for this interview are noted down and (for new writers) checked with the Managing Editor. The responses to the questions are also noted down – not verbatim, but in summary fashion.
5. The writer prepares an outline consisting of
  - a. (Working) title
  - b. Draft teaser
  - c. Headings for the subsections
  - d. Per subsection, documents or webpages that will be linked to
  - e. Per subsection, who will be quoted
6. The Managing Editor, and in some cases the responsible experts, comment on the outline.

7. The writer develops a full draft, including suggestions for photos and videoclips, and submits it to the Managing Editor for comments. Where video clips are included, he/she clarifies with the Managing Editor whether these need further editing by the HD video editor.
8. The Managing Editor sends the approved draft to the project experts for their comments.
9. In the meantime, the writer requests permission for the quotes used in the article from external experts.
10. The writer addresses the comments and prepares a final version of the article. If the comments raise more complex questions, he/she clarifies them in consultation with the Managing Editor. The final version is submitted for final approval to the Managing Editor.
11. The writer uploads the photos or video-clips to accompany the article to the HD Trello board.

## On style

- **Template:** When writing an article, use the template/styles proposed on the following page. Make sure to apply the following:
  - Use the outline function, i.e. apply the correct styles for 1<sup>st</sup> and 2<sup>nd</sup> level headings
  - Fonts: Arial, Helvetica or Calibri.
  - Text body size: 11 or 12. 6 pt spacing between paragraphs.
  - Links: Where you want to link words to webpages/url, please mark the words that should be hyperlinked and add the url in a comment bubble (more on how to use hyperlinks below).
- **Spelling:** Please use British spelling (e.g. organise, not organize; programme, not program)
- **Quotes:** For quotes, always use single quotation marks. (For German versions, use double quotation marks.)
- **Title: 40 - 80 characters incl. spaces.** Titles must include the **central topic and key word(s)** for so that search engines find them. Since HD is about global cooperation, adding the **location** (usually country) can be important. You *can* add a 'subtitle' as part of the overall title by using a colon or a dash.
- **Teaser: 200 - 250 characters incl. spaces, in bold.** At the start, formulate one or two sentences that capture what the article is about. Aim to make potential readers curious. The teasers will be in the tile in the slider of the HD landing page (check and compare some of the teasers in the slider at health.bmz.de). They also appear right at the start of the actual article, just below the title photo.
- **How to start articles about an approach/experience/project:** Start with an interesting scene (a 'vignette'), e.g. one of the protagonists saying something, or describing an interesting real life scenario that illustrates the issue the article is about – i.e. 'jump (or 'zoom', to use a visual metaphor), right into a scene' so that readers 'get a feel' of the issue right at the start. In the following sections you can then present the various aspects of your topic. You can come back to the 'real life scene' at the end of the article to 'round it off'.

- **How to start articles about events:** Make sure to start with the core information about the event: what, when, where, who, why.
- **Roles (partners, GIZ, BMZ, KfW):** As overall principles, keep in mind that projects are always *joint ventures* owned and carried by partners as much as by their technical advisors. We do not report on 'GIZ achievements' but on learnings from implementation and on developments/reforms in partner countries that German development cooperation 'catalysed' and partners realised. This means: the approaches we describe need to show partners in the driver's seat – and GIZ advisers as facilitators and catalysts. BMZ is commissioning and funding this support. KfW is financing development work on behalf of BMZ
- **Mentions of BMZ, GIZ, KfW:** BMZ as commissioner/funder of the project/the German support needs to be mentioned in one of the initial subsections, not necessarily the first. And it should be spelled out on first mention, i.e. Federal Ministry for Economic Cooperation and Development (BMZ). GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) or KfW respectively (KfW Development Bank) should also be mentioned once somewhere early in the article as implementing, or financing, on behalf of BMZ. After this avoid mentioning them again. Instead talk about German support, Germany or German development cooperation.
- **Use of abbreviations/acronyms:** Avoid using acronyms and abbreviations if you can. No need to call the ministry of health MoH, for example. If unsure, ask yourself if The Guardian or the New York Times would use this acronym, and if not, how they would paraphrase. E.g. you can talk about 'the project' instead of using the often unattractive acronym for a long project name. However, you can of course use acronyms and abbreviations that everyone knows, such as HIV or AIDS or COVID-19 (spelled like this).
- **Main text: Up to 1500 words, preferably less (1000 words is a good guideline).** Divide article into sections of one or two paragraphs, with one central message per section.
- **Pullquotes:** For each interviewee, identify at least one quote that is interesting enough to work as pullquote (these will visually stand out and are meant to pull in readers who are just scanning the article). Indicate 'pullquote' in a comment for the designer.
- **(Interactive) maps:** Consider using a map as visual element. Our webmaster can create maps, including interactive maps, on Wordpress. Just provide the information needed (which country/countries/cities should be shown, should different places have different colours etc). Maps increase articles' attractiveness and findability.
- **Timelines:** Consider using a timeline as graphic element. Our webmaster can create such timelines on Wordpress if you provide the required information on the points in time and what happened when. Timelines increase articles' attractiveness and findability.
- **Subsection headings:** Use subsection headings that capture its central message. The subsection headings should build upon each other so that readers can scan through them to understand the gist of the article.
- **Hyperlinks:** Insert hyperlinks if you reference other online sources, including other sources on Healthy DEvelopments. Remember: Hyperlinking to other articles on Healthy DEvelopments will increase the 'findability' of your article. - Make sure that it is clear from the text what the hyperlink links to. I.e. you can hyperlink the words 'the [WHO report XYZ](#)'. In more technical and scientific pieces you can also hyperlink a source in parentheses at the end of a sentence 'WHO experts point out that the pandemic has been spreading rapidly across the continent' ([WHO, 2020](#)).

- **Pictures:** Insert the name of the picture file, a short (4-5 word) caption, copyright and photographer at the place where the picture should be placed, preferably at the beginning of a sub-section (after the heading). Provide pictures as separate files (not smaller than 500kb). Always ask the projects or persons who provide the photos whether GDPR guidelines have been observed (i.e. written consent of persons who can be recognised on the picture is available).
- **Moving pictures as title picture:** Striking short videoclips work well as moving title images, see e.g. [this example](#). If you have good short clips, please send them to the [Managing Editor](#) adding the same information as for the photographs.
- **Videoclips:** For our visual stories, we combine short (around 1 minute) video clips in which the protagonists speak to the readers. If you have suitable material, please get in touch with the [Managing Editor](#) to discuss this option.
- **Files for download:** Provide instructions below the text if there are any files (normally pdf) that should be made available for download (e.g. as “Further information” below the text; files can also be linked directly in the text). However, this should only be done if there is no way in which files can be linked into the text of the article.

