

## WRITING DOCUMENTS FOR THE INTEGRATIVE HEALTH WEBSITE

Thanks for your interest in writing a teaching document, which may be posted on our integrative health website! Here are some guidelines, information about our editorial process, and some helpful hints.

### TYPES OF DOCUMENTS

#### SUPPLEMENT SAMPLERS

- **Written for:** clinicians
- **Length:** brief; usually 1-2 pages; can be longer if content warrants
- **Content:** supplements, tea, etc.
- **Organization:** usually follows a standard outline (see those already posted on-line)
- **See other SSs at:** <http://www.fammed.wisc.edu/integrative/supplement-samplers>

#### PATIENT HANDOUTS

- **Written for:** general public
  - 8th grade reading level. See Flesch-Kincaid grade level by enabling "Readability Statistics" in WORD. (Word-File-Options-Proofing-Show Readability Statistics)
  - Use simpler words and shorter sentences; define medical terms used.
  - Charlene Luchterhand is glad to help lower the reading level of your document.
- **Length:** varies by topic
- **Content:** variety of integrative health topics that are clinically useful and practical
- **Organization:** usually question/answer format
- **See other handouts at:** <http://www.fammed.wisc.edu/integrative/modules> (Scroll to middle.)

#### MODULES

- **Written for:** clinicians with an accompanying handout for patients
- **Four components:**
  1. **Overview for Clinicians**
    - **Length:** very brief
    - **Content:** summarize highlights of module
    - **Organization:** an outline with bulleted points helpful
  2. **Pearls for Clinicians**
    - **Length:** varies by topic; longer than overview; similar to patient handouts
    - **Content:** integrative approaches to conditions commonly seen in primary care; provides evidence
    - **Organization:** includes headings, sub-headings, bulleted lists, citations
  3. **Video**
    - **Length:** 5-10 minutes
    - **Content:** summarize highlights of module
    - **Organization:** be creative; stay professional; can use question/answer format, enlist the help of another person to interview you, use PowerPoint, etc.
  4. **Patient Handout:** see section above
- **See other modules at:** <http://www.fammed.wisc.edu/integrative/modules> (Downloads at right.)



### OVERVIEW OF EDITORIAL PROCESS

- You draft document
- If you are in the Integrative Health Elective Rotation, your mentor reviews and approves content\*
- Adam Rindfleisch MPhil, MD reviews content\*
- Char Luchterhand edits (e.g., clarity, health literacy level, grammar, punctuation, etc.)\*
- You review/revise/accept document following edits.
- Char Luchterhand formats handout into website template.
- Adam Rindfleisch reviews final version.\*
- If accepted for website publication, Char Luchterhand sends final document to Webmaster for posting on-line.

**\* Edits may be requested at any of these steps**

### HELPFUL HINTS

Here are a few hints to keep the process fun, on track and painless as possible for all involved.

- Reminder to use plain language and define medical terms in patient handouts.
- It is great to include visuals. Photos, diagrams, and recipes are often copyrighted. We need to follow legalities (e.g., get written permission, use required acknowledgement).
- It is great to include suggestions for further information: books, reputable websites, etc.
- Keep in mind our audience is national, even international. Don't include local resources (e.g., local providers and phone numbers) and purely local content.
- Take care with spelling, particularly medications and supplements.
- Use citations appropriately for medical writing. (We use AMA format).
- Include complete citation, so readers can readily refer to original source document.
- Number references in order as found in the text.
- Watch singular and plural person. (The patient saw her/his clinician, not their clinician).
- Prepare draft on blank word document, not letterhead.
- No need for detailed formatting initially. It may need to be removed for editing and formatting into our template. If you have ideas for formatting, feel free to suggest.
- 11-point Arial font is helpful.

# THANK YOU!

**Patients need us. Other clinicians need us.**

**THANKS for your diligence and collaboration in making your document as helpful as possible to others!**