

Grantee Blog Brief

March 2019

NJHI Grantee Blog: A Quick Start Guide

The NJHI Grantee Blog is an outlet to tell the stories of your communities with your fellow grantees, partners and colleagues, as well as with audiences who may or may not be familiar with the work of cross-sector coalitions to advance community health and health equity. We encourage you to use the NJHI Grantee Blog as a platform for engaging new and existing partners, sharing authorship in highlighting lessons and successes of your coalition's work and providing the local perspective of community members.

Blog posts written for the NJHI Grantee Blog, and any accompanying photos or videos, qualify as grant products to be submitted to the Robert Wood Johnson Foundation. Once you submit a blog post to NJHI and it is reviewed, edited and published, you should then consult the Robert Wood Johnson Foundation's [Electronic Submission Standards](#) and submit the website URL to the Foundation through the Grantee Hub.

Blog Frequency/ Due Dates

At a minimum, each grantee is asked to submit a blog post to us by 5 p.m. on **each of the following dates through the WordPress platform.**

2019 Quarterly Deadlines

Wednesday, Feb. 13, 2019

Wednesday, May 15, 2019

Wednesday, Aug. 14, 2019

Wednesday, Nov. 13, 2019

Each project director has the WordPress username and password for their project. The NJHI program does not have access to passwords. If a new password is needed, the project director should reach out to Jemell'z Washington at jwashington@njhi.org to request a new WordPress password.

Authors

Any partner or representative of your grant project can craft a blog post. We encourage you to rotate among individuals, to offer varying perspectives of your work.

Topics

Anything related to your grant project – program, process, or progress – is preferred. As you develop a blog post, consider how effectively your topic relates back to your coalition's phase of work. For example, blog posts that identify community health needs and issues are more meaningful when they also explain the actions your coalition is taking to address those needs, or invite a response from readers.

Consider these writing prompts:

- What issues have you identified as barriers to health in your community? What steps are your coalition and community partners taking to address these issues?



- What motivates your work? Profile community resident(s) affected by the priority health factors identified in your community health needs assessment, Blueprint or other documentation. Explain how your work will benefit him or her.
- What new tools or resources have you discovered as an NJHI grantee? How will they further your coalition's work?
- What recent articles, ideas, presentations, or conversations have you encountered and want to share with your coalition and your fellow grantees at this stage of the initiative?
- Highlight new knowledge about your community that a partner has brought to this work. What might be different about your work if that partner had not shared its expertise?

Please *do not* submit a blog post that you have published (or intend to publish) elsewhere.

Word Count, Tone and Voice

350 words per post, max.

Tone expresses the personality of your work (or a blend of the partners' and participants' personalities). *Voice* is how your writing resonates with readers. Write in the first-person, telling the news from your team's perspective. Using "we/our" is expected, as it presents a more informal, personal voice to readers.

Short paragraphs are essential. Try to limit paragraphs to 2-3 sentences for easier skimming.

Use of Photos, Videos, and other Documents

We encourage submitting photos, videos, infographics or other visuals as appropriate. Consider what photos or videos you have (or can take) that are relevant to the blog post.

For photos and infographics, acceptable file formats include .jpg, .jpeg, and .png.

Who is in the photo or video? Double check the spelling of names, correct titles, and roles in the coalition. Provide a caption of this information, naming everyone from left to right.

Be sure to secure permission from everyone in the photograph or video before including it for publication. Remember to secure a parent or guardian's written permission before photographing children under 18. If your organization does not already have a system in place for obtaining photographic consent, the NJHI program can provide consent and release forms for adults and minors.

A pic-stitch or photo collage is an easy solution when it's tough to decide on just one image. For best results, stick with 3-4 photos when creating a pic-stitch or photo collage.

Horizontal images offer the best results on our website. Your image files should measure at least 150x150px. We encourage you to correctly rotate upside-down or sideways images prior to uploading.

When you are ready to upload a photo to the Grantee Blog, save the file using this naming convention in WordPress: [DATE]-[INITIATIVE][CITY][FUNDING YEAR].[ext]

Example: 2016-11-03-CMAIrvington15.jpg

- If uploading a series of photos from the same date, add a letter to the end of the file extension name, as follows: 2016-11-03-CMAIrvington15A.jpg, 2016-11-03-CMAIrvington15B.jpg, 2016-11-03-CMAIrvington15C.jpg.



- If you are unsure of the exact date, but have a general idea of when a photo was taken, use the first of that month for the date. As an example, 2018-01-01 for a photo taken sometime in January 2018.

Concrete statistics add depth to your narrative. Quotes and case studies illustrate your narrative.

Helpful Links

[Building Your Audience, One Title \(Headline\) at a Time](#)
[3 Steps to Becoming a Better Photographic Storyteller](#)
[TEDx Talk: Why telling stories matters](#)

Contacts

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