

SPECIFICATIONS FOR SUBMISSIONS
TO THE NUTRITION RESOURCE CENTRE (NRC)

(November 2015)

The Nutrition Resource Centre's Mission is to strengthen the capacity of health promotion professionals and community partners involved in healthy eating and nutrition across the health continuum. Through networking and collaboration, the NRC is fostering knowledge transfer and exchange (KTE) and building a centre of excellence in evidence-based resources and tools that will support program and policy development throughout Ontario.

Research, projects, stories from the field or experiences could lend themselves to shared learning for NRC's target audience of health promotion professionals. Additionally, students are engaged in many activities that could provide opportunities for further learning for others beyond the classroom. Some examples of these include:

- Blogs/Newsletter articles/Vlogs
- Service or Program Reviews
- Literature Reviews and Annotated Bibliographies
- Infographics
- Stories "from the field" (the implementation of programs and policy in lived experiences) including digital stories and Pecha Kucha

The NRC is not an advocacy group, and material that is not balanced and/or evidence-based and/or could be considered offensive by some stakeholder groups will not be published.

We have added in some criteria to ensure our requirements for publication are transparent.

Why Contribute?

Sharing knowledge, experiences, or thoughts with an engaged audience of nutrition and health promotion professionals is a great way for students to increase exposure to your ideas, programs or services.

Topics

Although we encourage creativity, here are some examples of topics that you could consider:

- Your take on a "hot topic" in healthy eating or nutrition
- Scenes from an event
- Description of a program that you've been involved with
- Perspectives from your experiences as a student/practitioner

1. Blogs

Blogs are a way to engage our community in topics related to healthy eating and nutrition. To ensure blogs contributed by external authors are relevant to our readers, they should be:

- Between 300 and 600 words
- Written in the first person and in an engaging style with minimal use of jargon or acronyms
- You can include 1 – 2 high resolution, copyright cleared picture (.jpg or .png format)
- Include a byline (1-2 sentence bio)

2. Video logs/Digital Stories/Pecha Kucha

Video logs or digital stories should be no more than 5 - 6 minutes in duration. Feel free to use any recording device readily available to you (cell phone, computer, iPad, camcorder). The video log may or may not incorporate text and may include several takes edited together. Recordings can be:

- Filmed “documentary style” and may include several takes edited together
- Incorporate text
- Include personal narrative

Please include the embed code for your video.

Pecha Kucha typically include up to 20 still images shown in succession at 20 second intervals and may or may not include written text.

3. Newsletter Submissions

The NRC releases a monthly newsletter that includes “Stories from the Field” and relevant research and upcoming educational activities. “Stories from the field” can outline programs and policies that have been brought to life. Educational events should be aimed at a broad range of health promotion professionals. Research should be relevant and timely.

Newsletter submissions are brief, (max. 200 words) and should include specific details of the program, project or event, or a brief summary of the research, including contact information.

4. Literature Reviews and Annotated Bibliographies

The NRC welcomes literature reviews and annotated bibliographies on topics of interest to the health promotion community. Please consider the following:

- Literature reviews should focus on one specific topic of interest and outline the search parameters and databases used in an introductory paragraph (max 100 words).
- Annotated bibliographies should include a collection of related articles, each with an accompanying concise review, usually 4 – 5 lines, that “sums up” the theme of the article, the rationale and any outcome or evaluation results. Annotated bibliographies generally include 15 – 20 articles.
- Literature reviews and annotated bibliographies should use a well- known referencing format such as Chicago style, APA or Vancouver system.

5. Infographics

Infographics provide data in visual format and should therefore be easy to read and understand. These must be well referenced and about a topic of relevance to health promotion professionals. Please include the embed code for your infographic.

6. Program/Service Reviews

Program or Service reviews of relevance to the health promotion community are welcomed by NRC. Program/Service reviews should include details of the program, participants and target community. Evaluation results, if available, should be shared including method of evaluation and outcome data. Services from both public, non-profit and private sectors are acceptable, provided they serve to educate health promotion professionals, and are not strictly advertisements. Reviews should not exceed 250 words and should include contact information where available.

7. “ Stories from the Field”

“Stories from the Field” allow health promotion professionals and students to highlight their program, initiative or event and by telling a story about it. This can take the form of a blog post, newsletter submission, a video clip, digital story, Pecha Kucha or Infographic

The Editorial Process

The NRC’s editorial concerns lie in quality of content, relevance, grammar and punctuation, and appeal to readers. Although we reserve the right to reject any post and to edit any submissions for publication, we want to help showcase the work of students and practitioners. If a post conforms to the guidelines described here, there may be a few rounds of edits before publication. You will have the opportunity to approve the final content before it’s posted.

How does the NRC promote submissions?

The NRC will promote all posts on our website, via Twitter, LinkedIn, Facebook, and other relevant social platforms. All posts are also noted in our Daily News in Brief and monthly newsletter, emailed to over 3,100 subscribers.

There are a few ways you can help us so that your post gets maximum exposure:

- Tweet it out to your network. Feel free to mention @nutritionrc
- Share it on Facebook and tag the Nutrition Resource Centre
- Pin it on Pinterest
- Share an update on LinkedIn from your personal profile home page
- Respond to any comments on your post to create conversation

File Formats

- Images should be web-ready and submitted in JPEG, PNG or GIF formats. JPEG set at high resolution is preferred.
- Images should be a minimum 400 pixels wide, and maximum 1024 pixels wide.
- The full-size, original image will, as much as possible, be kept intact; we may, however, be forced to scale it.

General:

- If the NRC accepts a post from you, you are granting us the right to publish it on our website.
- If you submit a photo or video, you must have ownership of, or permission to, distribute the content. Please include the appropriate photo credits with your submission. If you are unable to locate an appropriate photo to accompany your article, we can work with you to find one.
- Please include your full name and title along with your submission.
- All statistics must be referenced using a recognized referencing format (Vancouver System, APA or Chicago Style).