



NEWSLETTER GUIDELINES

SONNET newsletters, *sharing as we learn*, give KP staff a space to share their social needs work with audiences within and outside of Kaiser Permanente. Newsletters are usually released every 1-2 months; however, our commitment to share as we learn dictates the frequency.

Thank you for volunteering to be our next author(s). Below are guidelines and examples for the structure of your newsletter. Please complete the form and return prior to your deadline.

- 1. News hook:** We need a 1-2 sentence intro that grabs the attention of the reader. Stress the importance of your topic or question and leave the reader anticipating the full story. Please send your news hook to tina.k.kimpo@kp.org two weeks prior to your deadline.
- 2. Newsletter guidelines:**
 - **Title**
 - **Key words** (2-3 key words that embody the work, think search terms)
 - **Author(s) name and contact information**
 - **Name**
 - **Title**
 - **Location** (general: KPCO Institute for Health Research, address if you would like)
 - **Email**
 - **Other** (please advise if you want links to your Twitter, LinkedIn, or other external site listed as part of your contact methods).
 - **500-700 words**
 - What is your story about?
 - Why is it important?
 - What is being done?
 - What were some of the key learnings?
 - **Quotes**
 - **Credit** (for the research project/team) →
 - **Graphs, Tables, Images**
 - **Data graph or table** (We encourage including one table, graph, bar chart, etc. – Visual data communicates efficiently and piques readers' interests.)
 - **Photo** (Optional – If you have an image that relates to your story, please forward image and something in writing verifying permission to use the photo in SONNET's online newsletter to: tina.k.kimpo@kp.org)

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INSTITUTE FOR HEALTH RESEARCH (IHR) TEAM:
John Steiner, MD, MPH – Sr Investigator
Emily Schroeder MD, PhD – Clinician Investigator
Chan Zeng, PhD – Sr Biostatistician
Andrew Sterrett, PhD – Sr Data Specialist
Andrea Paolino, MA – Sr Project Manager
Tina Kimpo, BA - Sr Prof Research Asst
Kathy Gleason, PhD – Research Specialist
Courtney Anderson, BA - Sr Prof Research Asst
Chris Lawton, BA - Sr Prof Research Asst.

SHARING AS WE LEARN SUBMISSION FORM

Title: Enter title of story

Key Words (2-3): Enter 2-3 searchable terms

Author 1

Name: Name as you would like it to appear in story

Degrees: PhD, MPH, MS, etc.

Title: Title

Location: Where do you work?

Email: Where should readers send email inquiries?

Other contact info: Would you like alternate contact methods listed?

Author 2

Name: Name as you would like it to appear in story

Degrees: PhD, MPH, MS, etc.

Title: Title

Location: Where do you work?

Email: Where should readers send email inquiries?

Other contact info: Would you like alternate contact methods listed?

Story (500-700 words):

Please try to limit your story to 500-700 words

Quotes:

Do you have an interesting quote?

Credits:

Who would you like to give credit to on your team?

Images:

Please attach image files and photo permissions and email form to Tina K. Kimpo: tina.k.kimpo@kp.org.