

Working With HBNS

From Study to
News Story

Submitting Your Study

The Process

- **Send us your study—before publication**
- **Include journal contact information**
- **HBNS will consider study for coverage**
- **If yes, we'll contact journal**
- **Our writer will interview with you**

Submitting Your Study

Timeline: Media Disparities Story

- **2/8/2007: KTC tells BK about study**
- **4/18: KTC sends study proof & contact info to HBNS**
- **4/20: HBNS opts to cover study**
- **4/30: AS interviews KTC**
- **5/17: HBNS story appears**

Submitting Your Study

What We're Looking For

- **Research on health disparities**
- **Accepted by peer-reviewed journal**
- **Topic in news (or should be)**
- **Quantitative studies: Numbers**
- **Larger studies/RCTs preferable**
- **Clear conclusion – even if conclusion is “no differences found”**

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The Write-up

A plain-language news alert emailed to our database of health journalists to encourage them to cover the study

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The Write-up

- **300-500 words**
- **one-two main findings**
- **conversational quotes**
- **context, news hook, so-what**
- **outside expert comment**

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The Process

- Interview (30 minutes)
- Draft Write-Up
- Edits and Suggestions

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The Interview

Please know ...

- **We've read your study**
 - not your doctorate
- **We want to get it right**

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The Interview

Please bring ...

- Your dinner-party persona
- One quotable quote
- Anecdotes, specifics
- Scientific decoder ring

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The Interview – Plain Language

- **Pediatric patients ... children**
- **Analgesics ... painkillers**
- **Influenza vaccination ... flu shot**

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The Interview - Quotable Quote

On the exercise-diet debate ...

“In the short run, diet is way more important than activity for weight loss. One candy bar can completely wipe out a bout of exercise.”

- Health researcher John Jakicic

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The Interview - Get Specific

Making pedestrians more visible to drivers ...

“Anybody can go to Wal-Mart and buy retroreflective tape and apply that themselves to their ankles, their wrists, etcetera.”

- Health researcher Richard Tyrell

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The Interview - Decoder Ring

What the study said:

The relative risk of an African-American being disqualified from participation in an alcohol treatment research study that excluded drug-using patients ranged from 1.05 to 1.75

Better:

African-Americans had, on average, a 23 percent higher risk of being prohibited from alcohol treatment studies that excluded drug-using patients

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The Interview - Decoder Ring

Better:

African-Americans had, on average, a 23 percent higher risk of being prohibited from alcohol treatment studies that excluded drug-using patients.

Even Better:

“If you were an African American showing up saying you want to be in the study, you’d be twice as likely as a white person to have a researcher say: ‘Well, you can’t.’”

- Keith Humphreys

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Draft Write-up

- **WORD document**
- **Return by email in one to two days**

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Your Suggestions and Edits

Use Track Changes

- Is it accurate?
- Wordsmith your quotes
- Check our interpretations
- Verify your contact information

The Final Product