Impact Brief Submission Guidelines and Tip Sheet

Last Updated: June 2020

Impact Brief is the official newsletter for the National Association of Chronic Disease Directors. It is distributed monthly to more than 5,000 NACDD Members, partners, and stakeholders. For questions about Impact Brief, contact publications@chronicdisease.org.

Submission guidelines

- 100-300 words.
- Submissions should focus on a newsworthy element of NACDD programs and activities or those of NACDD partners.
- Submissions should include fully prepared text that has been reviewed and approved by senior program staff prior to submission.
- Submit via the Impact Brief submission form at https://app.smartsheet.com/b/form/85513150624e49ec8cafb09978f67d2b

Submission review process

- The Communications Department will confirm receipt of the submission within three business days.
- Submissions will be reviewed and edited to fit the Brief's and NACDD's style and tone, and to correct errors. (Submissions should clarify whether funders or sponsoring agencies do not want the content to be edited.)
- Submissions will be shortened to one or two sentences for the electronic newsletter, with a link to the longer article that will be posted on the Impact Brief blog. We encourage you to include or select a part of your submission that we could use as the summary in the email linking to the blog.
- The Communications Department may follow up for further clarification or to ask for program review of copy that has been significantly edited.
- Submissions are not guaranteed acceptance; if a submission is not accepted for publication, the Communications Department will follow up with the submitter to provide feedback.

Impact Brief preparation helpful hints

- Choose topics that are newsworthy like a major milestone in a program, a new approach to a problem, the impact of an activity on a local community, or a surprising positive outcome for a project.
- Start with a strong introductory sentence, the "lead," to explain what the news is.
- Tie articles back to NACDD's strategic objectives.

- “Show” don’t “tell” the audience why a project is important and impactful; provide statistics and concrete examples to help communicate your story.
- Collect release forms for all people quoted or photographed in the stories.
- Make sure permissions or licenses have been secured before using any stock photos from the web.
- Include links to additional resources for more information or calls to action for how Members can become involved with or connected to the work.
- Be sure to proofread the submission for typos and grammatical errors.

FY20 Publication Schedule

Briefs typically are sent out the third or fourth week of every month. Publication and submission dates are subject to change.

Submission Deadline	Tentative Publication Date	Scheduled Program Highlights
Oct. 10, 2019	Oct. 29	Cardiovascular Health (CVH), Diabetes, Arthritis, Building Healthy Military Communities
Nov. 6, 2019	Nov. 21	Cancer Council, SPAN Ambassador, Alzheimer’s
Jan. 8, 2020	Jan. 23	Diabetes, Cancer Across the Lifespan, Oral Health
Feb. 5, 2020	Feb. 25	CVH, Vision and Eye, National DPP
March 4, 2020	March 26	Breast Cancer, GIS, Colorectal Cancer Screening
April 2, 2020	April 28	Health Equity, PCDC, Lupus, Cancer, ILPI (STAR)
May 6, 2020	May 26	GEAR Groups, Walkability, Arthritis, Smoke-free Cities
June 3, 2020	June 25	ILPI (professional development), CVH, Cancer-Tribal/Territorial
July 7, 2020	July 28	DPP/Medicaid, Disability in Healthy Communities, Minority Men
Aug. 5, 2020	Aug. 27	Chronic Disease and the Environment, Million Hearts, Oral Health
Sept. 3, 2020	Sept. 24	CVH, CDPLM, StEM (Obesity)