

**Impact Brief Submission Guidelines and Tip Sheet**

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](mailto: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 [chronicdisease.org/page/ImpactBrief](https://www.chronicdisease.org/page/ImpactBrief).

**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, tone, and 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.
* 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 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.

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| **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) |