

Please follow this guide as you write a draft of your story. This will assist you in making your technical research understandable by the lay person.

Header: 5 to 10 words to capture entire story like, "Grant funds pilot program to expand opioid use disorder treatment"

Opening Paragraph: This appears in the News feed and can include the header wording. It should also show why your work is important, who is involved and what was found.

[Click here to see examples.](#)

2nd Paragraph: This goes into deeper details. This paragraph can further explain what was found and lead into a quote about the significance or meaning of the findings.

3rd Paragraph: This is a quote from the PI or from the top HSA person. We generally do two-part quotes like this:

"When we think about deeply embedded attitudes and beliefs about the different people groups within our culture, it is unrealistic to think that because we attend one presentation or one event that everyone will be changed and biases will automatically fade away," said Jessica Williams, Ph.D., director, Diversity, Equity and Inclusion for the Department of Health Services Administration. "Overcoming negative bias, discrimination and other factors that impede good relationships requires ongoing commitment, reflection and discussion."

4th Paragraph: This has more about the study or about the researchers or both. What else needs to be said? This can lead into a quote from another researcher or from Tapan as to what this means for his efforts in expanding the HSA research efforts.

5th Paragraph: Another quote here or more details if necessary.

Closing Paragraph: This should be a big finishing statement about your work. It can also be a look ahead to what is next in your research work. What should the audience walk away with?