

## Promising Practice

*Promising Practice* is a peer-reviewed section of the *Washington State Journal of public Health Practice*. It seeks to share valuable experiences of practice-level public health professionals. This department seeks descriptions of innovative successful programs conducted by state and local public health agencies and community-based organizations. The purpose of Promising Practice is to share experiences that others may learn from to facilitate more effective outcomes. A *Promising Practice* must include practical experiences, applications for others, and a discussion of implications for improving future practice.

### **Guidelines for Authors:**

The manuscript should not exceed 1,000 words, excluding the Abstract, Key Findings, and other sidebars, references, boxes, and tables/figures. Text headings are recommended. Sidebar boxes highlighting specific aspects of a program are acceptable. Images, especially photographs showing examples of project participants in context, logos, examples of informational flyers or other educational materials are encouraged. Send either camera-ready prints or TIFF files of at least 300 dpi resolution.

**References:** Limit references to those essential for scholarship or further follow-up by readers. If the reference is not a book or an article, provide all the information that you can: page numbers, web site, e-mail address, radio show, manual, personal correspondence, videotape, and so on.

**Resources:** Provide a separate list, or refer in the text to the location of available educational materials or community tools that you found especially helpful.

### **In writing the Promising Practice, please provide these headings:**

**Title:** Write short, catchy titles that capture the reader's attention and highlight the uniqueness of the program.

**Abstract (unstructured):** In the first few paragraphs, give a brief overview of 1) the problem addressed by the program; 2) the policy issues involved; 3) the geographic location of the program and the population it attempts to reach; 4) the approach used to resolve the problem; and 5) the results obtained.

**Program Description:** Provide enough detailed information about the program to enable the reader to decide whether this effort could be replicated and what resources it would take to do so. Mention the history of the program and, if relevant, describe the key stages in program development, from acquisition of resources to current operational status. Interesting or unusual aspects of the program that merit a more detailed description, such as participant perspectives, staffing needs, volunteer training, special problems and solutions, or compelling situations may merit a more detailed description under a separate heading or as a

sidebar box to the article.

**Discussion and Evaluation:** Summarize the evidence for the program's effectiveness. What has been most successful and most disappointing in your appraisal? What could have been done differently? What additional resources would have helped? Be explicit about funding sources and program costs.

**Next Steps:** Assess the viability/sustainability of the program and future challenges and opportunities. Comment on practical experiences and implications for other programs.

**Key Findings:** Use 3 or 4 bullets to highlight key outcomes and public health implications of the program. Write in lay terms easily understood by policymakers, the media, and readers outside of the field of public health. (Key Findings will be formatted as a sidebar.)

(Above from AJPH)