



Healthy Kids Hastings Prince Edward Blog Guidelines

Do you have exciting community events, tips, or success stories to share related to healthy eating and physical activity for kids and their families? The Healthy Kids Hastings Prince Edward (HPE) Blog is an online space designed to help spread the word and share these important messages with fellow parents, educators, recreation leaders, or other community members. We want to hear from you!

The Healthy Kids HPE blog intends to educate, engage, and inspire readers. Posts may provide tips to encourage healthy eating, physical activity, and other healthy habits for kids, get readers thinking about ways that they can promote healthy environments, establish connections between communities and groups, or inspire readers to take action in their community.

Contributors

Blog contributors will include:

- Staff from partner organizations for the Healthy Kids Community Challenge, including Hastings Prince Edward Public Health (HPEPH), who are working towards improving the health and well-being of children in Hastings and Prince Edward Counties.
- Community members, groups, or organizations who are involved in initiatives related to the Healthy Kids Community Challenge or other activities that promote the health and well-being of children in Hastings and Prince Edward Counties.

Target Audience

The intended audience for this blog includes:

- Parents or guardians of children ages 0 to 12 living in Hastings and Prince Edward Counties.
- Educators, recreation leaders, and other influential mentors to children ages 0 to 12 living in Hastings and Prince Edward Counties.
- Other community members with a vested interest in the health and well-being of children ages 0 to 12 living in Hastings and Prince Edward Counties.

Promotion

The [Healthy Kids HPE blog](#) is hosted on the [Healthy Kids Community Challenge \(HKCC\) website](#) and promoted through the HKCC [Facebook](#) and [Twitter](#) pages. It is also promoted through the HKCC newsletter, which is distributed to email subscribers. Blog posts are often also shared on other social media pages managed by Hastings Prince Edward Public Health (HPEPH), such as the HPEPH corporate social media sites (Facebook, Twitter), Raising Healthy Kids (Facebook), the Healthy Communities Partnership ([Facebook](#), [Twitter](#)) and the [Health Works blog](#).

Recommended Format

- **Get their attention with an anecdote or interesting statement:** Sharing a personal story creates a connection for the reader and draws them in. A controversial statement will also serve to get them interested. Why are you writing this post? Why is this topic important to you?
- **Establish your credibility with the topic:** Mention where you are getting your knowledge (e.g. link to documents or a piece of research).
- **Write what you are passionate about:** Your passion will come across in your writing and make others interested.
- **Provide a take-away message:** It's important to tie the educational message to day-to-day life by creating a connection from your knowledge to your anecdote or challenging statement so readers feel they have gained something.

Tips for Writing a Good Story

- The story should relate to physical activity, healthy eating, healthy hydration, or other healthy habits for children and youth.
- Identify the role of your group or organization in relation to the topic and link to pieces of research where appropriate to establish credibility.
- Introduce the story with an anecdote, challenge or controversial statement that grabs attention the reader's attention.
- Tell a story that draws the reader into your experience. Why did you take on this project? Why is this initiative important to you? What challenges did you face and what tips do you have for others?
- Provide a take-away message and practical suggestions that link the story to day-to-day life experiences of other parents, educators, recreation leaders, or other community members.
- As a guideline, the final copy should be 300-500 words.
- Include a photo.
- Try to break up text into paragraphs and use bullets and numbered lists when possible.
- Write all submissions in plain language so it's easy for everyone to read; aim for a grade 8 reading level. The [Centre for Plain Language](#) offers tips on writing in plain language.
- Refer to other blog posts, articles, as well as your website.
- Don't be afraid to be provocative in order to challenge new ways of thinking.

Submit story ideas and blogs to:
healthykids@hpeph.ca

Review Process

- Blogs will be reviewed and edited by HPEPH staff in consultation with the writer. Final approval of content will be made by HPEPH management.

Privacy Considerations

[Hastings Prince Edward Public Health \(HPEPH\)](#), acting on behalf of the Healthy Kids Steering Committee Hastings Prince Edward and its partners, is dedicated to the privacy and security of all information in our possession. In keeping with this commitment we require that the following be considered when writing content for the Healthy Kids HPE blog:

- Limit the amount of personal information included in the blog. Name and position (employment information) is often adequate. Feel free to include links to related organizational websites and email addresses.
- It is the responsibility of the blog contributor to obtain consent from any third party (individual, group, or organization) referred to in the blog post.
- Photographs are considered to be personal information. As such, HPEPH must ensure that all people appearing in the photographs provide their consent. Attached is the HPEPH Photo Consent Form; the blog author should witness the signatures. The photos submitted by the author will be used only for the Healthy Kids HPE blog and related social media content, and for no other purposes.
- Web-based photo enhancements may be done using www.canva.com or www.wevideo.com. Only the photos you provide, and no other personal information such as your name or affiliation, will be uploaded to these sites. Uploaded images will be deleted from these websites once the enhancement is complete, and you will be asked to provide final consent before we publish enhanced photos. Please review [Canva's](#) and [WeVideo's](#) privacy policies. If you prefer that we do not use these websites, please let us know.



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Consent for Photographs/Audio-Visual Taping

Please check items for which consent is granted (check all that apply).

Photographs

Audiotape recordings

Videotape recordings

Other, _____

I, _____ for _____
(name of subject** – please print) (describe activity and specific location)

consent to the above-noted activity being made and used for the following purposes:

Public Health publication or website

Social Media (i.e. Facebook, Twitter, YouTube)

Media (i.e. newspaper, radio)

Other, please specify: Healthy Kids HPE Blog/Website

I understand that I am entitled to refuse.

I have read and understand the terms and conditions on the reverse side of this form.

Signature of subject or person authorized to act on
subject's behalf*

Name of Witness (please print)

Relationship to subject*

Signature of Witness

Date

Date

** If there is more than one subject, a consent form should be completed by each subject.

See Reverse

Terms and Conditions

By allowing your photo and/or videotape recording to be taken you understand and agree to the following:

- Photographs and any other media related to this consent will become property of Hastings Prince Edward Public Health (HPEPH) and may be used in educational or promotional resources for current and future promotion campaigns until the retention time period is complete, at which time they will be destroyed.
- The photograph(s) and/or video recording(s) may be displayed on the HPEPH corporate website, Twitter, Facebook and YouTube and any other corporate program internet pages for promotional campaigns and educational purposes.
- The HPEPH Social Media Disclaimer listed on all HPEPH social media tools applies under this consent.
- The photograph(s) and any other media related to this consent will not be used for commercial or financial gain.
- Participants will not be provided with financial compensation for their submissions now or at any time in the future.
- To read about HPEPH privacy policies in detail please refer to the main website at www.hpepublichealth.ca.