

Bloodlines

A guide for authors

Are you considering submitting an article for publication in the quarterly British Blood Transfusion Society (BBTS) magazine, Bloodlines?

Bloodlines contains articles covering a wide range of topics and disciplines within transfusion science. The articles are written by our fantastic members, the society's Communications Committee and by contributors from across the world. Submitting an article for Bloodlines is an excellent way to enhance your continued professional development portfolio and CV, as well as share your ideas and work with other members of the transfusion community. Bloodlines welcomes articles relating to blood transfusion and beyond from both members and non-members of society.

Contents

General Guidance	3
General Journalistic Guidance	4
Article Categories	5
Article categories – soft academic	6
Article categories – feature	6
Article categories – clinical case study/academic	7
Article categories – overview/report of events.....	7
Article categories – reflective	8
Article categories – lifestyle.....	8
Appendices	9
Appendix 1 – Additional guidance/requirements	9
Appendix 2 – Links to external guidance	9
Appendix 3 – example of a soft academic article	9
Appendix 4 – example of a feature article	10
Appendix 5 - example of a clinical case study/academic article.....	10
Appendix 6 - example of an overview article/report of events	10
Appendix 7 - example of a reflective article.....	11
Appendix 8 - example of a lifestyle article	11
Disclaimer	12
Feedback	13

General Guidance

Please submit all Bloodlines articles as word documents via email to bbts@bbts.org.uk.

- Include your name, job title and place of work. You may include a photograph of yourself if you wish, but this is not essential.
- Please include a title/heading and a subheading if necessary (approximately 5-10 words).
- Please attach supporting, high-resolution images (including charts and diagrams) separately if you have them, with accompanying descriptions.
- Please avoid using jargon if possible and always define acronyms – not everyone within the field of transfusion will understand the terminology you might use daily.
- House style deems that numbers 1-10 be written alphabetically (excluding study data), and numbers above 10 be written numerically.
- All articles will be reviewed by our Editor and/or the communications committee, but please ensure they have been thoroughly checked for scientific accuracy, as well as spelling and grammar, with particular attention to the spelling of names, places, and scientific terminology.
- Footnotes will not be published.
- The Editor reserves the right to not publish articles, suggest amendments and to edit articles without obtaining permission from the author. If significant amendments are made by the Editor, you will be sent an updated version of your article for approval.
- Ensure that language used is appropriate and complies with current guidance (see Appendix 2).
- Submitted articles should not contain any personal identifiable data, or information which may breach local or national GDPR and data protection policies (see Appendix 2).
- Please ensure that references and acknowledgements are provided where necessary.
- If you are not a member of BBTS and wish for the issue of Bloodlines featuring your article to be mailed to you, please indicate this, and include your address in the submission email.

For further guidance on tone and style or any other Bloodlines queries, please refer to the articles published in past editions or contact bbts@bbts.org.uk

General Journalistic Guidance

Knowing where to start when writing an article can be daunting, but we want our contributors to feel inspired to submit to Bloodlines. Your article does not need to be Pulitzer-worthy, just clear, concise, and relevant to the field of Blood Transfusion. To support with your submission, we have compiled some general guidance which is applicable to all articles.

This guidance provides support for some key styles of articles often written in Bloodlines, but the British Blood Transfusion Society welcomes all other contributions. Your article may be a combination of more than one of these articles, or its own category completely - this is merely designed to support those who wish to write and need a jumping off point. If you have already written your article, please ensure you have read through the general guidance and disclaimer before submitting.

This overall guidance includes, but is not limited to:

- Write all articles succinctly; sentences in most articles should be no longer than 25-30 words, unless they are quotes or include lists which may take up more than 30 words.
- Articles should be structured purposefully; think about the style and flow of your article; for example, you would not write a case study and start with the results.
- Imagine your first couple of paragraphs as a summary of your article; it should be clear almost instantly what the subject of the article is and the direction it is going to take, and this should act as the 'selling point'.
- Your title/heading should be straightforward and not sensationalist. An example of an appropriate heading would be 'NHS trial of new medical refrigerators successful in North-East England'.
- Consider the inverted pyramid (overleaf) when writing an article (see image 1 below). Start with the most relevant information, support with background

information and finish with additional details (this may differ slightly for case studies, but the general principles remain the same)

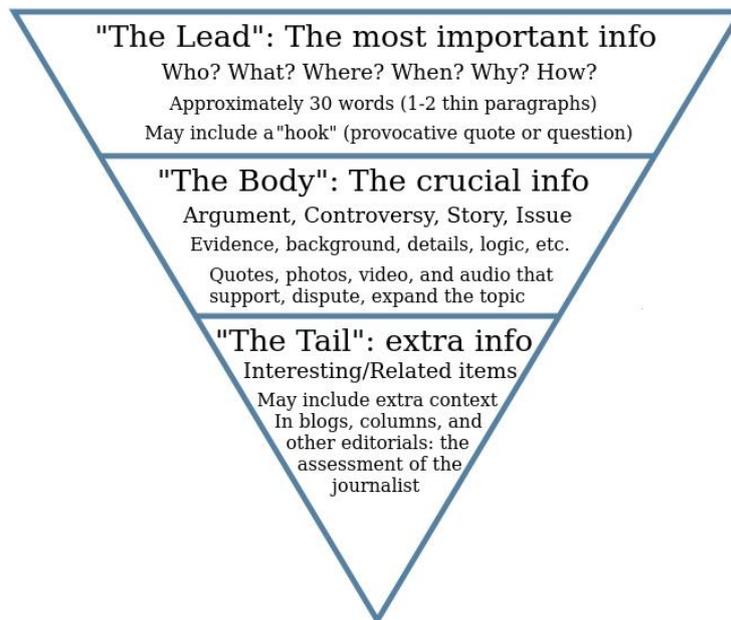


Image source: <https://ohiostate.pressbooks.pub/stratcommwriting/chapter/inverted-pyramid-style/>

Article Categories

Over the past 40 years Bloodlines has adapted and evolved drastically, including writing style and content. The British Blood Transfusion Society welcomes a wide variety of articles, with different topics, writing styles and formats. If you need some further guidance on how or what to write, the BBTS Communications Committee have created writing guidelines for six of our most common types of articles, including guidance on overall journalistic style. These have been designed to support you with your submission.

The six categories include (but are not limited to):

- Soft academic
- Feature
- Clinical case studies/academic
- Overview/report of events
- Reflective
- Lifestyle

Article categories – soft academic

- 1000-1500 words
- There should be no use of the personal pronouns I/me/we, but you may use she/he/they/them if you are discussing a person/patient (remember to consider patient anonymity).
- Your first paragraphs should aim to fully introduce your study/article and cover the who/what/why/where/when/how.
- Written in an approachable format – could someone outside of the specific area of blood transfusion you're writing about understand the topic?
- Please always provide credit to the other professionals/organisations/trusts you may have worked with where necessary/relevant.

Example of an article – see appendix 3.

Article categories – feature

- 1000 - 2000 words
- 'Showstopper', 'hot topic', 'breaking news' type of article – what is relevant/exciting to everyone in the field of transfusion? The title should immediately capture the interest of the reader.
- This type of article should be relevant and interesting to a wide range of Blood Transfusion professionals and enthusiasts – if it is easily accessible and interesting to you or a colleague, that is an excellent indicator.
- It should be written in a typical news style, but with personality/flair – these types of articles can be descriptive and share opinions/thoughts and should discuss in detail the key themes/messages of the article and can use emotive language to do so.
- Quotes and images are especially useful in feature articles as they help tell your story or convey your message, so please include any you have that you feel enhance your story/article.

Example of an article – see appendix 4.

Article categories – clinical case study/academic

- The word count on these articles may vary, depending on the depth of your study/results and findings/discussion of a topic, but ideally should be a minimum of 750 words.
- There should be no use of the personal pronouns I/me/we, but you may use she/he/they/them if you are discussing a person/patient (remember to consider patient anonymity).
- Your first paragraphs should aim to fully introduce your study/article and cover the who/what/why/where/when/how.
- Use subheadings (overview, results/findings, discussion) to guide readers through your article – this article may be complex and not as accessible to everyone in the field of transfusion.
- It is helpful, but not essential to use diagrams/illustrations for this type of article, especially to demonstrate a point or explain your study/findings.
- Please always provide credit to the other professionals/organisations/trusts you may have worked with where necessary/relevant.

Example of an article – see appendix 5.

Article categories – overview/report of events

- 1000 words (approx.)
- This type of article should be written in chronological order and should pay specific attention to names, titles, places, dates, and times.
- You can use personal pronouns if you opt to discuss your personal experience of an event.
- This overview/report of events should take a stance – was it an enjoyable event? Is it useful for those in the field of transfusion? Would you attend this event again?
- Finish by including additional information about the event – is this a recurring event? When is the next one? Where will it be held?

Example of an article – see appendix 6.

Article categories – reflective

- 800 - 1000 words
- This article style covers the experience of an individual/team/organisation and their reflections of it – this could be, but not limited to, a new process in your daily role or a new piece of equipment and how this has impacted you/your team/organisation.
- Did you face any problems? How did you overcome them?
- This article type should take on a clear stance of whether this was a positive or negative experience.

Example of an article – see appendix 7.

Article categories – lifestyle

- 500 – 800 words (write as much, or as little as you like!)
- A shorter, less in-depth article, designed to be a quicker, ‘lighter’ read.
- This article should be approachable for both the writer and the author – ‘write what you know’ – this can include something as simple as a ‘day in the life’ following your day in your role, whether it be in the lab, a hospital, or the office.
- This style of article can take on a more informal approach, using all personal pronouns (I/me/we/he/she/they/them).
- Not too ‘serious or scientific’ – don’t be afraid to write from your point of view.

Example of an article – see appendix 8.

Appendices

Appendix 1 – Additional guidance/requirements

- Peer reviewed papers will not be accepted for publication – they should be submitted to the relevant scientific journal.
- It is the responsibility of the author to ensure that they have the right to submit the article in question - Bloodlines/BBTS are not responsible for publishing material that is subsequently found not to have relevant permissions or in cases of plagiarism.
- Check with anyone who may have a personal stake in the article (manager, colleague, collaborator etc) to gain their approval before submission.
- Ensure that you have copyright permission to share images and provide credit where necessary or requested by the owner.

Appendix 2 – Links to external guidance

These links are only provided for guidance. They are not BBTS policy and are not regulated by the BBTS.

Medical writing and GDPR: <https://journal.emwa.org/clinical-trials/overview-of-the-european-general-data-protection-regulation-gdpr-impact-on-medical-writing-for-clinical-trials/>

Inclusive writing guide: <https://seeds.sproutsocial.com/writing/inclusive-language/#:~:text=People-first%20language,woman%20on%20the%20engineering%20team.>”

Appendix 3 – example of a soft academic article

www.bbts.org.uk/member_s_area/bloodlines-cpd/

See: Bloodlines 144, page 6

Please note that this webpage can only be accessed by BBTS members. If you are not a member, but would like a copy of this example article, please email bbts@bbts.org.uk

Appendix 4 – example of a feature article

www.bbts.org.uk/member_s_area/bloodlines-cpd/

See: Bloodlines 140, page 8

Please note that this webpage can only be accessed by BBTS members. If you are not a member, but would like a copy of this example article, please email bbts@bbts.org.uk

Appendix 5 - example of a clinical case study/academic article

www.bbts.org.uk/member_s_area/bloodlines-cpd/

See: Bloodlines 144, page 18 (case study)

See Bloodlines 145, page 6 (academic article)

Please note that this webpage can only be accessed by BBTS members. If you are not a member, but would like a copy of this example article, please email bbts@bbts.org.uk

Appendix 6 - example of an overview article/report of events

www.bbts.org.uk/member_s_area/bloodlines-cpd/

See: Bloodlines 140, page 15

Please note that this webpage can only be accessed by BBTS members. If you are not a member, but would like a copy of this example article, please email bbts@bbts.org.uk

Appendix 7 - example of a reflective article

www.bbts.org.uk/member_s_area/bloodlines-cpd/

See: Bloodlines 142, page 7

Please note that this webpage can only be accessed by BBTS members. If you are not a member, but would like a copy of this example article, please email bbts@bbts.org.uk

Appendix 8 - example of a lifestyle article

See: Bloodlines 138, page 25

www.bbts.org.uk/member_s_area/bloodlines-cpd/

Please note that this webpage can only be accessed by BBTS members. If you are not a member, but would like a copy of this example article, please email bbts@bbts.org.uk

Disclaimer

The publisher, British Blood Transfusion Society (BBTS) cannot be held responsible for errors or any consequences arising from the use of information contained in this journal; the views and opinions expressed do not necessarily reflect those of the BBTS and the Editor, neither does the publication of advertisements constitute an endorsement by the BBTS and Editor of the products advertised. It is the responsibility of the author to ensure that there is no patient/hospital/organisation-identifiable data in their article, unless they have explicit permission to include this information. It is also the responsibility of the author to consider the feelings of readers, where possible, especially when covering sensitive topics. The British Blood Transfusion Society (BBTS) and the Editor are not responsible for ensuring any included identifiable data is made anonymous. Once hospitals or trusts submit data reportable under current regulations/ professional guidance to an appropriate organisation, the information becomes the property of that organisation, to be used reasonably in articles, provided it is anonymised.

Feedback

We will update this document at least once every three years. We welcome your feedback and suggestions on this resource, as well as any ideas on how we can make it easier for you to contribute to Bloodlines and participate in other society activities.

Please send your comments to bbts@bts.org.uk.