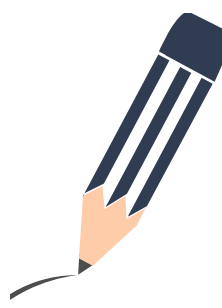


# SALURBlog

## guidelines



**Audience:** SALURBlog is targeted to the urban health scientific community and general public.

### **Style and format:**

- The content should be written in easy-to-read language, using short sentences.
- Focus on a compelling topic to those interested in urban health.
- Include sub-headers to break up the text, and you can also add bulleted or numerical lists.
- Structure the content like an inverted pyramid from general to specific, more important to less, with the main take away point or conclusion at the beginning of the blog post.
- Include a catchy and short headline that is, preferably, no longer than 8 words.
- Insert hyperlinks inside the text and make sure you are citing facts or other research using hyperlinks; please do not include footnotes.
- Make sure your article is understandable for the educated non-specialist.

**Length:** Try not to go over 1,500 words; web readers have short attention spans!

**Language:** Articles can be in either English, Spanish, or Portuguese.

**Images:** It's important to make blog posts visually engaging. Send images, infographics, graphics, and any other visual aid for your text. All should be free to use and sent with caption and attribution when applicable.

**Topics:** Food systems, governance, health promotion, housing, mobility and emissions control, public policies, social inclusion, sustainable development, transportation systems, urban development, and urban health.

