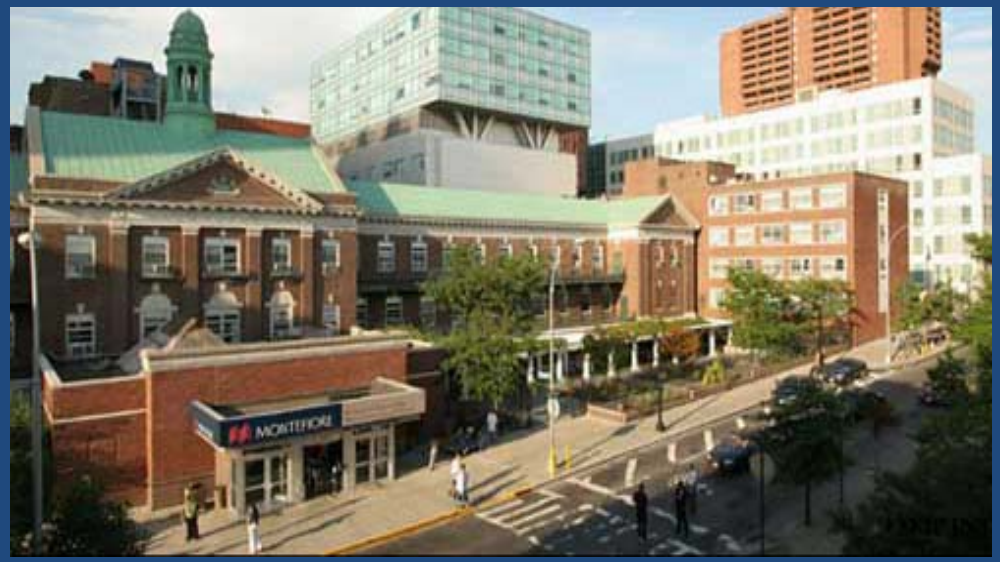
Writing/Blogging



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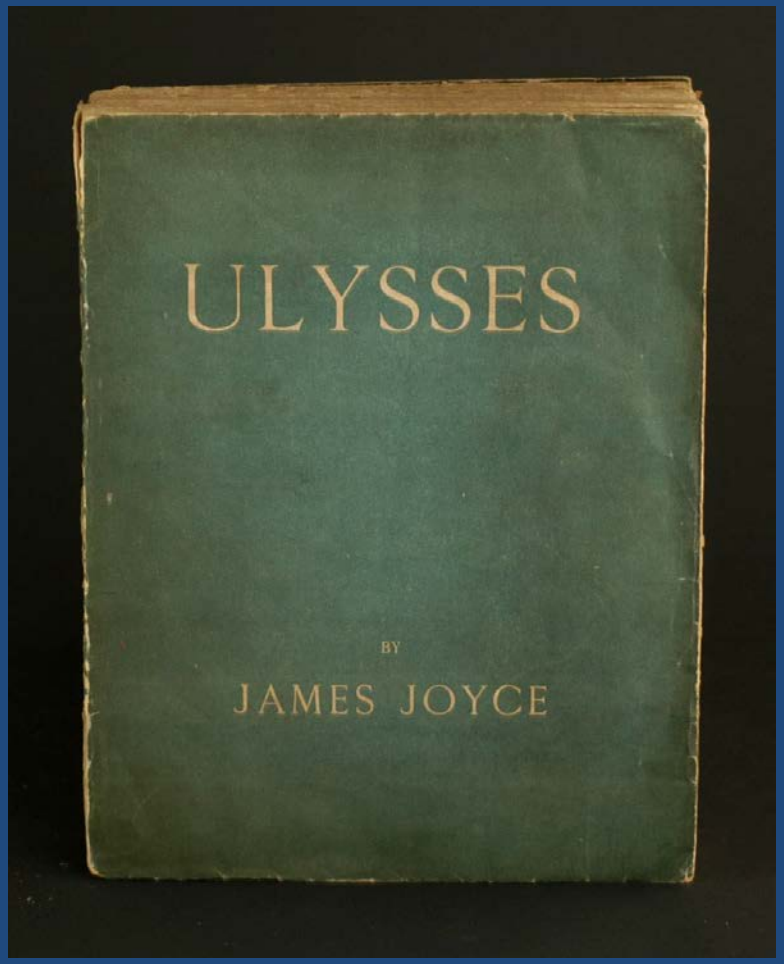
Agenda

- Approach
- Structure
- Submission

Write Clearly



Outline vs. Freewriting

- Pick a topic
- Start with the second paragraph that states your thesis
- Work from an outline
- Alternatively, get your ideas on paper and then organize

Practical Advice

- Short, usually 400-600 words
- Blogs need to be timely/refer to news item
- Label files clearly
  - Fox.Trust.15-1-7
- Back up your files
- Accept/look for criticism

Blogging/Op-ed writing

- Use an authoritative voice
- Use analogies or comparisons that laypeople will understand
- Create a sense of drama, give context, give facts
- You are framing the topic for readers
- “Pivot point” – what needs to change regarding this topic?
- What is the take-home point?

Picking a topic

- Pick a topic
- Ask yourself, so what?
- The ask again, so what?

Structure

- Sentence:
  - 1 idea per sentence
  - Emphasis later in sentence (gives closure)
- Paragraph:
  - 4 sentences
  - Start with topic sentence
  - Finish with a sentence that explains significance
- Essay
  - Lede, Nutshell/thesis, Argument, “To be sure”, Conclusion

Sentence Structure

More intensive models of group medical visits would be best targeted at BMT patients who are unable to achieve abstinence with medical management alone, because some participants preferred the privacy and ease of receiving BMT at primary care physician visits.

Some participants preferred the privacy and ease of receiving BMT at primary care physician visits, therefore, the more time intensive models of group medical visits should be saved for BMT patients who are unable to achieve abstinence with medical management alone.

Paragraph Structure

While access to BMT has failed to meet demand, use of diverted or illicit buprenorphine is increasing and has recently received more attention. Existing data suggest that many illicit buprenorphine users take diverted buprenorphine to reduce symptoms of opioid withdrawal, not for intoxication or euphoria; thus, illicit buprenorphine use may in part be due to lack of access to BMT. Among BMT patients, prioir illicit buprenorphine use has not been associated with negative treatment outcomes, and clinical experience suggests that PWUD attempt to cut down or stop using opioids with illicit buprenorphine for a period of time before they actually initiate BMT. Therefore, illicit buprenorphine users who could benefit from BMT may be ready for treatment but experiencing barriers to care; however, additional data is necessary to confirm these clinical observations.

In this study we investigated illicit buprenorphine use, barriers to BMT, and interest in initiating BMT among syringe exchange participants. Our two main research questions were: are illicit buprenorphine users: 1.) experiencing barriers to BMT; and 2) interested in initiating treatment with BMT? Findings can guide the development of interventions to improve access to BMT.

Lede

- Refer to a news item/”hook”
- Relate a dramatic anecdote
- Explain why the conventional wisdom is wrong
- Reference pop-culture
- Cite a new study
- Personal reflections

Lede

Training Physicians to Think Broadly About Health and Wellness

by AARON FOX, M.D., M.S. *on* APRIL 16, 2015

Every Saturday morning, I see patients at the Bronx Transitions Clinic, which serves formerly incarcerated individuals. For most of my patients who are coming home from prison, acquiring stable housing and employment is a higher priority than managing their chronic illnesses. As a primary care physician, I may not be able to offer them jobs; however, without recognizing the impact of joblessness on their health and wellness, there is no way I can make a correct diagnosis.

Nutshell paragraph/Thesis

- Second paragraph
- Clearly states the thesis or argument you will be making
- Explains to the reader what to expect

Nutshell paragraph/thesis

One of the most persistent statistical bludgeons of people who want to blame black people for any injustice or inequity they encounter is this: According to data from the Centers for Disease Control and Prevention (C.D.C.), in 2013 in nearly 72 percent of births to non-Hispanic black women, the mothers were unmarried.

It has always seemed to me that embedded in the "If only black men would marry the women they have babies with..." rhetoric was a more insidious suggestion: that there is something fundamental, and intrinsic about black men that is flawed, that black fathers are pathologically prone to desertion of their offspring and therefore largely responsible for black community "dysfunction."

Charles Blow, *Black Dads are Doing Best of All*, NYTimes 6/8/15

Argument

- 3 paragraphs each with one main point
- “Evidence” to support point can be anecdote, analogy, or statistic
- Maintain focus – do not need to present all sides of argument
- Sound objective – need to maintain credibility

Present evidence to support your argument

Before you dismiss this as harmless chatter, consider a 2014 article in the academic journal Personality and Individual Differences, titled "Trolls Just Want to Have Fun." Three Canadian psychologists found that habitual Internet commenting is strongly correlated with hateful personality pathologies. The total amount of time spent posting comments online correlated positively with sadism, psychopathy and Machiavellianism. And this held especially true for those who relished "trolling," the anonymous posting of negative and destructive comments. The 5 percent of participants who listed trolling as their favorite activity earned the highest scores on those unsavory psychological measures.

Arthur C. Brooks, *The Thrill of Political Hating,* NYTimes 6/8/2015

“To be sure…”

- Second to last paragraph
- Acknowledge and address counter-argument
- Keep this section brief

“To be sure”

Fit can work, but personal similarity is not the key. Organizations that use cultural fit for competitive advantage tend to favor concrete tools like surveys and structured interviews that systematically test behaviors associated with increased performance and employee retention. For managers who want to use cultural fit in a more productive way, I have several suggestions.

Lauren A. River, *Guess Who Doesn’t Fit In at Work*, NYTimes 5/30/15

Conclusion

- Policy implications
- “The Ask”
- Recommendations about how to apply knowledge

Where to blog

- Your medical school
- National Physicians Alliance
- Websites with personal journals – DailyKos, HuffPo, etc.
- KevinMD

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  - Holly Atkinson
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