

## Public Health Foundation of India and World Bank/New Delhi

### India Health Beat: Supporting Evidence-based Policies and Implementation Instructions for Authors (Sept. 8, 2009)

1. *India Health Beat* is a summary of evidence-based analysis on a policy-relevant issue. It can draw on a research report, published article, project experience, and the general literature. It is not an academic article. The audience consists of policy makers and implementers in government as well as private institutions active in the Indian health sector. Although no single format is mandated or even appropriate, and by way of guidance, potential authors can think of structuring their note according to the following format: introduction/problem identification, background/context, main findings, and policy implications/recommendations. It is best to deliver a very limited number of policy messages (with evidenced-based justification). Some characteristics of well written policy notes include:

- **Conciseness:** Decision-makers tend to be busy people, with lots of documents demanding their attention (and often a backlog). Keep your documents as focused and concise as possible so that the readers spend only the minimum time required to glean the information they need from them.
- **Readability:** No matter how complex the issue, or the recommendation, ideas must be clear and readable. For this a writing style which uses simple words and sentences to convey ideas in a clear and concise manner is important.
- **Accuracy:** The note should be based on recent, evidence-based research.
- **References:** Any and all information taken from previously published and unpublished documents, reports and articles should be clearly and properly cited and referenced. References should be in the Vancouver style.

#### 2. Basics

- Word range: 3300 words maximum inclusive of heading, introduction, abstract, references, end notes etc) and if there are no photographs, tables or graphs. Please no more than 3200 words, including endnotes and references. If there are two graphs or two tables, we need to keep the word limit below 2500 words. For every successive graph or table, reduce the word count by 400 words.
- The note has to fit on four pages. We may consider 8-page notes under special circumstances, but please advise beforehand.
- 12 pt Times New Roman.
- Include a couple of graphs or tables, if possible.
- Include endnotes (no footnotes).
- Include references (you can also include "Further Reading," if necessary).
- Include institutional affiliation and contact information for all authors.

3. For examples of previously published notes, see: [www.hrindia.org](http://www.hrindia.org)

4. Send submissions to Jerry La Forgia ([glaforgia@worldbank.org](mailto:glaforgia@worldbank.org)) and Krishna Rao ([kd.rao@phfi.org](mailto:kd.rao@phfi.org)) with a copy to Nira Singh ([nsingh2@worldbank.org](mailto:nsingh2@worldbank.org)). We welcome unsolicited drafts.