



Key messages and “blog / story” quality criteria

- 1: All stories must communicate that Prosthetist/Orthotists have an impact on
 - Health and Well Being outcomes and / or
 - SHANARRI outcomes and / or
 - implementation of law and / or
 - successful policy implementation or
 - and / or public expenditure / service costs / savings.
2. Stories may also, in addition, cover
 - Who P&O's are
 - What P&O's do
 - That P&O's are front line practitioners
3. All stories must
 - Refer to multi-disciplinary working (i.e. any other people AHPs work with to produce outcome including 3rd sector colleagues, education, social care colleagues etc.), particularly where reported outcomes have involved input from other AHPs.
 - Be about something that has or is happening in Scotland, preferably from different health boards or Local Authorities
 - Cover specific types of service – for example Children, MSK, Primary Care, Mental Health, Early Intervention (A list of unifying themes will be issued)
 - Appeal to one or a variety of target audiences – i.e. National and Local Strategic Leaders, MSPs or the Public
4. Blog story format must;
 - Conform to guidelines
 - Use simple language
 - Be no more than 400 words
 - Be produced in “Word”
 - Ideally include images. All images must be free from copyright restrictions (or permission must be secured by the author for use).