

WORLD  
EVIDENCE-BASED  
HEALTHCARE DAY  
20 OCTOBER

ebhc



## **WORLD EVIDENCE-BASED HEALTHCARE DAY**

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**BLOG** Author  
Guidelines

## COLLABORATIVE KNOWLEDGE COMMUNICATION

The World EBHC Day 2025 Campaign encourages researchers, clinicians, communicators, communities, media, and decision-makers to reflect, share, and act on the role of collaborative knowledge communication in evidence-based healthcare.

In evidence-based healthcare, knowledge should not come only from scientific evidence (such as findings from clinical trials, observational studies, and systematic reviews). It also needs to come from community values and preferences, clinical expertise, policy judgement, contextual understanding, evaluation of existing approaches, and experiences. Evidence, values, and experience each represent different yet equally valid ways of knowing.

Evidence/explicit knowledge is traditionally communicated through scientific knowledge translation avenues such as conferences, journals, and reports. These are typically text heavy, overflowing with technical language, costly, and may not be effective methods of sharing other ways of knowing.

There is growing awareness that, in order to make different ways of knowing accessible to all interest-holders, knowledge needs to be shared in more creative ways.

Collaborative knowledge communication involves the exchange of information, ideas, and expertise in creative and collaborative ways to facilitate decision-making, problem-solving, and innovation based on shared knowledge. It spans a wide array of approaches, from infographics, videos and podcasts, to theatre, games, storytelling and drawing.

### **The World EBHC Day 2025 campaign asks:**

- How do we close the gap between what we know and what we do?
- How do we communicate scientific uncertainty in a way that does not reduce the trust in the science?
- What are we learning from communication failures—and what promising practices are emerging?
- AI, social media, and digital platforms are reshaping knowledge communication and dissemination. How can we use them responsibly?
- Health literacy, interest-holder engagement, and public empowerment are essential to evidence-informed decision-making. How can evidence producers, users, and communicators collaborate in new, more inclusive ways?
- How important are visible champions of knowledge/evidence in collaborative knowledge communication?
- How do we ensure we are relatable while still accurately communicating complex messages?
- What are some examples of the more memorable and impactful knowledge/EBHC communication strategies and messages you have encountered, and why did they resonate with you so strongly?

- How can we effectively counter harmful or incorrect messages about science/EBHC?

By focusing on collaborative knowledge communication, we invite the global evidence ecosystem to reflect on the human, cultural, technological and political dynamics that shape how healthcare-related knowledge travels—and transforms lives.

## **USE OF AI WHEN WRITING YOUR BLOG**

The World EBHC Day 2025 campaign calls for blogs which are based on the authors' experiences, and/or provide original insights. The aim of the 2025 campaign is to contribute to global discourse.

### **AI-generated blogs**

If a Gen-AI tool (eg ChatGPT, Claude etc) was the primary creator of the content for the blog, this is an AI-generated blog. AI-generated blogs use existing, publicly available information, and do not contribute to original, critical thought. Nor do they share reflections based on the author's personal or professional experience.

Blog content generated by AI raises concerns about plagiarism and ethical considerations regarding authorship. It also raises concerns about fabricated references, and incorrect, misrepresented and biased information.

For these reasons, even if you have made significant changes to the blog content, it is considered an AI-generated blog, and will not be accepted for publication by World EBHC Day.

### **AI-assisted blogs**

If you have written the content for your blog, but have refined or improved the language using AI (eg Grammarly, Word Editor etc), this is an AI-assisted blog. We appreciate that AI-assistive tools can be useful, especially for people who do not have English as their primary language.

The use of AI to assist in tasks such as editing and formatting is ethical as long as:

- The author's original ideas and content are unchanged
- The author has reviewed carefully all changes, and understands and approves them
- The author's 'voice' (writing style or tone) is unchanged.

### **Use of AI declaration**

All authors submitting a blog to World EBHC Day must use the online form provided, and as part of that form complete the 'Use of AI declaration'.

## AUTHOR GUIDELINES

To assist you, a [blog template](#) is available. It is not mandatory to use the template, however you must submit your blog using the [online blog submission form](#).

### Submissions close 29 September

Using the [online blog submission form](#), your blog submission must include the following:

- A title (max. 10 words).
- Corresponding author –full name, email address and 25-word bio of the corresponding author.
- Authors and institutional affiliations, where appropriate. Where possible it is encouraged to include authors from each partner in the blog to represent the experience and views of all partners.
- 500 - 1,500 words written in narrative style and plain language (assume that you are speaking to a non-specialist audience) addressing the following:
  - Themes – your blog can consider one or more of the above questions as they relate to EBHC, but it is not restricted only to these questions.
  - Lessons learned – where relevant, the blog should include lessons learned i.e., What worked? What didn't? What would you do differently in the future?
  - Key messages/recommendations – please include 2-3 key "take home" messages or recommendations at the end of your blog.
- Style – The writing style of blogs is different from the journal or academic style of writing. Adapt your writing style to your audience. Reduce the lengths of sentences and size of paragraphs; use sub-headings and/or bullet lists to break up your blog.
- Acronyms – If using acronyms, please use the full terminology followed by the abbreviation in parentheses the first time it is used.
- References – Please use in-text links. Links should be descriptive. Avoid using the word 'link' in brackets after a sentence or linking from the word 'here', where an alternative is possible. For example:
  - The director-general of the World Health Organization, Dr. Tedros Ghebreyesus, championed the need for [research evidence to inform policy and decision-making](#) in dealing with COVID-19.

If a URL cannot be provided then a traditional reference is acceptable, although **strongly discouraged**.
- Reference list – a reference list is required at the bottom of the blog.
- Links to additional resources (i.e. publications, guidelines, organisational websites, videos etc.) if relevant.
- At least one landscape image depicting the blog content, to be used as a teaser image on the website. This can be a stock image or graphic image relevant to your story; or an image of your activity/program/setting (please ensure you have permission to use images) Size: 600px wide or minimum 700Kb.

- Portrait image of the corresponding author size 200px x 200px or minimum 200Kb.
- Co-publication declaration – please declare whether your blog, or any parts of it have been published elsewhere.
- X handles and LinkedIn Profiles (of authors and respective organisations). This is optional.
- Conflict of interest – please declare any conflicts of interest. Please note that World EBHC Day cannot accept submissions from conflicted sources, such as the pharmaceutical or medical device industry, or from organisations or individuals with vested interests in the results of research.
- Use of AI declaration – Please declare if you are submitting an AI-assisted blog. Please note: AI-generated blogs will not be accepted.
- Language – All blogs must be submitted in English.

## Blog submission process

Submit your blog using the [online blog submission form](#).

1. A receipt of submission will be sent to your registered email address.
2. The World EBHC Day editorial review sub-committee will review your blog submission within 15 business days.

After editorial review, the corresponding author will be informed that:

- the blog has been accepted for publication. A link to your blog published on the World EBHC Day website will be provided. Please share freely!

**or**

- the blog requires further work. Thoughtful recommendations from the Editorial Review sub-committee will be provided for your consideration.

Questions? Please feel welcome to email [info@worldebhcdays.org](mailto:info@worldebhcdays.org)