

SHC Stylebook

September 2009 Edition

Foreword

This resource is intended to help all communicating on behalf of Shriners Hospitals for Children to follow approved language unique to the health care system and Shriners International. Communicators can reinforce the clarity and strength of our brand and messages by using consistent language and writing style.

The SHC Stylebook is formatted similarly to the AP Stylebook for easy use. This document contains entries also found in the AP Stylebook that are especially relevant to Shriners Hospitals for Children communicators. Please continue using the AP Stylebook as your news-writing reference for all issues not included in the SHC Stylebook.

What's New?

In this edition of the SHC Stylebook

New entries: without financial obligation

Changes and updates: corporate contact information, employee e-mail signature blurbs, free care, proof points, Research Centers, Shriners Hospitals for Children, statements

academic degrees Use an apostrophe in *bachelor's degree*, *a master's*, etc., but there is no apostrophe in *Bachelor of Arts* or *Master of Science*. Also: *an associate degree* (no possessive).

addresses For mailing materials, such as envelopes, shipping labels, etc., abbreviate street suffixes (*Ave.*, *Blvd.*, *St.*, *Rd.*, *Cir.*, etc.) according to U.S. Postal Service guidelines.

In all other cases, follow AP Style guidelines: Use the abbreviations *Ave.*, *Blvd.*, and *St.* only with a numbered address: *1600 Pennsylvania Ave.* Spell them out and capitalize when part of a formal street name without a number: *Pennsylvania Avenue*. All similar words (*alley*, *drive*, *road*, *terrace*, etc.) are always spelled out.

admission This should only be used when referring to a patient being admitted into the hospital for an inpatient stay. Because many of our patients visit Shriners Hospitals for Children on an outpatient basis, using *admission* to explain how to refer a patient or apply for care is misleading and should not be used this way.

WRONG: *Children up to age 18 are eligible for admission.*

RIGHT: *Children up to age 18 are eligible for care.*

WRONG: *Applying for Admission*

RIGHT: *Applying for Care*

Board of Trustees/Directors Always capitalize *Board of Directors*, *Board of Governors* and *Board of Trustees* when writing about the Shriners Hospitals for Children and Shriners International boards.

see **Joint Board of Directors** or **Joint Board**

care specialties Shriners Hospitals for Children provides care for four specialty areas: *orthopaedics, burns, spinal cord injuries, and cleft lip and palate.*

care vs. treatment When possible and appropriate, use *care* instead of *treatment* or *treatments* when describing the services offered at Shriners Hospitals for Children in a general sense. For example, *All care is provided without financial obligation* is preferred over *All treatment is provided without financial obligation.*

clubfoot One word

club feet Two words

corporate contact information

WEB ADDRESSES:

Shriners Hospitals for Children – www.shrinershospitals.org

Donor Relations/Development Materials – www.donate2shc.org

Shriners International – www.shrinersinternational.org

East-West Shrine Game – www.shrinegame.com

Be a Shiner Now (Membership Recruitment, launching Oct. 1) –
www.beashrinernow.com

Shriners Village (Shriners Only, launching Oct. 1) – www.shrinersvillage.com

E-MAIL ADDRESSES:

Public Relations – shrinepr@shrinenet.org

Donor Relations – donorrelations@shrinenet.org

Membership – membership@shrinenet.org

TELEPHONE NUMBERS:

Donor Relations – (800) 241-GIFT

Membership – (800) 537-4746

Patient Referral Line U.S. – (800) 237-5055

Patient Referral Line Canada – (800) 361-7256

credentials In business cards and other materials where space is limited, do not use periods in credentials: *MD, PhD, RN, FACHE*, etc. In all other instances, follow AP Style guidelines for academic and medical degrees: *M.D., Ph.D., M.A., B.A.*, etc.

departments Do not capitalize the names of departments: *They work in the public relations department.*

disability terminology Do not describe an individual as *handicapped* or *crippled*. When speaking in general terms, *disability* or *disabled* is preferred. Specific terms are best: *has spina bifida*.

Avoid descriptions that connote pity, such as *afflicted with* or *suffers from multiple sclerosis*. Avoid using the word *victim*. Rather, if necessary, *he was a burn survivor*.

People use wheelchairs and other adaptive equipment for independent mobility. Do not use *confined to a wheelchair* or *wheelchair-bound*. Rather, if necessary, *uses a wheelchair*.

When writing about someone who has expressed a strong preference for a specific term, use your best judgment.

see **people-first language**

diseases Do not capitalize *spina bifida*, *cerebral palsy*, *osteogenesis imperfecta*, etc. When a disease is known by the name of a person identified with it, capitalize only the individual's name: *Cushing's disease* or *Down syndrome*.

doctors On first reference, use *M.D.* and/or *Ph.D.* after a name and set it off with commas: *John Jones, Ph.D., will speak*. On all subsequent references, use *Dr.* before the last name: *Dr. Jones spoke*.

e-mail Hyphenated.

employee e-mail signature blurbs

STAFF OF SHRINERS HOSPITALS FOR CHILDREN: *Shriners Hospitals for Children is an international health care system of 22 hospitals dedicated to improving the lives of children by providing pediatric specialty care, innovative research and outstanding teaching programs. Children up to age 18 with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, without financial obligation to patients or their families. Shriners Hospitals for Children relies on the generosity of donors to deliver this mission every day.*

For more information, please visit www.shrinershospitals.org.

STAFF OF SHRINERS HOSPITALS FOR CHILDREN AND SHRINERS INTERNATIONAL: *Shriners Hospitals for Children is an international health care system of 22 hospitals dedicated to improving the lives of children by providing pediatric specialty care, innovative research and outstanding teaching programs. Children up to age 18 with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, without financial obligation to patients or their families.*

Shriners International is a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth. There are approximately 350,000 members throughout the world.

For more information, please visit www.shrinershq.org.

formatting typography Typography should always be written using upper and lowercase, and should never be written using all capitals. If needing to create emphasis, bold and italic typefaces are acceptable.

Web site URLs should be underlined only in electronic writing when the address is activated as a link.

family-centered Hyphenate the term *family-centered* when using it an adjective, such as *family-centered environment* or *family-centered care*

free care Do not use *free* or *at no cost* when describing the care provided at Shriners Hospitals for Children. The correct term is *without financial obligation: Shriners Hospitals for Children provides all care without financial obligation to patients or their families.*

fundraiser One word.

health care Two words, unless part of the name of an organization that uses *healthcare* in their name: *American Academy of Healthcare Executives*

Imperial Divan The Imperial Divan is the international governing body of Shriners International. It consists of 13 officers, plus an Imperial Chaplain. An officer, with the exception of treasurer and Recorder, is elected to the lowest position on the Divan and typically moves up one position each year. This governing body works as a corporate Board of Directors.

The highest position attainable in the Shriners fraternity is Imperial Potentate, or president and chief executive officer of Shriners International, who is elected for a one-year term. He visits many of the Shriners temples and Shriners Hospitals for Children, and he generally supervises both fraternal and hospital policies. He is also the Chairman of the Board of Directors of Shriners Hospitals for Children.

Joint Board of Directors or **Joint Board**

Michael C. “Mike” Andrews, *executive vice president and chief operating officer of Shriners International*

mission statement, Shriners Hospitals for Children The exact mission statement of Shriners Hospitals for Children is:

The mission of Shriners Hospitals for Children is to:

- *Provide the highest quality care to children with neuromusculoskeletal conditions, burn injuries and other special health care needs within a compassionate, family-centered and collaborative care environment.*
- *Provide for the education of physicians and other health care professionals.*
- *Conduct research to discover new knowledge that improves the quality of care and quality of life of children and families.*

The mission is carried out without cost to the patient or family, and without regard to race, color, creed, sex or sect.

Do not capitalize mission or mission statement.

nonprofit One word, do not hyphenate

orthopaedic Not *orthopedic*

people-first language When describing a person with a disability or medical condition, always put the person first.

Wrong: *OI patients*

Right: *Patients with OI*

Wrong: *Disabled person*

Right: *Person with a disability*

People are defined by who they are, not by their disability or medical condition. People-first language reinforces that.

Do not use *the disabled* or *the burned* when referring to a group of people.

see **disability terminology** and **value words**

phone numbers (800) 123-4567 is the appropriate format when included in a full sentence in articles, news releases, etc. For advertising and marketing materials not written in prose (i.e. billboards, print ads, business cards, etc.), 800.123.4567 is the acceptable format.

Proof points When referring to Shriners Hospitals for Children, the following proof points can be used:

Shriners Hospitals for Children is the only pediatric multi-hospital system in the United States that provides all care and services without financial obligation to patients or families.

Shriners Hospitals for Children is the largest pediatric sub-specialty health care system in the world.

Shriners Hospitals for Children has the largest full-time staff of pediatric orthopaedic surgeons in the U.S.

The Shriners Hospitals for Children specializing in burn care are the only freestanding hospitals dedicated to the treatment of pediatric burns.

Research Centers The term *Research Center* is to be used only when referring to a Shriners Hospitals for Children facility that is officially designated as such by the corporate medical affairs department at Shriners International Headquarters.

For all other Shriners Hospitals for Children engaged in medical research, use *research program*.

Shriners Hospitals for Children Board of Trustees The Board of Trustees for Shriners Hospitals for Children is responsible for the overall operation of the Shriners Hospitals for Children system. The board is comprised of trustees elected by the members of the Colorado Corporation, as well as the Imperial Divan officers who serve by virtue of their office (the Imperial Potentate, Deputy Imperial Potentate, Imperial Chief Rabban, Imperial Treasurer and Junior Past Imperial Potentate) on the Board of Directors of the Colorado Corporation. All members of the Board of Directors and Trustees serve on a volunteer basis. The Chairman of the Board of Trustees is elected each year at the annual meeting of the hospital corporation.

Shriners Hospitals for Children The official names and addresses of the 22 Shriners Hospitals for Children:

Shriners Hospitals for Children — Boston

51 Blossom St.

Boston, MA 02114

Shriners Hospitals for Children — Canada
1529 Cedar Ave.
Montreal, Quebec
Canada H3G 1A6

Shriners Hospitals for Children — Chicago
2211 North Oak Park Ave.
Chicago, IL 60707

Shriners Hospitals for Children — Cincinnati
3229 Burnet Ave.
Cincinnati, OH 45229-3095

Shriners Hospitals for Children — Erie
1645 West 8th St.
Erie, PA 16505

Shriners Hospitals for Children — Galveston
815 Market St.
Galveston, TX 77550-2725

Shriners Hospitals for Children — Greenville
950 West Faris Rd.
Greenville, SC 29605

Shriners Hospitals for Children — Honolulu
1310 Punahou St.
Honolulu, HI 96826-1099

Shriners Hospitals for Children — Houston
6977 Main St.
Houston, TX 77030-3701

Shriners Hospitals for Children — Lexington
1900 Richmond Rd.
Lexington, KY 40502-1204

Shriners Hospitals for Children — Los Angeles
3160 Geneva St.
Los Angeles, CA 90020-1199

Shriners Hospitals for Children — Mexico City
Av. del Iman No. 257
Col. Pedregal de Santa Ursula
Deleg. Coyoacan, 04600
Mexico, D.F.

Shriners Hospitals for Children — Northern California
2425 Stockton Blvd.
Sacramento, CA 95817

Shriners Hospitals for Children — Philadelphia
3551 N. Broad St.
Philadelphia, PA 19140-4131

Shriners Hospitals for Children — Portland
3101 S.W. Sam Jackson Park Rd.
Portland, OR 97239-3009

Shriners Hospitals for Children — Salt Lake City
Fairfax Road at Virginia St.
Salt Lake City, UT 84103

Shriners Hospitals for Children — Shreveport
3100 Samford Ave.
Shreveport, LA 71103

Shriners Hospitals for Children — Spokane
911 W. 5th Ave.
Spokane, WA 99204

Shriners Hospitals for Children — Springfield
516 Carew St.
Springfield, MA 01104-2396

Shriners Hospitals for Children — St. Louis
2001 S. Lindbergh Blvd.
St. Louis, MO 63131-3597

Shriners Hospitals for Children — Tampa
12502 USF Pine Dr.
Tampa, FL 33612-9411

Shriners Hospitals for Children — Twin Cities
2025 East River Pkwy.
Minneapolis, MN 55414

Use full name of hospital on all references. Do not use *Shriners*, *Shriners Hospitals* or *SHC* when referring to a hospital or the hospital system.

Shriners International The name of the fraternity. Use full name on first reference. For subsequent references, it is acceptable to use *the Shriners fraternity* or *Shriners*.

spacing Use a single space at the end of a sentence after a period.

spinal cord injury Use *provides spinal cord injury rehabilitation* or *provides spinal cord injury rehabilitative care* when referring to that care specialty offered by Shriners Hospitals for Children.

Do not use *spinal cord injury center* or *spinal cord injury unit*. Do not use *rehab*; spell out *rehabilitation*.

If using the acronym *SCI*, use *spinal cord injury (SCI)* on first reference, and *SCI* on subsequent references.

Statements

SHRINERS HOSPITALS FOR CHILDREN FOR NEWS RELEASES AND FACT-DRIVEN MATERIALS: *Shriners Hospitals for Children is an international health care system of 22 hospitals dedicated to providing pediatric specialty care, innovative research and outstanding teaching programs. Children up to age 18 with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, without financial obligation to patients or their families.*

COUNTING OF HOSPITALS FOR SERVICES OFFERED: *Nineteen Shriners Hospitals for Children provide care for congenital and acquired orthopaedic conditions, four hospitals provide acute and rehabilitative care for burn injuries, three hospitals provide rehabilitative care for children with spinal cord injuries, and the cleft lip and palate program is expanding to multiple Shriners Hospitals for Children. Some Shriners Hospitals for Children offer care for more than one care specialty.*

Optional last sentence: *To learn about the care offered at each of the 22 Shriners Hospitals for Children, please visit www.shrinershospitals.org.*

ELIGIBILITY: *Children up to age 18 are eligible for care at Shriners Hospitals for Children if, in the opinion of our physicians, there is a reasonable possibility they can benefit from the specialized services available. Acceptance is based solely on a child's medical needs. A family's income or insurance status are not criteria for a child's acceptance as a patient.*

DONOR SOLICITATION: *As a 501(c)(3) nonprofit organization, Shriners Hospitals for Children relies on the generous donations of Shriners and the general public to carry out our mission and change the lives of children every day. For more information about supporting Shriners Hospitals for Children, please visit www.donate2shc.org or call (800) 241-GIFT.*

WHY THE APPLICATION REQUESTS INSURANCE INFORMATION: *All care and services in a Shriners Hospitals for Children facility are provided at no charge. Insurance information is requested on the application because, in some cases, necessary medical services not normally provided by Shriners Hospitals for Children may need to be obtained from an outside medical facility. In these instances, Shriners Hospitals for Children will handle the referrals and cover any deductible or co-payments required by the insurance plan if they are directly related to the clinical condition for which the child is receiving treatment at Shriners Hospitals for Children. Family income is requested for demographics purposes only.*

RESEARCH: *Shriners Hospitals for Children is committed to conducting research that will improve both the quality of care and quality of life of children and families.*

TEACHING: *Education of physicians and other health care professionals is central to the mission of Shriners Hospitals for Children. Shriners Hospitals for Children actively provides for the education of physicians and other health care professionals, not only at Shriners Hospitals for Children, but in other health care facilities and practices across North America.*

Other option: *Shriners Hospitals for Children is proud of its role in medical education. In the past 20 years, more than 8,000 physicians have received residency education or postgraduate fellowships at Shriners Hospitals for Children. In addition, many of Shriners Hospitals for Children's staff physicians hold faculty positions at academic institutions, sharing their expertise with tomorrow's doctors.*

Other option: *By maintaining relationships with more than 60 medical teaching facilities worldwide, Shriners Hospitals for Children fosters an academic environment committed to providing high-quality education for its medical staff and expert care to all patients.*

BUDGETING FUNDS: *Approximately 90 percent of the annual Shriners Hospitals for Children operating budget is spent in direct support of the organization's tri-fold mission of treatment, research and teaching.*

SHRINERS INTERNATIONAL: *Shriners International is a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth. There are approximately 350,000 members throughout the world.*

SHRINERS INTERNATIONAL AS IT RELATES TO THE HEALTH CARE SYSTEM: *Shriners International is the fraternity that founded and continues to support Shriners Hospitals for Children. The hospitals provide pediatric specialty care at no charge to children with orthopaedic conditions, burns of all degrees, spinal cord injuries, and cleft lip and palate.*

temple Refers to a body of nobles in a given location: *Mecca Shriners was the fraternity's first temple; Mecca Shriners is holding a meeting at their temple.* When communicating with external audiences, using (*chapter*) to clarify the meaning of *temple* is acceptable: *Mecca Shriners was the fraternity's first temple (chapter).*

Temple should not be included in the proper name of a chapter. Instead, *Shriners* should be used.

Wrong: *Mecca Temple was founded in 1872.*

Right: *Mecca Shriners was founded in 1872.*

Wrong: *Egypt Temple sponsored a toy run.*

Right: *Egypt Shriners sponsored a toy run.*

Do not capitalize *temple*. Do not use the term *Center*.

When referring to the building, use the term *temple*: *Mecca Shriners hosted a fundraiser at their temple.*

titles Capitalize formal titles when used immediately before a name. Lowercase formal titles when used alone or in a construction that sets them off from a name by commas.

Wrong: *Jane Doe, Chief of Staff, called a meeting.*

Right: *Jane Doe, chief of staff, called a meeting.*

Wrong: *Executive vice president John Doe attended.*

Right: *Executive Vice President John Doe attended.*

Use lowercase at all times for terms that are job descriptions rather than formal titles.

SHRINERS INTERNATIONAL: Always capitalize all titles unique to Shriners International: *Imperial Potentate, Imperial Chief Rabban, Imperial Oriental Guide, Potentate, Chief Rabban, Recorder, First Lady*, etc.

Do not capitalize *noble or lady* when not part of a title.

total patients cared for Since it was established in 1922, Shriners Hospitals for Children has cared for *nearly 900,000* children

Unit Do not refer to a Shriners Hospitals for Children hospital as a *Unit*

value words Use words like *inspirational* and *courageous* sparingly. Overuse can cause them to lose impact.

see **disability terminology** and **people-first language**

vision statement, Shriners Hospitals for Children *Shriners Hospitals for Children will be the international leader in health care for children and in advancing its specialty areas.*

Web addresses Do not use *http://* in any Web addresses. Begin with *www*.

Web site Two words, *W* is always capitalized.

without financial obligation to patients or their families The proper phrase for describing the care provided by Shriners Hospitals for Children. Do not use *free, at no cost* or *at no charge*.