

Boynton Health Editorial Style Guide 2021-22

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The goal of this portion of the Style Guide is to provide a handy reference for points of style specific to the University of Minnesota Boynton Health: to detail items that university communicators and media use frequently and to ensure that Boynton Health titles, locations, clinics, departments, health promotions and the like are used invariably.

The tone of our words and how we tell our story visually—these elements combine to communicate the Boynton Health brand. And each is an integral part of our identity. Every facet of the brand must convey the same sentiment to ensure consistency and recognition for everyone who comes in contact.

Please exercise good judgment in all creative executions and strive to use the brand effectively for your audience. With this style guide as a tool, you can generate bold, engaging communications, build strong bonds with internal and external audiences, and protect the future of the University of Minnesota Boynton Health's brand vision and voice.

About Boynton Health

The University of Minnesota Twin Cities approved the creation of the University Health Service in the spring of 1918. It was a prescient action. By September, when the clinic opened, the Twin Cities reported its first case of the Great Influenza, the world's deadliest epidemic.

One patient during that outbreak was a young medical student, Ruth Boynton—who would become a leader in public health, director of the University's health service, and, eventually, its namesake.

For over 100 years, Boynton remained a vanguard among college health centers, leading the field with innovation and a commitment to whole campus health.

Boynton Health has had many of the country's 'firsts' in student healthcare. Our namesake, Ruth Boynton, MD, was the first and the only woman in the country to direct a co-educational health

service for many years.

Today under the Office for Student Affairs umbrella, Boynton Health is one of the nation's most comprehensive college student health services. It serves as a model for our health care system because it is responsive to the community, combines medical care and public health, and has a developmental approach to health.

Leadership Team

Our forward-looking leadership team comprises dedicated, focused, and experienced executives. Working with each other, our employees, and the Office for Student Affairs, their knowledge and experience come together to make a difference for all our stakeholders – patients, healthcare providers, employees, faculty, staff, and most importantly, the students of the University of Minnesota.

As public health and well-being have grown, we've been able to grow along with it. Even more important, we've helped shape and define what student health and well-being mean in everyday life. Our services and programs touch the lives of at least 1,000 Twin Cities community members daily.

Boynton Health in Associated Press (AP) Style

All communicators at Boynton Health should use the Associated Press style for content that promotes Boynton Health. AP style provides guidelines for grammar and punctuation and is the primary style used in print and online publications worldwide. You can obtain The Associated Press Stylebook [via download here](#).

As a rule of thumb, here are a few Do's and Don'ts when writing about Boynton Health.

- Do be concise. Long blocks of text are difficult to read and lose readers' attention.
- Do be conversational. Write like you're telling Boynton Health to a friend.
- Do use the active rather than the passive voice to keep content lively and engaging.
- Do think like the audience (students, parents, staff, faculty, etc.) to whom you're speaking.
- Don't use Boynton Health insider references, acronyms, or medical jargon with audiences who are not profoundly connected with Boynton Health, public health, or healthcare.

Referencing Boynton Health

The student health clinic's full name must be used on the first reference – "University of Minnesota Boynton Health." If there will be subsequent references to the clinic, ensure that the

first reference includes the parenthetical “University of Minnesota Boynton Health “ (Boynton Health). All subsequent references may be shortened to Boynton Health. The University of Minnesota Boynton Health should never use the shortened “BH” in a formal document; however, for internal documents, “BH” may reference Boynton Health.

Referencing Boynton Health’s Clinics and Health Promotion Programs

The clinic’s full proper name or health promotion program must be used on the first reference, including social media, flyers/posters, external emails, radio shows, and podcasts.

Clinics and Pharmacy will be referenced with ‘*Boynton Health*’ and Health Promotion programs as ‘*Boynton Health’s*’:

- “Boynton’s Health Advocates.”
- “Boynton Health Credit Card Debt Counseling.”
- “Boynton Health COVID-19 Testing”
- “Boynton Health COVID-19 Vaccination Clinic”
- “Boynton Health Dental.”
- “Boynton Health’s de-stress” - ‘d’ is always lowercase, with hyphen included
- “Boynton Health Eye Clinic and Optical Shop.”
- “Boynton Health Flu Clinic.”
- “Boynton Health Gender Care.’
- “Boynton Health’s Gopher Chauffeur.”
- “Boynton Health Gopher Quick Clinic.”
- “Boynton Health Gynecology.”

- “Boynton Health Immunization Clinic.”
- “Boynton Mental Health.”
- “Boynton’s Mental Health Advocates.”
- “Boynton Health Promotion” or “Health Promotion at “Boynton Health.”
- “Boynton Health Nutrition.”
- “Boynton Health’s Nutritious U Food Pantry” or after the first mention of “Boynton Health’s Food Pantry” or “Boynton Health’s Nutritious U.”
- “Boynton Health Nutrition Services.”
- “Boynton Health’s Pet Away Worry & Stress” or after the first mention “Boynton Health’s PAWS.”
- “Boynton Health Pharmacy.”
- “Boynton Health Physical Therapy.”
- “Boynton Health’s Prevention Advocates.”
- “Boynton Health Primary Care.”
- “Boynton Health’s Safer Sex 101.”
- “Boynton Health’s Student Nutrition Advocacy Collaborative” or after the first mention “Boynton Health’s SNAC”
- “Boynton Health STI Testing.”
- “Boynton Health’s Recovery on Campus” or after the first mention “Boynton Health’s ROC.”
- “Boynton Health Tobacco Cessation Coaching.”
- “Boynton Health Travel Clinic.”
- “Boynton Health Urgent Care.”

- “Boynton Health X-ray.”
- “Boynton Health’s Office of Student Health Benefits” or “Office of Student Health Benefits at Boynton Health.”

In some cases, subsequent references may be shortened to reference the clinic or program. The exemption where there are external organizations and businesses throughout the Twin Cities offering similar services:

- “Boynton Health Dental.”
- “Boynton Health Eye Clinic and Optical Shop.”
- “Boynton Mental Health.”
- “Boynton Health Nutrition.”
- “Boynton Health’s Pet Away Worry & Stress” or “Boynton Health’s PAWS.”
- “Boynton Health Pharmacy.”
- “Boynton Health Physical Therapy.”
- “Boynton Health Primary Care.”
- “Boynton Health Urgent Care.”
- “Boynton Health Gynecology.”
- “Boynton Health X-ray.”

Do NOT use:

- Boynton Health Center
- Boynton Health Clinic

- Boynton Health Services
- Program or clinics names by themselves when written externally, for example:
 - X-ray
 - PAWS
 - Food Pantry
 - Primary care
 - Women's clinic
 - Health Advocates

Boynton Health Brand Voice and Tone

Boynton Health is not just about healthcare but about public health and all that it involves.

Voice. The Boynton Health brand voice is relatable, knowledgeable, compassionate, and fun.

Tone. The Boynton Health brand tone is empathetic, down-to-earth, and feelgood.

Boynton Health Voice Chart

2021

Dedicated	<p>We're committed to learning and understanding our patients and their needs.</p> <ul style="list-style-type: none"> ● Use strong words ● Be champions for individual patients ● Be indifferent ● Be apathetic ● Be empathetic ● Use active verbs ● Do not be untrue
Knowledgeable	<p>We will communicate with evidence-based solutions as it pertains to health and wellness.</p> <ul style="list-style-type: none"> ● Use facts ● Be thorough but concise

	<ul style="list-style-type: none"> • Verify information • Be confident • Do not be cocky or arrogant • Do not lie or give false or misleading information
Irreverent	<p>We take our services seriously; we don't take ourselves too seriously</p> <ul style="list-style-type: none"> • Use colorful images, illustrations, and motion (videos) • Speak to our primary target audience • Do not be too casual • Do not use jargon • Do not try too hard to fit

Approachable	<p>We will make healthcare relatable, fun, and easy to digest.</p> <ul style="list-style-type: none"> • Include humor when appropriate • Engage • Be stress-free • Be energetic • Do not Be drab • Do not Be somber • Do not make fun of serious or sensitive situations • Do not be passive
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Tone

Using our tone correctly can also help to think about “this but not that” adjective lists.

We are:

- expert but not condescending (to achieve this tone, use active voice instead of passive voice);
- established but not elite (to achieve this tone, use plain language), and;
- approachable but not sloppy or silly (to achieve this tone, use contractions but not slang).

We also use first- and second-person voices to develop a relationship with our audience. Use the second-person voice when possible. Use language to address our audiences as individuals, not massive groups. Make it personal.

Example: Patients can access their health information by logging into the Patient Portal.

Better: You can access your health information by logging into the Patient Portal.

Tone Words

Established

We have much to be proud of. We have many "firsts" in student healthcare in the nation. We do things our way. And yet, we are still leaders in public health. It's critical for our success and our patients and providers' retention to demonstrate our credibility and professionalism.

Student Success

We are focused on the success of our students. We devote our attention to our guests and patients, not residents, learning to do a job. We are not a "teaching hospital." All our healthcare providers have accredited credentialed professionals with years of experience in their respective fields implementing policies, programs, and services designed to enhance student health leading to student success.

Caring

We offer services that meet our patients' unique social, cultural, and linguistic needs. We strive for patient representation and understanding to provide the best care.

Culturally Competent

We draw on community-based values, traditions, and customs and work with knowledgeable persons of and from the Twin Cities community in developing focused interventions, communications, and other supports.

All-inclusive

We care for the whole patient and their needs, not just the medical and physical ones, through credit card counseling, stress management, tobacco cessation, safe sex supplies, and a food pantry.

Writing for Our Audience

Our goal, in all cases, is to write in a language easily understood by our patients, the media, and the public at large. This means:

- avoiding the use of jargon, whether it's scientific or health-care related;

- chunking important information into smaller bite-size pieces to make it easier to digest and;
- making use of subtitles.

The better our patients and the public understand us, the easier it is to show the outstanding work that takes place daily at Boynton Health.

Brand Positioning

Taking Care of U!

This is a phrase that encapsulates the essence of the brand. It is built upon the nature and value of why we exist.

This foundational principle is a tagline that can appear on outward-facing materials. Use it to guide communications. It should be the first thing our audience thinks or feels when they come in contact with Boynton Health.

When we engage with our target audiences, this should come through in our marketing and communications.