

Frontline style guide

Revised March 2016

Why we need a style guide

Does it matter whether we refer to someone as the ‘chairman, chairwoman or chair’ of the CSP? Is it okay to use ‘OK’? And should we spell practise with an s or c?

Yes, these things do matter. They create the style and feel of a publication or website. And, in turn, they create an impression of the CSP. It’s the difference between being professional and authoritative or amateur and slapdash.

The choices we make over the words we use and the tone of voice we adopt has a huge impact on the way our members view us. Are we too authoritarian? Friendly and relaxed? Willing to listen? Making it easy for members to get involved?

The voice may change in tone, according to the circumstances: we need to firm and clear when something formal needs to be done, such as paying subscriptions. But we can be chattier when inviting members to take part in a local CSP event.

Get the voice right and it creates the impression of an organisation that knows what it is doing. Get it wrong and we come across as stuffy, old-fashioned or even amateur.

Frontline has a formal house style which addresses some of the issues that crop up every day in publishing news and features. We also aim to write in a style that communicates directly with our members. They are busy people who need clear, concise information.

For instance, it’s best to use short, uncomplicated sentences in the active voice: ‘We will send a report to your doctor’, rather than: ‘A report will be sent to your doctor’.

Everyone will have their own view of stylistic points, such as whether a certain word, such as government, should take a capital letter. Ultimately the editor decides the route to follow and ensures consistency across the publication. This guide sets out those rules.

But this document is a living resource, reflecting decisions on queries that emerge. For instance we’ve decided to revert to using capital letters for proper names, such as CSP Council, as the previous guidance was confusing people.

We hope the style guide will help anyone writing content for the CSP.

If you get the writing bug, then do check out the guides available at the Plain English Campaign website: <http://www.plainenglish.co.uk/free-guides.html>

**Lynn Eaton
Head of content
March 2016**

Style basics

1. Don't try to be clever, or to show off your superior writing style: you need to be clear if you are to communicate. You don't want to leave the reader stunned by your flowery prose style or confused by your long words.
2. Think of your audience. Who are you writing this for? What will they need to know? How much time are they likely to have to read it? Is it aimed at the public? At physios? At the people purchasing your services?
3. Think about your structure before you start writing. You may want to include a short executive summary at the top for people to speed read. Those who are more interested can then read the full report if they wish. Plan the areas you need to tackle, by writing headlines for each one. Remember that most people won't read the entire report. Headlines will help them speed read. Think about whether your report might benefit from graphic elements such as pull quotes, flow charts or infographics (information presented in a visual way).
4. Read what you've written out loud, preferably to someone else. If you are stumbling to read it aloud, chances are your reader will stumble to read it in print or on a screen.
5. Try to use the active voice wherever possible as it is more immediate and less formal: 'we sent the doctor's notes to the patient' rather than 'the doctor's notes were sent to the patient'.
6. Avoid using medical (or any other) jargon unless you are writing for clinicians. If you must use acronyms, make sure you've spelt them out in full the first time you use them.
7. Find out what your deadline is, then set yourself one that's a day earlier. Use that day to hone what you've written. Writing concisely means you need to spend more time on your work at the outset, rather than expecting the reader to do so once it's published.

Lynn Eaton, head of content
March 2016

Frontline 'at a glance' style guide

- use single quotes: 'xyz'
- 1 to 9 then ten; but pay bands 1,2,3 etc...
- Department of Health, Treasury but parliament, government
- Job titles lower case, so chief executive, the chancellor
- proper names take capital letters 'CSP Council' but subsequently 'the council' (lc)
- en rules for dashes –
- says or said – either acceptable
- Dates: Wednesday, 23 March 2016; 2015 to 2017; 2015/16 for academic/financial year
- Mary Smith in first instance, then Ms/Mrs/Miss Smith
- Richard Smith on first mention, then Dr Smith; Ieuan Ellis on first mention, then Professor Ellis
- the following abbreviations/abbreviations may be used without spelling out on first mention: A&E, BBC, BTEC, CSP, CCTV, CV, EU, IRA, ME (used with chronic fatigue syndrome, spelt out first time, then CFS/ME), MP, MRI, MRSA, NHS, NSPCC, NVQ, Q&A, RAF, RSI, SAE, St, TUC, UK, US, VAT
- bullet lists: no colon to start, lowercase for first word of each point, no comma at end of each one, no full stop at end of list, one-line space after the last point
- use 'more than' not 'over' when referring to numbers of people/amounts of money; ('over' is for distances)
- book, film titles, campaigns are capped, apart from 'the' etc. No italics.
- captions: no full stop at end
- chair not chairman/woman
- councils and companies are singular nouns, but sporting teams are plural
- £1,000, £5, £1 million, £2 billion, 100m relay race, but spell out 10 mile race
- if two words are used adjectively, use a hyphen, as in 'newly-qualified physio'. But 'the physio is newly qualified'.

Ones to watch:

NICE = National Institute for Health and **Care** Excellence

WCPT = World Confederation **for** Physical Therapy

HCPC = Health and Care Professions Council

Unless otherwise stated in this style guide, use the first spelling in the *New Oxford English Dictionary*

A

a or an before h?

use an only if the h is silent: an hour, an heir, an honourable man, an honest woman; but a hero, a hotel, a historian

A&E

stand-alone abbreviation, may be used without spelling out first time

abbreviations and acronyms

do not use full stops in abbreviations, or spaces between initials: BBC, US, 5pm etc

The following acronyms and abbreviations may be used without spelling them out in full at the first mention: A&E, BBC, BTEC, CSP, CCTV, CV, EU, IRA, IT, ME (use with chronic fatigue syndrome/ME, CFS/ME subsequently), MP, MRI, MRSA, NHS, NSPCC, NVQ, Q&A, RAF, RSI, SAE, St, TUC, UK, US, VAT

Apart from these exceptions, always use in full first time round in a story, followed by the acronym in brackets, and then use the acronym next time, eg members of the Association of Chartered Physiotherapists for People with Learning Disabilities (ACPPLD) recently held a study day, said ACPPLD public relations officer Julie Waring

However, wherever possible, avoid using even well known acronyms and abbreviations; they look clunky and clutter up text and slow down the pace. Use another word wherever possible such as 'the society, the association, the organisation.

Our style is always to use capitals for an acronym, even if it can be pronounced as a word (so, NICE, not Nice).

Achilles tendon

acknowledgment

not acknowledgement

act

upper case when using full proper name, eg Criminal Justice Act 1998, Official Secrets Act; but lc when speaking in more general terms, eg 'we need a radical freedom of information act'

active v passive voice

the active voice is always more immediate: 'cats eat fish'. Avoid the passive: 'fish are eaten by cats'. Avoid the passive in headlines in particular.

addresses

Lynn Eaton, Managing Editor, Physiotherapy Frontline, 14 Bedford Row, London WC1R 4ED

adrenalin

not adrenaline

adviser

not advisor

affect/effect

affect is a verb – cycling affects your level of fitness

effect is a noun – the effect of cycling is that it affects you level of fitness

ageing

not aging

Agenda for change (NHS pay system) AfC on second mention. Lc as a document/policy, not a proper name

Agile

the clinical interest group for chartered physiotherapists working with older people; cap first letter only – it's not an acronym

AHP – spell out first time round (allied health professions, or if used in the case of a single person, allied health professional)

AIDS

See abbreviations

A-levels

hyphenate

all-round**Alzheimer's disease**

not just Alzheimer's

American English

We don't use this (primarily you'll see z used instead of s) so check your computer is set to the 'English English' setting. We only use the American spelling with a z for American organisations such as the World Health Organization.

among

not amongst

Annual Representative Conference (ARC)

Upper case as a proper name; note representative, not representatives. ARC or conference (lc) at subsequent mentions

antenatal

(also postnatal and prenatal)

anterior cruciate ligament (ACL)**apostrophes**

plural nouns take a singular apostrophe (children's hospital, old people's home).

For more information on the use of apostrophes check the BBC's College of Journalism website: <http://www.bbc.co.uk/journalism/skills/writing/english-course/>

the armed forces

the army, the British army; the navy, but Royal Navy; RAF

assembly member

spell out first time round, followed by AM if using again

make clear at outset that reference is to Welsh assembly, eg Rhodri Morgan, a Welsh assembly member

assistants is no longer used to describe this unqualified role – instead use support worker. If talking about assistants as CSP members use ‘associate members’

assisted dying

not assisted suicide

asylum seeker

do not use refugee

B

back care, back pain

two words (but the charity is **BackCare**)

bands (in reference to Agenda for change)

band 1,2,8a etc

Barts the trust is called Barts, and covers six hospitals. The hospital itself is called St Bartholomew's Hospital (inc cap on h as it is part of the name)

Battled cancer, or any other illness, is a cliché and should be avoided (see also sufferers)

bed blocking

banned. Use delayed discharge instead

benefited (one t)

biannual

twice a year; **biennial** every two years. Alternatives: twice-yearly or two-yearly

bill initial caps when using full name

eg Trade Union Bill

billion

always spell out: £10 billion (but a £10-billion pay deal), one billion people

black and minority ethnic (BME) spell out on first use; BAME (black Asian minority ethnic) is an acceptable alternative but not widely used

boards and branches of CSP

lc but cap up if proper title: the Welsh Board

Bobath

named after Bertha Bobath, so takes initial cap

BTEC

undergraduate qualification; distinguish from Btech, which is a bachelor of technology degree

bullet points

Generally no need to use punctuation at the end of bulleted information unless asking a question. Start each bullet with a lower case, except if the first word is a name or a word that would normally be capped up in *Frontline*. For example

The report recommends

- the society should review and clarify the position
- Karen Middleton, the chief executive, should oversee the process
- council should explore the criteria that could be used for membership

There is no full stop at the end of a list like this and our style on the printed page is to leave a line space after the last point.

bye-law

by-election

C

Cabinet Office u/c

capital letters

only use for proper nouns, not for generic terms. Use lower case wherever possible.
Eg CSP Council (proper noun), but the council (generic); Industrial Relations Committee but the committee.

Books, films etc use initial caps on all words except for words such as a, an, and, of, on, the eg Shakespeare in Love. Where there is a second half to the title after a colon, use an initial cap on the first word only, not thereafter. eg. Neurotribes: The legacy of autism and how to think smarter about people who think differently

Campaigns/formal government policies follow the same style as books, ie capital letters on the main words: Older People's Day, Workout at Work Day, Five Year Forward View, Agenda for Change, Physiotherapy Works

NHS trusts/hospitals cap the words that are part of the formal title. eg Queen Elizabeth Hospitals Birmingham NHS Trust. (It is not necessary to state that a trust is a foundation trust), St Bartholomew's Hospital.

Job titles are not capped up except in addresses, nor are honorary positions, chartered physiotherapists, fellows of the society etc. The exceptions are royalty (the Queen) and direct referrals to heads of state: President Bush is the US president.

Main principles as follows:

jobs: all lc eg prime minister, secretary of state for health

titles: differentiate between title and job description eg President Obama (but the US president, Barack Obama, and Mr Obama on subsequent mention); the Queen

government departments, agencies, commissions, public bodies etc: initial caps eg Department of Health, the Modernisation Agency, the NHS Information Authority, the National Institute for Health and Clinical Excellence

acts of parliament: initial caps

eg Official Secrets Act, Criminal Justice Act 1992

parliamentary committees, reports and inquiries: follow same rule as for any proper name – cap up all but the joining words. eg House of Commons Select Committee on Health (but health select committee), Report of the Stephen Lawrence inquiry (but Lawrence report), the Report of the Mid Staffordshire NHS Foundation Trust Public Inquiry (the Francis inquiry)

House of Lords

but lc for parliament

artistic and cultural: initial caps for names of institutions eg Natural History Museum, Atlantis Gallery, British Library

universities and colleges of further and higher education:

caps for institution, lc for departments, eg Brunel University department of physiotherapy

titles of courses, conferences,

names of newspapers and documents: no need to cap up 'the', even if it in the title, eg the Guardian, the NHS Plan

wars: cap up the First World War and the Second World War; for other wars, use the following style – Crimean/Boer/Gulf war

captions

do not have a final full stop. If a picture of one person, rather than just giving their name try to include a brief line about what they have said or done to bring the reader into the story.

Where a group picture, every reasonable effort should be made to name all individuals starting on the left and using the l-r abbreviation. If too large a group to name all, just highlight the most important people

cardiorespiratory

cardiothoracic

cartel

best avoided particularly if private businesses involved (potentially libellous) though has been used to describe 'pay cartel'

caseload, casemix (try to avoid, though)

catchline this is the name given to a story while it is being produced (sometimes known as 'tag' or 'slug'). Our style is to put the month, then issue date followed by a one word identifier, eg 0312pain

CCG, clinical commissioning group, replaces primary care trusts, spell out first time

CCTV accepted abbreviation

century

century: apply usual numbers rule: ie anything over nine is written numerically: third century, 21st century

chair

not chairman, chairwoman, chairperson

chartered physiotherapist

lc

Chartered Society of Physiotherapy

uc

childcare

chronic disease banned, instead use long-term condition

clinical interest groups [of CSP] (CIGs)

NB Name changed in 2011 to **CSP professional networks**

collective nouns

normally take a singular, eg the Cabinet is determined (the Cabinet is seen as a singular body although it is made up of several government ministers). However sporting teams (Arsenal, Manchester United) take a plural.

Commas

We tend not to use these as much as in the past. As a general rule, use commas to separate off additional information that, if omitted, would still leave a grammatically complete sentence. For example,

Jeremy Hunt, England's secretary of state for health, said it was a great day for the NHS, BUT

Health secretary Jeremy Hunt said it was a great day for the NHS.

Try to use the latter wherever possible as the use of commas slows down the sentence.

dates and places: use the following style (also see dates)

on 4 July 2004, he travelled to the US for Independence Day
the member from Edinburgh, Scotland, got up to speak

committed suicide

banned: suicide is no longer a crime, so you can't 'commit' it. Instead say 'he/she took their own life'

committees

Where it is a full, proper name, use upper case Health and Safety Committee, Professional Conduct Committee, Industrial Relations Committee, but when referring to them generically afterwards use lc committee.

Commons, House of Commons

but the house, not the House

common sense

two words – he used his common sense. But one word if used adjectively: she had a commonsense approach

compass references

watch caps – for example, west London but the East End of London; South West regional stewards as in the name, not southwest as on a compass, but the rep is a southwestern or SW regional steward

CSP Congress no longer exists, replaced by Physiotherapy UK

Conservative party

consortiums plural for consortium (not consortia)

Consumer Prices Index

not price

contact information

Should always go at the bottom of a story, Usually includes telephone number, email address and website info. No need to use colons. For example:

For details about the wide range of funding available for members and how to apply, phone the Society's CPD administrator Gwyn Owen on tel **020 7306 6608**, email oweng@csp.org.uk or visit www.csp.org.uk

Where giving a link to a website in print avoid long hyperlinks. You can shorten them using bitly. If it is a *Frontline* article, use the 'node' code which appears on the right column of the website page (if you are logged in)

An address should only be included if absolutely essential and should come first, followed by telephone number, email and website info, as follows:

For further information contact Sarah Ferguson, The Pain Clinic, Royal United Hospital, Bath. BA1 3NG. Tel 01225 821523, email sarahferguson@ruh-bath.swest.nhs.uk

convenor not convener

cooperate, coordinate, but co-opt, co-opted, co-optee
(see also hyphens)

COPD

chronic obstructive pulmonary disease (spell out first time)

cost

use £5 (without noughts if no pence), or £5.50 (with pence)

cost-efficient

hyphenate only if used adjectively, eg it was a cost-efficient service BUT the service was cost efficient (see also hyphens)

Council

always cap up if referring to CSP Council as a proper name, but subsequently use the generic lower case council

counties

always spell out in body text, so Berkshire not Berks, though okay to abbreviate in addresses (letters page and contact info)

CPD

spell out when first used: continuing professional development (CPD)

CSP

use CSP first in a story but later, if it needs to be used again, switch to the society (lc) and stick with this if possible. It may be acceptable to use the CSP again if there are several references to the society within the space of one or two sentences/paragraphs. Note, we use 'the CSP', not 'CSP' on its own. However it is acceptable to say 'CSP president'.

CSP Charitable Trust

CSP president

Professor the Baroness Finlay of Llandaff is correct way of referring to the society's president, Ilora Finlay – Baroness Finlay thereafter

czar

banned: we use tsar

D

dashes can sometimes be used instead of commas for emphasis, but don't over-use. Don't confuse them with hypens, which are shorter in length. We use 'en' rules for our dashes, which are longer than hyphens but shorter than 'em' rules. Here is an en rule: –

dates

If it is necessary to name the day of the week: Wednesday 23 March, 2016 (no comma between day of the week and month).

In print no need to use year unless it's different from the one we're in: 23 March. Online always make the date clear in the copy: 23 March 2016.

Also: 21st century; third century; for decades use figures: the swinging 60s or 1960s; four-digit year: 2003 not '03; no dashes:

Use 2015 to 2016 if describing how long something has been happening. Use 2015-16 to describe a financial or academic year.

decades

use figures — the swinging 60s, etc

decision maker, decision making

two words unless used adjectively, in which case it's hyphenated: decision-making powers

defuse/diffuse

you defuse a bomb but diffuse a message (spreading it over a wider area)

Department of Health (DH)

departments/functions of CSP

Ic: CSP strategy, policy and engagement directorate; employment relations and union service; practice and development

dependent/dependant

the first is an adjective, used when something is reliant on something else (the trip is dependent on the weather, the birds are dependant on their mother). The second is a noun, so a woman has no dependants. (note, this is the British spelling. US spelling is with an e in both cases)

deprived/depraved make sure you use the right word: impoverished/corrupt

deep vein thrombosis (DVT)

dietitian

disabled people

not 'the disabled' (similarly, older people, unemployed people)

Use positive language about disability, avoiding outdated terms that stereotype or stigmatise. Terms to avoid, with acceptable alternatives in brackets, include victim of, crippled by, suffering from, afflicted by (prefer person who has, person with); wheelchair bound (wheelchair user); invalid (disabled person); mental handicap,

backward, retarded, slow (person with a learning disability); the disabled, the handicapped, the blind, the deaf (disabled people, blind people, deaf people); deaf and dumb (a person who is deaf and speech-impaired, or a person who is hearing and speech-impaired)

NB this is a very sensitive issue and views differ. Some people prefer to be called disabled people than people with disabilities.

See also: **patients**

Discrete/discreet discrete means separate or distinct (remember it by thinking this is the one where the 'e's are separated by the t). Discreet is to be careful not to attract attention

diseases

Use lower case except when disease is named after a person (check on Wikipedia if not sure) e.g. cerebral palsy is lower case, but upper case for Alzheimer's disease because it is named after Aloysius Alzheimer.

disk

(computers), not disc

dispatch

Dr normally only mentioned on second time a person is named. So, Susan Jeffries, then Dr Jeffries. We do not use the Dr title unless it is relevant to the physiotherapy profession.

We tend not to use Dr unless the qualification is related to medicine or physiotherapy. Note that surgeons are Mr not Dr.

Duchenne's disease/muscular dystrophy/paralysis

(shorten to Duchenne after first mention)

E

e-bulletin

takes hyphen, known as Physiotherapy News

educator

not educationalist, educationist

eg

banned (other than in this house style guide!). Use 'for example'. If you have to use eg it talks no full points.

elderly

banned unless referring to diagnosed geriatrics, in which case you can safely use the term 'frail elderly people', otherwise use 'older people'. The Guardian says the term older people should only apply to those over 70. May be used if part of a hospital department's title.

electromyogram/electromyography (EMG)

ellipses

insert space to indicate missing text: the quick brown fox ... the lazy dog. Note that there is a space on either side of the three dots

email
no hyphen

EMG
electromyogram/electromyography (spell out first time)

England
take care not to offend by saying England or English when you mean Britain or British, or vice versa. NB there is no such thing as an English government! And avoid saying Brigdend, Wales when you would not say Manchester, England.

enquiry
use this for general enquiries, **inquiry** reserved for official investigation

ESP
extended scope practitioner – now a term that is defunct and should be replaced by ‘advanced practitioner’ unless it is specifically part of someone’s job title

et al.
(see references for example) used after lead author’s name and means ‘all other authors’. Italics. Use only one name in Physio findings column.

etc
banned. Use ‘and so on’.

ethnic minority
do not use, use ‘people from minority ethnic groups’

evidence base
no hyphen

evidence-based practice
hyphenated

exclamation marks
banned (will only be allowed in exceptional circumstances with the agreement of the editor)

F

Facebook
One word, capped up

Fairtrade
one word, capped up, if referring to the organisation or the Fairtrade mark, otherwise Ic and two words, eg he was all in favour of fair trade

fellow
Ic, eg a fellow of the CSP

FES
functional electrical stimulation (spell our first time)

figures

spell out from one to nine except when talking about AfC pay bands (band 1, band 2, band 3, band 4, band 5, band 6, band 7, band 8a, band 8b); numerals for 10 to infinity. Sentences should not start with a numeral but if they have to, they should be spelt out

Use Roman numerals for senior I, technical instructor I, and so on

See also per cent

first

second, third spell out up to ninth, then 10th, 21st, millionth

firstly

banned. Use first, second, third

first minister

(Scottish Parliament, Welsh Assembly, Northern Ireland Assembly)

fitness to practise

Five Year Forward View

NHS England development plan – policy title, so takes caps

focused (one s)

foreign words and phrases

Roman type, not italic; follow with English translation in brackets if it really is a foreign word or phrase and not an anglicised one, in which case there is no need to use accents, eg *cafe*

no need for translation in brackets if foreign word or phrase has fallen into common usage

forum, forums

not *fora*, but note there are CSP education *fora*

Founders Lecture

no apostrophe

fractions

unless it's something simple, such as three-quarters, would prefer decimals rather than spelling out, eg 1.5 per cent pay rise; however, if referring to years use 18 months rather than 1.5 or one-and-a-half years

frontline staff (in the NHS, or military troops, **Frontline** magazine (but not italicised in the web version)

full-time

functional electrical stimulation (FES)

fundholder, fundraiser, fundraising

no hyphen

G

Gaza Strip

gender do not use ‘his’ to cover men and women. Rejig the sentence to avoid the problem or use ‘they’

general election

geography

distinct areas are capped up: Black Country, East Anglia, Lake District, Midlands, Peak District, West Country, the East End, the West End; but areas defined by compass points are lc: north, southeast, southwest, eg southeast England

go ahead

no hyphen

government

lc in all contexts and all countries

Unlike the TUC, we do not refer to ministers by name when referring to their government (Cameron’s government is banned, Conservative government is okay.) Use ‘Tory’ in the headline if you need to make it fit but not in the body text.

government departments

UK government ministries (but not ministers) take initial caps as follows:

Cabinet Office

Department **for** Business, Enterprise and Regulatory Reform

Department **for** Children, Schools and Families

Department for Communities and Local Government

Department **for** Culture, Media and Sport

Department **for** Environment, Food and Rural Affairs

Department **of** Health (DH)

Department **for** Innovation, Universities and Skills

Department **for** International Development

Department **for** Transport

Department **for** Work and Pensions

Foreign and Commonwealth Office

Home Office

Ministry **of** Defence (MoD)

Ministry of Justice

Northern Ireland Office

Scotland Office (not Scottish Office)

Treasury

Wales Office (not Welsh Office)

lc when departments are abbreviated, eg health department, transport department

grassroots

one word

Great Britain

Say ‘Britain’ rather than ‘Great Britain’ unless in a formal title, eg team GB

Specify instead that you are talking about England, Wales and Scotland – if you want to include Northern Ireland, use ‘the UK’

Green Paper (government consultation document) initial caps

eg the Long-Term Care Green Paper

groups

(of CSP) lc, national group of regional safety representatives

Gulf war

see also wars

H**half a dozen; half past; half-price; halfway****headlines**

should use active verbs, not just be labels (eg. 'Speak up on prescribing, physios told' is okay, but 'Road to achievement' is not.) However this can be changed for a quirky picture caption or amusing story); avoid jargon and acronyms. For the website, to ensure search criteria are met, the headline needs to state what the story is about, not to be 'clever'. Headlines for the website may be slightly longer to ensure search engine optimisation, but this shouldn't necessarily be what appears in print, where a shorter headline may be more effective.

healthcare

one word unless part of a hospital trust title

health minister/secretary

lc

Health and Care Professions Council (HCPC)

regulatory body for 13 allied health professions listed below

- arts therapists
- biomedical scientists
- chiropodists and podiatrists
- clinical scientists
- dieticians
- occupational therapists
- operating department practitioners
- orthoptists
- paramedics
- physiotherapists
- prosthetists and orthotists
- radiographers
- speech and language therapists

Her Majesty

HM the Queen, Queen Elizabeth

Holland

use Netherlands

honorifics

Always use full name initially. (Karen Middleton). On second use refer to them as either Mr, Mrs, Miss or Ms and then their surname. (Ms Middleton). Do not assume a woman wants to be called Ms if you don't know what they want to be called. Always ask. (Karen holds a visiting professorship but does not routinely use Prof in her title.)

If person has academic title, use full name excluding title at first mention, eg Paul Watson, and title and surname thereafter, eg Professor Watson. Or on a first mention say 'Paul Watson, professor of public health'. Where someone is a visiting professor we wouldn't routinely call them Prof.

If they are a Sir as well: Professor Sir Malcolm Grant becomes Sir Malcolm after the first mention.

Professor the Baroness Finlay of Llandaff is correct way of referring to the society's president, Ilora Finlay – Baroness Finlay thereafter

For some more personal feature articles, the following style may be adopted: full name at first mention (including title if there is one), followed by forename only

hospital

cap down, except when part of a formal name, for example, King's College Hospital

hospital names

always check whether or not apostrophe is part of title eg King's College Hospital

Huntingdon's disease

hyphens

When is a hyphen justified?

- To avoid confusion in phrases such as little-used car or little used car (the former being under-employed, the latter being small and old) or a black-cab driver or black cab driver (the former describes the kind of taxi being driven; the latter describes a person's appearance)
- To separate double letters when two words are joined, as in book-keeper or re-entry; and if two vowels are the same: re-evaluate (exceptions: cooperate, coordinate)
- In nouns formed with prepositions, such as build-up and mix-up
- Words that begin with prefixes, such as anti-clockwise and non-existent
- Adjectives formed of two or more words, such as 33-year-old
- Compound nouns do not need to be hyphenated, eg he was with a three year old BUT a three-year-old child was in the photograph

hyperlinks

The hyperlink should always be provided by the reporter, even when included in the body text of a story for the web when it will be deleted in the final web version.

The hyperlink should support the main items mentioned in the story, and should be used judiciously as overuse can be visually annoying and stops the flow of the story.

On the website our style is for the name of the report/document to be the hyperlink. We do not adopt the style 'read the report here' (where 'here' is the hyperlink). This is because someone accessing the story via a voice activated device will not know the title of the report.

A good style example is here: www.csp.org.uk/node/967636

In print the web address for a report goes at the bottom of the story in further

information, not in the body copy. Avoid lengthy hyperlinks wherever possible. If it is a CSP website link get a shortcut from the web team or look for the 'node' on the story. This will be shown in the right hand column, as long as you are logged in.

If it is a CSP publication that does not have a shortcut, give the name and then say 'available at www.csp.org.uk/publications'.

Bitly.com can also be used for external publications if a short version is not available.

I

iCSP

use interactiveCSP, the society's member networking website, at first mention, then iCSP

ie

banned, use therefore/that is

ill health

in-house

initials

no spaces or points, whether businesses or individuals eg WH Smith

iMac, iPod, iPad, iPhone

inpatient

input

inquiry

reserved for an official investigation, use **enquiry** for general enquiries

in-service

intensive care unit (ICU), not intensive treatment/therapy unit (ITU), unless this is in its formal title

interagency, interdisciplinary

internet, net, website, web, world wide web

all lc

interprofessional

into

but **on to**

IT

information technology (IT) no need to spell out when first used

italics

we do not use these for titles of books, reports, journals, newspapers, films, video tapes, television and radio programmes, titles of courses, conferences, campaigns/programmes/initiatives.

Italics do not work well on the web, so are rarely used there

However we continue to use italics in the following places:

- for the title, *Frontline*, when it appears in print (not on the web).
- on the Physio findings page, or other references to research papers, where 'et al.' and the title of the journal are in italics.
- to emphasise a word in a sentence or headline

iTunes/iPad/iPhone

J

Jacuzzi trade name, takes caps

job titles

Ic except in addresses: editor of *Frontline*, director of communications and marketing, prime minister, senior I physiotherapist (note roman numerals, senior II not senior 2)

– exceptions are the Queen, direct referrals to other royals and heads of state and job titles in addresses

(includes Ic for professor of cardiovascular health, but uc when combined with name as in Professor Foster)

judgement

regular spelling, reserve **judgment** for legal context

K

King's Fund

London-based health think tank

knowledge and skills framework I/c

L

Labour party

laptop one word

layout noun, **lay out** verb

legislation

see act, bill or order

liaise, liaison

licence noun, **license** verb

lifelong

one word

lifestyle

one word

linchpin

not lynchpin

line-up, line-out nouns, line up verb**longstanding** one word**long-term**

hyphenate only when used adjectivally, ie it was a long-term plan, but it didn't matter in the long term

low back pain

not lowback or lower back

low-cost**lunchbreak** one word**Lords, House of Lords**

but the house, not the House

M

Mac or Mc these are not interchangeable: check which spelling is correct for the person you are writing about

master's degree

takes apostrophe

mayor of London

or anywhere else: lc

medallist (two 'l's)**medic**

use doctor

Médecins Sans Frontières

an international, not French, aid agency

member of the Scottish Parliament (MSP)**Members Benevolent Fund****mental illness**

Use 'people with a mental illness', not 'the mentally ill'.

Avoid using words like 'victim of', 'suffering from', and 'afflicted by'; 'a person with' is clear, accurate and preferable to 'a person suffering from'.

Note, some people prefer to say they are 'diagnosed with schizophrenia' rather than to say they 'have' schizophrenia. Be guided by the person you are interviewing.

measurements

except for miles, abbreviate, eg 32cm, not 32 centimetres

If a factor below 10 use figures eg 3 cm/5 micrograms

metric system

Frontline uses metric/imperial measures as appropriate (the London marathon is a 26-mile race, whereas swimming is usually measured in metres). Except for miles, do not spell out measures in full and do not use space after the figure, eg he raced 50m, he swam in a 50m race

Mid Staffordshire NHS Trust, but Stafford Hospital, now called County Hospital

military ranks

it's complicated: refer to the *Guardian* style guide

million

always spell out: £10 million (but a £10-million pay deal), one million people

minority ethnic

not ethnic minority – say ‘people from minority ethnic groups’

more than/over

more than is best used to describe numbers – of people for example. ‘There were more than 100 people there.’ Over tends to be used to weights and measures. ‘He weighed in at over 125 kiloes’; ‘she ran over 21 miles’.

motor neurone disease

spell out the first time then use MND

Mr, Ms

Use after first mention

Mrs, Miss or Ms?

Use Ms unless otherwise specified

MP

member of parliament, lc

MSK spell out first time used

multicentre, multicultural, multidisciplinary, multimillion, multiprofessional

multiple sclerosis spell out the first time then use MS

musculoskeletal spell out first time then use MSK

N**names (also see honorifics)**

Always use full name then title plus surname in news article. Where appropriate you may use the person's first name in a feature/focus.

If person has academic title, use full name excluding title at first mention, eg Paul Watson, and title and surname thereafter, eg Professor Watson. Or on first mention say Paul Watson, professor of public health’.

Names of patients use their first and surname unless they specifically request otherwise (to avoid belittling them). Fictitious names should always be used with caution – check that someone else in the CSP doesn't share that name. Where a fictitious name is used it should be noted at the end of the article.

Anonymised quotes/articles would only be used in exceptional circumstances and with the editor's permission, where to name the person might jeopardise their job or is discussing an issue they want to remain confidential (abuse, mental illness). The editor should know who the person is, even if the reader is not told.

navy
but **Royal Navy**

Netherlands
not Holland

neurophysiotherapist/neurophysiotherapy
one word, no hyphen

neurorehabilitation/neurorehab
one word, no hyphen

neurosciences
one word, no hyphen

nevertheless one word but 'none the less'

newly qualified
no hyphen unless used adjectively. So not when used like this: the physio is newly qualified. But: She is a newly-qualified physio

NGRS
national group of regional stewards

NGRSR
national group of regional safety representatives

NHS trust
cap down when generic, and not the title of a specific organisation. Use the word NHS in title where it is part of the name of the, eg. Bedford Hospital NHS Trust. Do not use 'foundation'.

NICE
National Institute **for** Health and Clinical Excellence – spell out first time

NMC
Nursing and Midwifery Council. Refer to nurses' (or midwives') regulatory body, the Nursing and Midwifery Council

non-cooperation

no one
not no-one

none
Okay to say 'none are', not 'none is'

Northern Ireland executive, not government

head of government: first minister and deputy first minister

health minister: minister for health, social services and public safety

parliament: northern Ireland assembly

See also: province

NSPCC

refer to ‘the children’s charity NSPCC’ – no need to spell out further

numbers

spell out from one to nine except when talking about AfC pay bands (band 1, band 2, band 3, band 4, band 5, band 6, band 7, band 8a, band 8b); numerals for 10 to infinity. Sentences should not start with a numeral but if they have to, they should be spelt out

Use Roman numerals for senior I, technical instructor I, and so on

See also measurements

1,000 or 1,000,000 always takes commas (see numerals below)

numerals

use comma to separate numerals of more than three digits ie, 1,000 and above

O

occupational therapist (OT)

off-line

OH

occupational health

OK always use okay in body text but ‘OK’ is okay in headlines

Older people not ‘the elderly’ or ‘old’ people

Olympic Games/Olympics/ Paralympic Games/Paralympics

but lc for ‘the games’

on-board

on call

two words except when used adjectively eg, on-call physiotherapists work on call

ongoing

online

on to

two words, always, but **into** is one word

order

parliamentary orders are treated as for bills and acts, using upper case for the proper name

organisation - with an s not a z (unless the World Health Organization which takes the American spelling)

organisations

treat them as singular and refer to them as 'it' not 'they'

oriented

not orientated

osteoarthritis (OA)

over/more than

more than is best used to describe numbers – of people for example. 'There were more than 100 people there.' Over tends to be used to weights and measures. 'He weighed in at over 125 kiloes'; 'she ran over 21 miles'.

OT

occupational therapist (OT) spell out first time

outpatient

P

page references

Ic - eg page 18 (see also references for academic articles)

painkiller one word

Parkinson's

(formerly known as Parkinson's disease - this change reflects the change recently made by their patient group: you may still here it referred to as Parkinson's Disease)

parliament, parliamentary

Ic

part-time

party

Ic in name of organisation, eg Labour party

passive v. active voice

the active voice is always more immediate: 'cats eat fish'. Avoid the passive: 'fish are eaten by cats'. (Academics often favour the passive voice: you should avoid it!)

patients should be treated with respect and not defined by their health condition. Don't say 'stroke patients' but 'people who have had a stroke'. Don't say someone is a 'dyslexic' or an 'epileptic' but a person with dyslexia/epilepsy. Don't use 'victim' or 'sufferer'. Use full name, not just first name unless the person has specifically requested their full name is not used.

PEP

positive expiratory pressure

per

avoid. Use 'a' instead. 'Under Agenda for Change, consultant physiotherapists could earn up to £69,000 a year' is better English than 'per year'

per cent

% is okay in headlines but not in body text

percentages

simplify eg, if a survey quotes figures of 73.2 per cent, use 'almost three-quarters'

phone numbers

like this: 020 7306 6173, 01892 456789. For international numbers, use the following style: +4420 7306 6173

physiotherapy staff

use this instead of physiotherapists when referring to generic CSP members, including those who are not qualified. Only use physiotherapist(s) when specifically taking about an individuals or a service that does not include other member categories such as support workers.

Pilates

therapy named after Joseph Pilates, cap up

pitchside one word

place names

use English name/spelling

plaster of paris lower case

policymaker, policymaking one word

political parties

cap up name only eg, Labour party, not Labour Party

the Pope

positive expiratory pressure (PEP)

posterior cruciate ligament (PCL)

postgrad, postgraduate

postnatal, prenatal (also antenatal)

post-op

hyphenate

post-polio

hyphenate

postoperative

one word, no hyphen

PowerPoint

one word, because it is a trade name

PPP

public/private partnership – spell out first time

practice is a noun, ('the physio's practice was in Huddersfield', 'scope of practice')

practise is a verb ('fitness to practise', 'she was a practising physio')

PRB

Pay Review Body (not board), proper name, takes initial caps

prerequisite**president**

Ic unless the honorific of an international leader: President Bush, but George Bush, the US president

preventive

not preventative

PRF

Physiotherapy Research Foundation

price

use £5 (without noughts if no pence) or £5.50 (with pence)

prime minister

cap up only if using as honorific, eg, Prime Minister Helen Clark is the prime minister of New Zealand

Privy Council**proactive****Professor**

use in full, avoid abbreviating to Prof. Use only on second mention of person's name (see Dr)

Professor the Baroness Finlay of Llandaff

correct way of referring to the CSP president, Ilora Finlay (thereafter, Baroness Finlay)

program only use if referring to a computer program, otherwise use programme

province don't use in the context of Northern Ireland

pull quotes there is no full stop at the end of the final sentence

Q

Q&A acceptable abbreviation on first use

Queen, the

Her Majesty the Queen, capped up, Queen Elizabeth, patron of the CSP

quotation marks

we use single quote marks and introduce a full sentence quote with a colon but do not start a new par or leave a gap

eg

Ms Middleton said: 'It is great to be working for the CSP.'

Single quote marks should be used for all speech, direct and partial. Double quote marks are used for a quote within a quote.

Place full points and commas inside the quotes for a complete quoted sentence. If the sentence is split the point comes outside, eg the chair of Council described the motion as 'one in the eye for pig farmers'.

When you have an incomplete quote followed by another quote, use the following style: He said 'that was absolutely disgraceful. I do not understand the logic of it at all.'

When a quote is long and continues into the second paragraph, the first paragraph is not closed at the end. eg

Mr Hunt said things were tough: 'I've never known it like this before now. It's always been so much easier.

'However, I know things can only get better.'

Note CSP press releases use double quotes. This is so they can be cut and paste into media content elsewhere, as most media outlets still tend to use double quotes

R

Racking/wracking

I racked my brains (stretched on a rack); He went to wrack and ruin (like a shipwreck)

radiographer/radiologist a radiographer takes X-rays, a radiologist reads them

RAF

Royal Air Force – stand-alone abbreviation

RCM

Royal College of Midwives

RCN

Royal College of Nursing

RCSLT

Royal College of Speech and Language Therapists

RCT randomised controlled trial (not control)

re/re-

Use re- (with hyphen) when followed by the vowels e or u (not pronounced as 'yu'): eg, re-entry, re-examine, re-urge

Use re (no hyphen) when followed by the vowels a, i, o or u (pronounced as 'yu'), or any consonant: eg, rearm, rearrange, reassemble, reiterate, reorder, reuse, rebuild, reconsider, reopen

Exceptions: re-read; or where confusion with another word would arise: re-cover/recover, re-form/reform, re-creation/recreation, re-sign/resign

reassess

recur not re-occur

re-entry

references

The style for Physiofindings and elsewhere when academic papers are fully cited in print at the end of a story/feature is: author's name et al. Name of publication. Date. Web address or doi. For example: Ballester BR et al. Journal of NeuroEngineering and Rehabilitation 2015; <http://dx.doi.org/10.1186/s12984-015-0039-z> - open access

References to an academic paper in the body of an article should only include the lead author's name, publication and year.

If citing an academic paper at the end of a news story or feature, follow the style for Physiofindings (see above).

For non-academic references see **hyperlinks**

reflex therapist, reflex therapy

regarding

banned in the following context: 'Regarding the extra hours worked, the reporter claimed it was beyond their duties.' With regards to is also banned. About will usually suffice.

regional networks (of CSP)

use following style: North East regional networks

regional stewards

rehabilitation

can be abbreviated to rehab

reinstate, reiterate

reopen

report

do not italicise names of reports or use single quotes, but do use capital letters for each main word

reported speech

Where a quote is turned from direct to reported speech, the comment goes into the past tense.

For example, direct speech, in quote marks:

'The event is amazing,' said Sue Rees.

If this were in reported speech, taken out of direct quotes:

Sue Rees said that the event was amazing.

research fellow

Retail Prices Index

(not price)

ring fenced (two words)

roadshow one word

roll-out noun, **roll out** verb

round-up noun, **round up** verb

Royal College of Surgeons ‘the college’ or the ‘royal college’ is better than RCS, unless there is a risk of confusing it with a similar body

royal family

rugby league, **rugby union** are different games with different rules, check you have the right one

rules of professional conduct

lc

run-up

S

says/said better to use this several times in an article that try to find alternatives like ‘he concurs’ or ‘she opined’. Tend to use ‘said’ in news stories and ‘says’ is a more conversational feature style, but no hard rule.

Scottish Board

CSP body, proper name so caps, but subsequently use only ‘board’, lower case

Scottish government lc

the head of government is the first minister (lc)

the health minister is called the cabinet secretary of health and wellbeing

It is the Scottish parliament

members are MSPs

Scottish National Party, SNP (cap P as it is part of the name, unlike Conservatives or Labour)

seasons

all lc

secretary of state**self-referral, self-help, self-service**

semi-colon (;) don’t use it unless you know how! Don’t use it to end bullet points in a list, and don’t use a colon to start a list of bullet points

senior II

not senior 2 – note Roman numerals

shake-up noun, **shake up** verb

short-term

single quotes

is *Frontline* style unless quote within quote – when takes a double quote mark. Press releases used double quotes on the basis media sources can then cut and paste direct into copy which uses double quotes.

skill mix

two words

SLT

speech and language therapist

smartphone one word

SMS short messaging service or text on mobile phone – use ‘text message’ or ‘text’

Social Partnership Forum

society

lower case, even when referring to CSP, but caps if the full proper name

socioeconomic one word

SoMe social media, spell out first time

specialism, specialty

not speciality

speech and language therapist (SLT)

spokesperson

not spokesman, spokeswoman

square brackets

use for interpolated words in quotations, eg Claire said: ‘Rob [Yeldham, CSP director] has my full support.’

staff side

standfirst

this is the short intro to a feature giving the taste of the article and usually includes the author’s byline (name)

strategic health authority

lc

status quo (and other Latin terms)

try to avoid using foreign phrases unless so regularly used they will be readily understood by readers; do not use italics

stewards CSP stewards are elected, they are not volunteers

Student Executive Committee

Students Conference

Caps, no apostrophe, but then 'the conference' (lc)

students adviser

CSP post – no apostrophe

subcommittee

one word, no hyphen

sufferers

Banned – use patients or people with ...

suffering (from)

Banned – use 'experiencing', 'with' or 'who has'

suicide

'commit suicide' is banned – a person is not 'committing' a crime as suicide is no longer a crime. Be aware of sensitivities around this and if appropriate consider offering contact details for the Samaritans or Mind.

support worker

this is the new term to use for assistants.

surnames should be included for all people quoted, including patients, unless there is a very good reason not to (check with the editor!)

T

tag line two words

targeted, targeting

task force

team

Singular unless a named side (eg Arsenal) in which case plural. Take care not to switch from singular to plural mid-way through a piece!

Teesside

telephone numbers

like this: 020 7306 6173, 01892 456789. For international numbers, use the following style: +4420 7306 6173

television shows

names of programmes take capital initial letters, as with book titles, except for 'joining' words. No italics, no quotes. eg Match of the Day

temperatures

use centigrade with degree symbol, 30°C (made by hitting alt plus nought keys together)

tendinitis
not tendonitis

TENS
transcutaneous electrical nerve stimulation

TES
therapeutic electrical stimulation

that or which?
that defines, which informs: this is the house that Jack built, but this house, which Jack built, is now falling down.

Take the comma test: if it is possible to write the sentence with a subclause, where you use a comma, then it is a 'which'. If not, it's a 'that'.

think tank
two words

time
5am, 5.30pm etc

titles
Cap up all words except 'joining' words for titles of books, reports, acts, bills, journals, films, video tapes, television and radio programmes and names of songs. No italics.

Titles of documents and policies follow the same rule so: Five Year Forward View, Physiotherapy Works (this includes both the printed reports and the CSP campaign). Where there is a second half to the title after a colon, use an initial cap on the first word only, not thereafter. eg. Neurotribes: The legacy of autism and how to think smarter about people who think differently.

For titles of people, see honorifics

Tory party not acceptable in body text, use Conservative, but acceptable in headline if space requires

trade unions (not trades unions)

Trades Union Congress (TUC)
TUC Congress is tautological; the reference should be to the TUC conference or the congress

Treasury, the

trust
cap down, unless part of name of specific trust, for example, Birmingham Heartlands NHS Trust. It is not necessary to say that it is a foundation or teaching trust

tsar
we use this spelling, not czar

t-shirt

Twitter caps, trade name

21st century

U

ultrasound

under way

not underway

underestimated, undergo, undergraduate, underpaid, understaffed, undervalued

unemployed people

not 'the unemployed'

Unify

Czech physio union twinned with the CSP

Unison

refer to public sector union Unison, may have physio members

Unite

A union formed by the merger of the T&G and Amicus, represents CSP staff

United Kingdom (UK, no need to spell out) includes England, Scotland, Wales and Northern Ireland. Also described as 'the UK'. 'Great Britain' is not acceptable unless referring to Team Great Britain or Team GB.

UK government

Head of government: prime minister

Secretary of state for health: health secretary

UK parliament: on devolved issues such as pay it covers England only, but there is no England parliament. Trade unions refer to the Westminster government in this context, but the term is not really accurate.

Members of parliament are MPs

up to date

but in an up-to-date fashion

US

for United States; no need to spell out, even at first mention; America is also acceptable

utilise

often confused with 'use'. Appropriate to describe getting full use out of something – 'the item was fully utilised'.

u-turn

V

via do not use

vice-chair, vice-chancellor, vice-president

lc, takes a hyphen

W

war

First World War, Second World War, Crimean/Boer/Vietnam/Gulf war

WCPT

World Confederation **for** Physical Therapy

web, website

website addresses

start address using www and omit the http:// unless www does not form part of the address, in which case http:// should be used at the beginning. Avoid use of long hyperlinks in print by shortening them in bitly (<https://bitly.com>).

If it is a *Frontline* article, use the node available on the web version (you must be logged in to see this in the right hand column).

Some frequently-used CSP web pages, such as Physiotherapy Works, have short forms.

These are updated regularly and supplied by the digital team.

web page

website

wellbeing no hyphen

well-established

hyphenate if being used adjectivally, eg it was a well-established company BUT he was well established

Welsh government

parliament is called the Welsh assembly (it's full title is the National Assembly for Wales but we are following the BBC on this)

head of government is the first minister

minster for health and social services

members are assembly members (AMs)

Wales Office

weight

in kilogrammes with imperial conversion, eg 65kg (10st 2lb)

wheelchair one word

while

not whilst

white paper (government document) no caps if generic, although the proper title of a paper would take caps eg The Pensions Review White Paper

work-life balance

workload

Workout at Work Day annual CSP event short form: W@WD

workshop**workstream****world championship****World Cup**

(football, cricket, rugby)

World Health Organization (WHO) takes a z

worldwide

but **world wide web**

worthwhile

wracking is to go to ruin, like a ship wreck (going to wrack and ruin); racking is to stretch someone on the rack ('I racked my brains', not 'I wracked my brains')

X**x-ray****Y****years**

use four-digit year: 2003 not '03. See also dates for describing periods of more than one year, or academic years

year-old

27-year-old (but: he was 27 years old)

a dash may be used when talking about a financial or academic year, for example, 1998-1999

Z**z or s?**

use s, eg emphasise, realise. But note, World Health Organization

Check your Word documents (MS Office dictionary) is set to English English settings, not US English.

zero hours not zero hour

Advice to CSP staff on the use of language relating to localities, regions, countries and nations

This guide is intended to assist staff preparing briefings, documents, publications or presentations to use appropriate language when discussing regions and countries. It will be updated from time to time.

The Importance of language

The language we use to describe communities, localities, regions, countries or nations can have an impact in how people receive our messages and therefore how much influence we have over their attitudes or behaviour. However, we have sometimes struggled to get satisfactory language which is; legally accurate, responds to particular sensitivities and which is understandable to people outside a particular country, region or locality. This guide is therefore intended to help staff choose appropriate terminology.

General principle

Documents should be inclusive of the four UK nations and three British crown dependencies wherever possible. Where they relate to a specific country, region or crown dependency they should briefly set out how equivalent issues in other localities are being addressed by the CSP.

Glossary

Term	Explanation	Alternatives
AM	Acceptable use. Assembly Member - designation following a name for members of the National Assembly for Welsh or London Assembly	
Bailiwick	Use with care. Formal designation of the territories of Jersey and Guernsey. The Bailiwick of Guernsey covers the autonomous islands of Sark and Alderney in addition to the islands of Guernsey. To be used only in technical contexts.	Guernsey (or Guernsey, Alderney & Sark) Jersey.
boards (or health boards)	Avoid as a generic term. Common usage in Scotland, Northern Ireland and Wales for local decision making tier in the NHS. Precise roles and powers vary between countries. Acceptable in proper nouns e.g. Lothian NHS board.	local decision makers
Britain	Use with care. Refers to Scotland, Wales and England collectively, although often misapplied. UK is not a synonym. See also GB.	Wales, Scotland and England Great Britain
British	Use with care. The precise meaning varies with context e.g. not everyone living in the British Isles is, or sees themselves as,	

	<p>British.</p> <p>The use of the term can also be sensitive in some contexts, so should mainly be used in relation to specific terms e.g. British nationality, or proper nouns e.g. British Airways. It should never be used as a synonym for UK. English is NOT a synonym.</p>	
British Isles	Avoid. Geographic expression covers the island of Ireland, Great Britain and the crown dependencies however some nationalists in the devolved countries object to the term. Not a synonym for the UK, Great Britain etc.	<p>UK and Channel Islands (if the context does not include the Republic of Ireland)</p> <p>UK, Channel Islands and Republic of Ireland</p>
commissioners	Avoid. Not widely used outside England and Northern Ireland. Not to be used except in copy intended solely for English or Northern Irish audiences or alongside equivalent Scottish and Welsh terms.	<p>local decision makers</p> <p>health and social care partnerships in Scotland</p> <p>CCGs, health & wellbeing boards and local councils in England</p> <p>health boards in Wales</p> <p>commissioning groups in Northern Ireland</p>
community	Acceptable use.	locality
Community Health Councils (CHCs)	Welsh patient representative bodies, due to diversity of patient representation this should only be used in a Welsh specific context	local patient organisations
countries and regions	Acceptable use. Preferred way of describing devolved structures of the CSP encompassing the Country Boards in Scotland, Wales and Northern Ireland and the English Regional Networks (which also cover the Channel islands and Isle of Man)	Scotland, Northern Ireland, Wales and the English regions

country	Use with care. The following may be described individually as a country, or collectively as countries: The UK, Wales, Scotland, England and Northern Ireland.	
county	Use with care. In some contexts it may be necessary to distinguish between administrative counties in England (who provide social services) e.g. Cornwall, and historic counties in all four countries which may be appropriate designations of localities (see below) or communities but which no longer exist in local government terms e.g. Middlesex.	
crown dependencies	Use with care. The Bailiwick of Guernsey and Jersey and the Isle of Man are autonomous British jurisdictions outside the UK. For clarity and inclusivity it is desirable to be clear whether copy refers to the islands or not, although "crown dependencies" should only be used in technical contexts.	the Channel Islands and Isle of Man
Department of Health	Avoid. Properly the UK government department responsible for English health policy, but colloquially used to mean equivalent bodies in the devolved countries and crown dependencies. To avoid confusion should always be qualified.	Department of Health in England Guernsey Health and Social Services Department Isle of Man Department of Health and Social Care Jersey Health and Social Services Department Northern Ireland Department of Health, Social Services and Public Safety Scottish Government Health and Social Care Directorate Welsh Department of Health and Social Services

Derry / Londonderry	Use with care. Different communities call the City by different names, in the spirit of inclusivity current usage is therefore to use both names together	Londonderry / Derry
devolved countries	Acceptable use. Collective expression for Scotland, Wales and Northern Ireland. Each has differing degrees of devolved Government and legislative power. Health is a key devolved matter in all three devolved countries.	Scotland, Wales and Northern Ireland
devo max	Avoid. Devolution Maximum – used to describe proposed extension of devolution in Scotland to include matters previously reserved to the UK Parliament. Not plain language so should be avoided unless in reported speech.	extended devolution additional devolved powers
England / English	Use with care. Never to be used as a synonym for Britain or British.	
English government	Do not use. There is no such entity. May only be used in reported speech or the context of proposals to establish such a body. Not a synonym for the UK government.	UK government
English Parliament	Do not use. There is no such entity. May only be used in reported speech or the context of proposals to establish such a body. Not a synonym for the Westminster parliament.	Parliament UK parliament
ERNs	English Regional Networks	Use in full for member or public documents
first minister	Acceptable usage. Head of the executive branch of government in Scotland, Wales or Northern Ireland. Note that in Northern Ireland the power sharing arrangements mean that it is often the first minister and deputy first minister jointly who would be cited as having acted	
GB/Great Britain	Use carefully. Refers to Scotland, Wales and England collectively, although often misapplied. Avoid unless in a proper noun such as "Great Britain and Northern Ireland Olympic Team". Acceptable to drop "Great" except in proper nouns.	Wales, Scotland and England Britain

Great Britain and Northern Ireland	Avoid. Should only be used where technically accurate such as “GB & NI Olympic Team”.	United Kingdom
GLA	Avoid. Greater London Authority; regional authority for London comprising the directly elected Mayor and Assembly. Acronym not plain language so avoid. Not a synonym for the London Assembly (see below).	Greater London Authority Or London Mayor and Assembly
Government	Avoid. Historic usage for the UK government. No longer helpful due to use of the term government in Scotland and Wales and therefore a potential source of confusion (see below).	UK government (if relating to reserved powers) Westminster Government Department of Health in England (if relating to English health policy)
health & wellbeing boards	Use with care. English bodies bringing together local government and health to jointly identify local health and social care needs, and inform commissioning of services.	local decision makers
Health and Social Care Board (HSCB)	Use with care. Northern Ireland body including 5 Local Commissioning Groups, the Public Health Agency (PHA), a Business Services Organisation (BSO) and a Patient and Client Council (PCC). It will usually be necessary to give a fuller explanation especially if used in contexts outside Northern Ireland.	
Healthwatch	English national and local level patient representative bodies, due to diversity of patient representation this should only be used in an England specific context	patient organisations
Holyrood	Use with care. Seat of the Scottish Parliament. For clarity not to be used as synonym for the Parliament or Scottish Government except in contexts where it is clear that that is what it is referring to e.g. “Whether the UK and Scottish governments agree, there is a parliamentary procedure to be followed at both Westminster and Holyrood’.	Scottish parliament
House of Keys	Use with care. Lower branch of Tynwald (see below). If used outside the Isle of	

	Man may need explanation.	
Irish	<p>Use with care. Can mean belonging to the island of Ireland or the Republic of Ireland depending on context so potentially confusing.</p> <p>Where used to signify nationality it may also be politically sensitive.</p> <p>To be avoided where possible except; in proper nouns etc e.g. Irish Society of Chartered Physiotherapists, or in association with an all Ireland or Republic of Ireland sporting team e.g. a member of an Irish Rugby Union squad could be described as Irish regardless of his or her nationality.</p>	
Legislative Assembly	Acceptable use. Elected legislative and scrutiny body in Northern Ireland	
local authority	Do not use. Not plain language.	councils
local elections	<p>Acceptable only when referring to council elections in England, Wales, Scotland, Northern Ireland or the Isle of Man.</p> <p>Not acceptable to cover elections to the Scottish Parliament, Welsh Assembly, Northern Ireland Assembly, GLA, Guernsey or Jersey States or House of Keys</p>	<p>Scottish parliamentary elections</p> <p>Assembly elections (Wales and Northern Ireland)</p> <p>Mayor and Assembly election (London)</p> <p>States elections (Channel islands)</p> <p>House of Keys election (Isle of Man)</p>
local government	Do not use. Not plain language, only to be used in proper nouns e.g. Local Government Association	councils
locality/localities	Acceptable use. May be used to mean any local area which is not coterminous with a region, county or other administrative boundary	<p>community</p> <p>local community</p> <p>local area</p>
London	Use with care. Only to be used as a geographic designation, and not as shorthand for the UK Government or CSP headquarters.	

London Assembly	Acceptable use. Elected body scrutinising the Mayor and functional bodies in London. Not a synonym for the GLA	
MHK	Use with care. Member of the House of Keys (see Tynwald), in any text used outside the Isle of Man it will be necessary to clarify the role	member of the Isle of Man parliament
MLA	Acceptable use. Member of the Legislative Assembly (Northern Ireland)	
MSP	Acceptable use. Member of the Scottish Parliament	
nation/s	Use with care. The following may be described individually as nations: The UK, Wales, Scotland and England (but not Northern Ireland).	
National	Avoid. To avoid confusion only to be used in context of proper nouns e.g. National Savings and Investments.	UK wide Welsh, Scottish or Northern Irish (depending on context)
National Assembly of Wales (NAW)	Avoid. Formal title of the devolved legislature but no longer in common usage.	Welsh Assembly
NHS England	Use with care. Country level operational body responsible for the NHS in England. Differs from arrangements in the other countries so there may be a need to explain the equivalent situations in each country.	
NHS Scotland	Use with care. Country level body which brings together heads of local boards and the Scottish Government Health and Social Care Directorate to make countrywide operational decisions. Different structure and role to NHS England so there may be a need to explain the equivalent situations in each country.	local decision makers and the Scottish Government Health and Social Care Directorate
North of Ireland	Do not use. Expression used by some nationalists instead of Northern Ireland. Only to be used in directly reported speech.	Northern Ireland

Northern Ireland Executive	Acceptable use. Executive body broadly equivalent in responsibilities to the Welsh Assembly Government and Scottish Government. Note: due to the power sharing arrangements in Northern Ireland, and political sensitivities, this is never to be described as a government.	
(The) Principality	Do not use. Considered derogatory by many members in Wales. Only use in directly quoted speech by non CSP speakers.	Wales
regions	Use with care. Different organisation use different boundaries for regions within England. It is therefore important to qualify the use of region or regions e.g. the CSP regions.	CSP regions
reserved powers	Acceptable use. Responsibility for legislation or executive action which is exercised only at UK level e.g. defence. May need explanation when used for a non-expert audience.	UK government powers UK government responsibilities
Scotch	Avoid. Only to be used in the context of Whisky, not as a description of nationality.	Scottish Scots
Scottish Executive	Do not use. Former UK designation applied to the Scottish Government, no longer in use.	Scottish Government
Scottish Government	Acceptable use. Executive of the Scottish Parliament.	
Senedd	Use with care. Building housing the Welsh Assembly, not to be used as a synonym for the Welsh Assembly	
social services authorities	Avoid. Used to distinguish those councils in England with responsibility for social services (counties, unitary authorities and London boroughs) from those without these responsibilities. Only to be used in technical context and not general member or public copy.	council social service departments (in England)
States	Use with care. The legislative and governing bodies of Guernsey and Jersey respectively are called States. For use outside the Channel Islands an explanation may be necessary.	
Stormont	Avoid. Seat of the Legislative Assembly	Northern Ireland

	and commonly used to mean the Assembly or Northern Ireland Executive. As this may not be clear to all readers avoid except in directly reported speech.	Legislative Assembly Or Northern Ireland Executive (depending on context)
Tynwald	Use with care. Manx Parliament. Where used outside the Isle of Man should be accompanied by an explanation.	Isle of Man parliament
Welch	Avoid. Not to be used as an alternative to Welsh. Acceptable only where part of a proper noun e.g. Royal Welch Fusiliers.	Welsh
Welsh Assembly	Acceptable use. Elected legislative and scrutiny body for Wales.	
Welsh Assembly Government	Do not use. Former title adopted by the executive of the devolved Assembly in Wales. Not current usage.	Welsh Government
Welsh Government	Acceptable use. Executive for the devolved Assembly Government in Wales.	
Westminster	Avoid. The City of Westminster is an area and local authority within Greater London. It is not to be used as a synonym for the UK parliament except in contexts where it is clear that that is what it is referring to e.g. "Whether the UK and Scottish governments agree, there is a parliamentary procedure to be followed at both Westminster and Holyrood' .	UK parliament Parliament
Westminster Parliament	Use with care. Common usage for the UK Parliament, but not plain language so best avoided unless necessary to contrast with the Scottish parliament.	Parliament UK parliament
Westminster Government	Use with care. UK Government, usually used in the context of contrasting devolved administrations and their equivalent	UK government
Whitehall	Avoid. Common usage for the UK civil service or government. Not plain language so best avoided except in directly reported speech	Depending on context: UK government UK civil service named government

		department/s.
Ulster	Avoid. Use of the provincial name can be sensitive, so should be avoided except in proper nouns such as Ulster Rugby team or Ulster Bank.	Northern Ireland

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