



The Journal of Haemophilia Practice

Writing an editorial

An editorial is an opinion-based article discussing a topical issue which may seek to change other people's opinions, and which can be supported with facts.

Everyone who works in haemophilia care will have opinions, but few of us are regular editorial writers. The following general guidelines will help to ensure that your clinically oriented, opinion-based articles for *The Journal of Haemophilia Practice* are worth reading.

THE BIG PICTURE

In general, a journal editorial is a short, often invited, opinion piece that discusses an issue of importance to the journal's community and seeks to encourage readers to agree with the author's viewpoint. However, there are different types of editorials. They may be:

- ❖ **Interpretive:** An interpretive editorial explains and provides background information on an issue. For example, they may seek to raise awareness of a treatment disparity and how this is relevant to the readership.
- ❖ **Comparative:** Some editorials for *The Journal of Haemophilia Practice* may seek to draw together and draw lessons from a series of articles that address a specific aspect of bleeding disorder care.
- ❖ **Critical:** A critical editorial focuses on the various causes of a problem and suggests a solution. For example, such an editorial might critique a policy of treating haemophilia patients to a trough level of 1 IU/dL in order to advocate for a specific change.
- ❖ **Persuasive:** Some editorials seek to appeal directly to readers to encourage them to take action, focusing on the reader's ability to change a situation by following the author's advice.

FORMAT AND STRUCTURE

An editorial should be around 1,000 words in length. It need not contain an abstract, and would have only a minimal number of references, with no figures or tables. It is likely to include the following elements:

- ❖ **Introduction:** This should set the scene, giving an overview that builds the reader's interest in the topic. It should be general enough to appeal to readers who are unfamiliar with the specific details of the topic.
- ❖ **Argument:** Present your opinion along with reasons why readers should agree with you.
- ❖ **Evidence:** Describe the evidence that supports your argument with facts, research or anecdotes. Ideally, you should include key references.
- ❖ **Balance:** Identify any counter-argument to your case, explaining why that argument is not accurate or relevant. Refuting the counter-argument in this way allows you to promote your point of view while still seeming fair.
- ❖ **Conclusion:** The final paragraph should draw the piece to a concise conclusion, reminding the reader why they should care about this issue without restating the main text. It may include a "call to action", point out future prospects and implications, or identify unanswered questions.