

## Partners 2008 Style Guide Best Practices

### Last updated: 5/5/2009

This Style Guide establishes house rules for consistency of language use, such as grammar, spelling, and punctuation. This guide is designed to be used with the Partners and other various CTCP websites only. This is not the standard for California Department of Public Health (CDPH) postings/documents/etc. The basis for this style guide is The Chicago Manual of Style, 15<sup>th</sup> Edition.

Word or Phrase	Best Practice
<b>Abbreviations</b>	Degrees: In general, don't use periods: MD, PhD  U.S. (United States) <ul style="list-style-type: none"> <li>• Spell out if used as a noun: The United States is one great country.</li> <li>• Abbreviate if used as an adjective: U.S. foreign policy is highly influential on the world stage.</li> </ul>
<b>Acronyms</b>	Spell out in first reference with acronym in parentheses, then okay to use acronym in second reference. Example: The California Department of Public Health (CDPH) is dedicated to optimizing the health and well-being of the people in California. One way CDPH does this, is through its work by the California Tobacco Control Program.
<b>Affect, effect</b>	Affect, as a verb, means to influence: The game will affect the standings. Affect, as a noun, is best avoided.  Effect, as a verb, means to cause: He will effect many changes in the company. Effect, as a noun, means result: He miscalculated the effect of his actions.
<b>Ages</b>	Always use figures. Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens. Examples: A 5-year-old boy, but the boy is 5 years old. The boy, 7, has a sister, 10. The law is 8 years old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe).  In the case of age ranges, follow this example, using a suspended hyphen: 18- to 24-year-olds.
<b>Alert</b>	Special messages sent via email to the field. Alerts are not meant to be used as conference or meeting announcements, unless there is an urgent message that needs to be relayed. Posted as deemed necessary. Alerts must be approved by the Unit supervisor.
<b>a.m., p.m.</b>	Lowercase, with periods, no internal spaces.
<b>Ampersand &amp;</b>	Use the ampersand when appropriate: The Smoking & Tobacco Outreach Prevention Project Media & Internet Advocacy Guide Otherwise, the ampersand should not be used in place of <i>and</i> .

<b>Announcement:</b>	An urgent posting that needs more visibility than a regular CTCP update. Alerts that have been sent out to the field will always be posted as announcements, although announcements won't always be alerts.
<b>Article:</b>	A piece of nonfictional prose that is an independent part of a publication. If a Partners posting contains (or is) an article, ensure that you are not violating any copyright laws.
<b>Bimonthly</b>	Means every other month. Semimonthly means twice a month.
<b>Biweekly</b>	Means every other week. Semiweekly means twice a week.
<b>Bulleting styles</b>	Capital letters after bullets No punctuation unless it is a complete sentence. If it is a complete sentence, use appropriate end punctuation: <ul style="list-style-type: none"> <li>• What can be done about punctuation problems?</li> <li>• Punctuate correctly and consistently!</li> <li>• Punctuation quandaries</li> <li>• Insert the comma before the "and" in a series.</li> <li>• Understanding will surely be enhanced.</li> <li>• Other people's punctuation peculiarities</li> </ul>
<b>California Smokers' Helpline</b>	California Smokers' Helpline, not California Smoker's Helpline nor California Smokers Helpline.
<b>Capitalization of "state"</b>	<i>CMS</i> recommends not capitalizing: "state of California"
<b>Capitalization of proper nouns</b>	"Communities of Excellence" should be capitalized as the title of a project. "Public Health Service guidelines" is not a title, so "guidelines" should not be capitalized. "Local Lead Agency" and "Competitive Grantee" should be capitalized. Do not capitalize "advisory committee," and "priority populations," unless you are referring to a particular project.
<b>Capitalization after colon</b>	Only if more than one sentence or if used with dialogue.
<b>Dates</b>	Example: January 1, 2009. When using month and year without the day, such as "March 1955," no comma is used between the month and year. When a full date falls within a sentence, the year is flanked by commas: The meeting scheduled for July 3, 2009, has been canceled. Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone or with a year alone.

<b>e.g. (<i>exempli gratia</i>) and i.e. (<i>id est</i>)</b>	<p><i>e.g.</i>, roughly translates to “for example”  You will want to bring some camping gear (<i>e.g.</i>, tent, BBQ grill, sleeping bags, lantern).  Since it is understood that you are giving one or more examples and not a complete list, do not use “<i>etc.</i>” or “<i>et al.</i>” at the end of the list that follows “<i>e.g.</i>”</p> <p><i>i.e.</i>, roughly translates to “that is” or “in other words”  The best coffee shop ever, <i>i.e.</i>, Starbucks, is famous around the world.</p>
<b>Ellipsis</b> ...	<p>Constructed with three periods and two spaces. Use to indicate the deletion of one or more words in condensing quotes, texts, and documents.  Follow <i>CMS</i> guidelines.</p>
<b>Email</b>	<p>No hyphen. Not capitalized in mid-sentence.  Example:</p>
<b>Em-dash</b> —	<p>Indicates a break in thought—as illustrated in this sentence. Also used to separate a thought within a sentence—such as this one—which would then require an em-dash at the beginning and the end of the phrase. The em-dash is not flanked by spaces.</p>
<b>En-dash</b> –	<p>Shorter than an em-dash and longer than a hyphen. Used to indicate a range of values, such as a span of time or numerical quantities.  9 a.m.–5 p.m.  Monday–Friday  The en-dash is not flanked by spaces.</p>
<b>Everyday</b>	<p>Adjective meaning “daily” or “ordinary.”  Jane has an everyday class.  These shoes are great for everyday wear.</p>
<b>Every day</b>	<p>Adjective-noun combination but can also serve as an adverb. Time expression meaning “each day” or “regularly.”  Jane goes to class every day.  I have lunch with them every day.</p>
<b>Fact sheet</b>	<p>Two words.</p>
<b>Funded projects</b>	<p>Do not use a hyphen in “funded projects” where the source of funds is not stated. When the source of funding is specified, be sure the entire compound is hyphenated, such as “Proposition-99-funded agencies” (not “Proposition 99-funded”) or “tobacco-industry-funded research.”</p>
<b>health care</b>	<p>Two words.</p>
<b>Hyphenation</b>	<p>Used to divide words that break at the end of a line, or to connect parts of compound words. A hyphen after an adverb ending in “ly” is rarely necessary for clarity: obscenely rich.  Smoke-free and tobacco-free should always be hyphenated.</p>

<b>InfoHub</b>	One word, two capitals.
<b>Initials</b>	Use periods and a space when an individual uses initials instead of a first name: J. K. Rowling F. Scott Fitzgerald
<b>LGBT</b>	Acronym for Lesbian, Gay, Bisexual, and Transgender. Spell out in first reference with acronym in parentheses, then okay to use acronym in second reference.
<b>Multidisciplinary</b>	One word.
<b>Multi-unit housing</b>	Use hyphen, “housing” generally not capitalized.
<b>No-smoking policies</b>	Use hyphen.
<b>Nonfunded</b>	No hyphen.
<b>Nonsmoking</b>	No hyphen.
<b>Numbers</b>	Spell out zero through nine in text; all others don't, except for ages (see Ages entry). Use comma for thousands. 1,525 (not 1525)
<b>OTIS</b>	Abbreviation for Online Tobacco Information System. Always capitalize.
<b>Partners</b>	No longer an acronym, so capitalize only the “P” with the rest in lowercase.
<b>Percentages</b>	Use % symbol except when beginning a sentence. California has a statewide sales tax of 7.25%. 8.75 percent is the maximum allowance for local supplementary taxes.
<b>Possessive proper nouns</b>	Add the possessive <i>s</i> to names that end in <i>s</i> or <i>x</i> . The Emperor Jones's favorite . . . when Marx's dog leaped over Ross's dollhouse . . .
<b>Posttest/posttesting and pretest/pretesting</b>	No hyphen.
<b>Quitline</b>	One word.

<b>Quotation marks</b> " "	Follow <i>CMS</i> guidelines. Periods and commas always go inside quotation marks. Simon always says, "Simon says." "I love my cubicle," she exclaimed. Place question marks and exclamation points inside or outside depending on the meaning: Who wrote "Smoking Stinks"? She asked, "What's your deadline?" "Holy cow!" he shouted. The sign says, "no smoking!" Place the semicolon outside quotation marks, unless it falls within quoted dialogue.
<b>Rover: California's Tobacco Control Library</b>	Rover is not an acronym. Capitalize the R. Write out the entire phrase ( <b>Rover: California's Tobacco Control Library</b> ) the first time in a paragraph, then refer to the system as Rover.
<b>Secondhand</b>	One word.
<b>Series commas</b>	Use commas to separate three or more elements in a series: The flag is red, white, and blue. If a series includes a phrase containing "and" which is thought of as a single item, treat it that way with the punctuation: I had orange juice, toast, and ham and eggs for breakfast.
<b>Smoke-free</b>	Always hyphenate.
<b>Spacing</b>	End of sentence: one space, not two. Flanking hyphens and dashes: no spaces. Initials in a person's name: one space after each initial.
<b>Stand-alone</b>	Hyphenated.
<b>Style guide - preferred</b>	<i>Chicago Manual of Style, 15<sup>th</sup> Edition</i>
<b>Submission</b>	The process of submitting a posting or other piece of relevant information to the Partners Webmaster.
<b>SurveyMonkey</b>	One word with capital M. Intelligent survey software that enables anyone to create professional online surveys quickly and easily.
<b>Telephone numbers</b>	Use parentheses around the area code, with a hyphen breaking the local number: (831) 438-4822. If an extension is used, follow the telephone number with "ext." and the extension number.
<b>Time line</b>	Two words.
<b>Timetable</b>	One word.

<b>Titles</b>	<p>For Partners posts:          Capitalize the first and last words and all nouns, pronouns, verbs, adjectives, adverbs, and subordinate conjunctions (i.e., conjunctions other than <i>and</i>, <i>but</i>, <i>for</i>, <i>nor</i>, <i>or</i>, <i>so</i>, and <i>yet</i>) in titles.          Good Example: An Update on State and National Tobacco Control Policy          Not So Good Example: An UPDATE On State And National TOBACCO CONTROL POLICY</p>
<b>Tobacco-free</b>	Always hyphenate.
<b>Update</b>	(As in Partners Update) Announcements, reminders, opinions, reviews, etc. Relaying new information to an existing topic. Updates come from CTCP Staff and the CTCP-funded projects.
<b>Web links</b>	<p>No http:// (unless https, etc.)          Not underlined – This is done automatically when web link is recognized as a link          Not italicized</p> <p>Examples:  <a href="http://www.tcspartners.org/">www.tcspartners.org/</a>  <a href="http://www.cdph.ca.gov/programs/Tobacco/Pages">www.cdph.ca.gov/programs/Tobacco/Pages</a></p>
<b>Web site vs. Website vs. website</b>	One word: "website" not capitalized unless it is the first word in a sentence or a word in a title.
<b>Who vs. that</b>	<p>Use <i>who</i> when referring to people (singular or plural):          The people who count vote.          The votes that count aren't counted.          If a word might represent both people and things—such as individuals, agencies, and universities—use “that”:          Applicants that score over 70 points will advance to the next stage of the review.</p>
<b>Workgroups</b>	One word