

From the Field Contributor Guidelines—Essays

Background

KDHRC invites you to contribute to the Todo Promotores Clearinghouse *From the Field* section, which features real promotores programs across the United States. You are welcome to share videos, photos, and essays about your promotores program that highlight your outreach events, program challenges and successes, and/or an overview of your program and how your program's work improves your community.

This document provides guidelines for developing and submitting an essay for inclusion in the Todo Promotores Clearinghouse website.

Guidelines

Essays should be Word documents between 400 and 600 words (one to one-and-a-half pages in length), single spaced, in Times New Roman, 12-point font. Essays should contain real-world examples and experiences. Advice, best practices, and lessons learned from contributors' professional experience will benefit other organizations implementing promotores programs.

In the essay please include the following elements as they apply to your experience:

- **Setting and background**
 - Program name, location, and community's characteristics (assets, needs, and unique challenges), local health and social conditions
 - Stakeholders, partner organizations, partnership formation, and the program or project's intended audience
 - Overview of the program or project including its mission and goals
- **Challenge**
 - Description of the situation, challenge, or issue facing the promotores program or the community
- **Solution or approach**
 - Description of the actions taken by the nonprofit organization to address an issue within its promotores program or by the promotores program to address a community need
- **Outcome**
 - Results from implementing chosen solution or approach
- **Lessons learned**

- Details about the program or project processes, approaches, methods that worked well and those that did not, and how you overcame/will overcome those challenges

Please visit the TPC website's [Case Studies](#) section for examples.

If you have an upcoming event, or if you would like to discuss your idea for a *From the Field* story, please reach out to KDHRC using the [contact form](#) available in the About Us section of the TPC website.