

## Guidance for authors of BTS Public Statements

As part of its Public Communications Strategy, the British Toxicology Society (BTS) commissions short articles which will be published on the BTS website as Public Statements.

The intended primary audience is the general public, although they can also be expected to be read by BTS members.

Authors are invited to write an article because of their expertise on the topic (1). However, since the articles are published as BTS Public Statements, without author attribution, they are reviewed by members of the Public Communications Steering Team who may offer comments on length, organisation or clarity of presentation (particularly for an inexperienced reader). The Steering Team may also ask for review by a lay (non-specialist) reader and/or approval by the BTS Executive Committee before publication on the BTS website. Authors may also be given an option to present a BTS webinar on the subject of their public statement either after or prior to its publication.

The articles should be educational and as objective, balanced and scientifically accurate as possible, avoiding jargon and unexplained acronyms. The appropriate length of these articles can vary according to the nature and complexity of the topics. In general, they should be no more than 3 A4 pages in length, and include appropriate illustrations such as diagrams, figures or photographs. There is no expectation that they should be extensively referenced but a few key references (hotlinked) would be appropriate. Following publication on the website, the Steering Committee will normally use BTS social media (LinkedIn and Twitter) to publicise the statements to a wider audience.

(1) wherever possible, authors will be members of the BTS but non-member experts will be invited to write statements when appropriate