Foreword

This resource is intended to help all communicating on behalf of Shriners Hospitals for Children® to follow approved language unique to the health care system and Shriners International. Communicators can reinforce the clarity and strength of our brand and messages by using consistent language and writing style.

The SHC Stylebook is formatted similarly to the AP Stylebook for easy use. This document contains entries also found in the AP Stylebook that are especially relevant to Shriners Hospitals for Children® communicators. Please continue using the AP Stylebook as your primary reference, in order to have system-wide consistency in the basic framework of writing used, for all issues not included in the SHC Stylebook.

Note: items that have changed or been added since the last edition are shown in blue.

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**academic degrees** Use an apostrophe in *bachelor’s degree, a master’s, etc.*, but there is no apostrophe in *Bachelor of Arts or Master of Science*. Also: *an associate degree* (no possessive).

**addresses** For mailing materials, such as envelopes, shipping labels, etc., abbreviate street suffixes (*Ave., Blvd., St., Rd., Cir.*, etc.) according to U.S. Postal Service guidelines.

In all other cases, follow AP Style guidelines: Use the abbreviations *Ave., Blvd., and St.* only with a numbered address: *1600 Pennsylvania Ave.* Spell them out and capitalize when part of a formal street name without a number: *Pennsylvania Avenue*. All similar words (*alley, drive, road, terrace, etc.*) are *always spelled out*. Spell out and capitalize *First* through *Ninth* when used as street names. Always use figures for an address number.

**admission** This should only be used when referring to a patient being admitted into the hospital for an inpatient stay. Because many of our patients visit Shriners Hospitals for Children® on an outpatient basis, using *admission* to explain how to refer a patient or apply for care is misleading and should not be used this way.

- **WRONG:** Children up to age 18 are eligible for admission.
- **RIGHT:** Children up to age 18 are eligible for care.
- **WRONG:** Applying for Admission
- **RIGHT:** Applying for Care

**Board of Trustees/Directors** Always capitalize *Board of Directors, Board of Governors* and *Board of Trustees* when writing about the Shriners Hospitals for Children® and Shriners International boards.

- **see Joint Board of Directors or Joint Board**

**boilerplate (hospitals)** Shriners Hospitals for Children® is a health care system of 22 hospitals dedicated to improving the lives of children by providing pediatric specialty care, innovative
research, and outstanding teaching programs for medical professionals. Children up to age 18 with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, regardless of the patients’ ability to pay.

**boilerplate (fraternity)** Shriners International is a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth. There are approximately 340,000 members throughout the world.

care specialties Shriners Hospitals for Children® provides care for four specialty areas: orthopaedics, burns, spinal cord injuries, and cleft lip and palate.

care vs. treatment When possible and appropriate, use care instead of treatment or treatments when describing the services offered at Shriners Hospitals for Children® in a general sense. For example, All care is provided is preferred over All treatment is provided.

**clubfoot** One word

**club feet** Two words

corporate contact information

WEB ADDRESSES:
Shriners Hospitals for Children® – www.shrinershospitals.org
Shriners International – www.shrinersinternational.org
East-West Shrine Game – www.shrinegame.com
beashrinernow.com (Membership Recruitment) – www.beashrinernow.com
Shriners Village (Shriners Only) – www.shrinersvillage.com

E-MAIL ADDRESSES:
Public Relations – shrinepr@shrinenet.org
Donor Relations – donorrelations@shrinenet.org
Membership – membership@shrinenet.org

TELEPHONE NUMBERS:
Donor Relations – 800-241-GIFT
Membership – 800-537-4746
Patient Referral Line U.S. – 800-237-5055
Patient Referral Line Canada – 800-361-7256

cost of care All care and services are provided regardless of the patients’ ability to pay is the correct phrase to use when describing cost of care. Do not use free, at no cost or at no charge or without financial obligation.

credentials In business cards and other materials where space is limited, do not use periods in credentials: MD, PhD, RN, FACHE, etc. In all other instances, follow AP Style guidelines for academic and medical degrees: M.D., Ph.D., M.A., B.A., etc.
**departments** Do not capitalize the names of departments, including academic departments, except for words that are proper nouns or adjectives, or when department is part of the official and formal name: They work in the public relations department. University of Florida Department of Biology.

**disability terminology** Do not describe an individual as *handicapped* or *crippled*. When speaking in general terms, *disability* or *disabled* is preferred. Specific terms are best: *has spina bifida*.

Avoid descriptions that connote pity, such as *afflicted with* or *suffers from multiple sclerosis*. Avoid using the word *victim*. Rather, if necessary, *he was a burn survivor*.

People use wheelchairs and other adaptive equipment for independent mobility. Do not use *confined to a wheelchair* or *wheelchair-bound*. Rather, if necessary, *uses a wheelchair*.

When writing about someone who has expressed a strong preference for a specific term, use your best judgment.

see **people-first language**

**diseases** Do not capitalize *spina bifida*, *cerebral palsy*, *osteogenesis imperfecta*, etc. When a disease is known by the name of a person identified with it, capitalize only the individual’s name: *Cushing’s disease* or *Down syndrome*.

**doctors** On first reference, use *M.D.*, *D.O.*, and/or *Ph.D.* after a name and set it off with commas: *John Jones, Ph.D.*, *will speak*. On all subsequent references, use *Dr.* before the last name: *Dr. Jones spoke*.

**e-mail** Hyphenated.

**employee e-mail signature blurbs**

STAFF OF SHRINERS HOSPITALS FOR CHILDREN®: Shriners Hospitals for Children® is a health care system of 22 hospitals dedicated to improving the lives of children by providing pediatric specialty care, innovative research, and outstanding teaching programs for medical professionals. Children up to age 18 with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, regardless of the patients’ ability to pay.

For more information, please visit www.shrinershospitals.org.

STAFF OF SHRINERS HOSPITALS FOR CHILDREN® AND SHRINERS INTERNATIONAL: Shriners Hospitals for Children® is a health care system of 22 hospitals dedicated to improving the lives of children by providing pediatric specialty care, innovative research, and outstanding teaching programs for medical professionals. Children up to age 18 with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, regardless of the patients’ ability to pay.

Shriners International is a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth. There are approximately 340,000 members throughout the world.

For more information, please visit www.shrinershq.org.
formatting typography  Typography should always be written using upper and lowercase, and should never be written using all capitals. If emphasis is needed, bold and italic typefaces are acceptable.

Web site URLs should be underlined only in electronic writing when the address is activated as a link. Never underline a URL for emphasis, as it will appear to be a broken link.

family-centered  Hyphenate the term family-centered when using it an adjective, such as family-centered environment or family-centered care

free care  Do not use free or at no cost or without financial obligation when describing the care provided at Shriners Hospitals for Children®. The correct phrase is all care and services are provided regardless of the patients’ ability to pay.

At Shriners Hospitals for Children®, all care and services are provided regardless of the patients’ ability to pay.

fundraiser  One word

health care  Two words, unless part of the name of an organization that uses healthcare in their name: American Academy of Healthcare Executives

housing  Do not use any phrasing that promotes the availability of free housing for patients’ families (or anyone else).

Imperial Divan  The Imperial Divan is the international governing body of Shriners International. It consists of 13 officers. An officer, with the exception of the Imperial Treasurer and the Imperial Recorder, is elected to the lowest position on the Divan and typically moves up one position each year. This governing body works as a corporate Board of Directors.

The highest position attainable in the Shriners fraternity is Imperial Potentate, or president and chief executive officer of Shriners International, who is elected for a one-year term. He visits many of the Shriners temples, regional Shriners meetings and Shriners Hospitals for Children®. He serves as Chairman of the Board of Directors of both Shriners Hospitals for Children® and the fraternity.

Joint Board of Directors or Joint Board

mission statement, Shriners Hospitals for Children®  The exact mission statement of Shriners Hospitals for Children® is:
The mission of Shriners Hospitals for Children® is to:
- Provide the highest quality care to children with neuromusculoskeletal conditions, burn injuries and other special health care needs within a compassionate, family-centered and collaborative care environment.
- Provide for the education of physicians and other health care professionals.
- Conduct research to discover new knowledge that improves the quality of care and quality of life of children and families.

This mission is carried out without regard to race, color, creed, sex or sect, or ability of a patient or family to pay.
Do not capitalize mission or mission statement.
**motion analysis laboratory** Use *movement analysis laboratory*, per the chief medical officer

**nonprofit** One word, do not hyphenate

**orthopaedic** Not *orthopedic*

**people-first language** When describing a person with a disability or medical condition, always put the person first.
- Wrong: *OI patients*
- Right: *Patients with OI*
- Wrong: *Disabled person*
- Right: *Person with a disability*

People are defined by who they are, not by their disability or medical condition. People-first language reinforces that.

Do not use *the disabled* or *the burned* when referring to a group of people.

see **disability terminology** and **value words**

**phone numbers** 800-123-4567 is the appropriate format when included in a full sentence in articles, news releases, etc. For advertising and marketing materials not written in prose (i.e., billboards, print ads, business cards, etc.), 800.123.4567 is the acceptable format.

**proof points** When referring to Shriners Hospitals for Children®, the following proof points can be used:

*Shriners Hospitals for Children® is the only pediatric multi-hospital system in the United States that provides all care and services regardless of the patients’ ability to pay.*

*Shriners Hospitals for Children® is the largest pediatric sub-specialty health care system in the world.*

*Shriners Hospitals for Children® has the largest full-time staff of pediatric orthopaedic surgeons in the U.S.*

*The Shriners Hospitals for Children® specializing in burn care are the only freestanding hospitals dedicated to the treatment of pediatric burns.*

**Research Centers** The term *Research Center* is to be used only when referring to a Shriners Hospitals for Children® facility that is officially designated as such by the corporate medical affairs department at Shriners International Headquarters.

For all other Shriners Hospitals for Children® engaged in medical research, use *research program*.

**service lines** Shriners Hospitals for Children® has four service lines: orthopaedics, burns, spinal cord injuries, and cleft lip and palate.

**Shriners Hospitals for Children Board of Directors** The Board of Directors for Shriners Hospitals for Children®, a Colorado Corp., controls, authorizes and manages all business affairs of Shriners Hospitals for Children®, The 15-member board includes the Imperial officers, the Junior Past Imperial Potentate and the Chairman of the Board of Trustees, unless other members are nominated and elected, All members of the Board of Directors serve on a voluntary basis.
**Shriners Hospitals for Children® Board of Trustees** The Board of Trustees for Shriners Hospitals for Children® manages and operates all established hospitals, and those that may be established, and allocates and provides for the disbursement of funds necessary for the construction, acquisition, maintenance, control and operation of the hospitals. The Imperial Potentate, Deputy Imperial Potentate, Imperial Chief Rabban, Imperial Treasurer and Junior Past Imperial Potentate are members of the Board of Trustees and serve one-year terms. The other seven members of the Board of Trustees are elected for three-year terms. All members of the Board of Trustees serve on a voluntary basis.

**Shriners Hospitals for Children®** The official names and addresses of the 22 Shriners Hospitals for Children®:

Shriners Hospitals for Children® — Boston
51 Blossom St.
Boston, MA 02114

Shriners Hospitals for Children® — Canada
1529 Cedar Ave.
Montreal, Quebec
Canada H3G 1A6

Shriners Hospitals for Children® — Chicago
2211 North Oak Park Ave.
Chicago, IL 60707

Shriners Hospitals for Children® — Cincinnati
3229 Burnet Ave.
Cincinnati, OH 45229-3095

Shriners Hospitals for Children® — Erie
1645 West 8th St.
Erie, PA 16505

Shriners Hospitals for Children® — Galveston
815 Market St.
Galveston, TX 77550-2725

Shriners Hospitals for Children® — Greenville
950 West Faris Rd.
Greenville, SC 29605

Shriners Hospitals for Children® — Honolulu
1310 Punahou St.
Honolulu, HI 96826-1099

Shriners Hospitals for Children® — Houston
6977 Main St.
Houston, TX 77030-3701
Shriners Hospitals for Children® — Lexington
1900 Richmond Rd.
Lexington, KY 40502-1204

Shriners Hospitals for Children® — Los Angeles
3160 Geneva St.
Los Angeles, CA 90020-1199

Shriners Hospitals for Children® — Mexico City
Av. del Iman No. 257
Col. Pedregal de Santa Ursula
Deleg. Coyoacan, 04600
Mexico, D.F.

Shriners Hospitals for Children® — Northern California
2425 Stockton Blvd.
Sacramento, CA 95817

Shriners Hospitals for Children® — Philadelphia
3551 N. Broad St.
Philadelphia, PA 19140-4131

Shriners Hospitals for Children® — Portland
3101 S.W. Sam Jackson Park Rd.
Portland, OR 97239-3009

Shriners Hospitals for Children® — Salt Lake City
Fairfax Road at Virginia St.
Salt Lake City, UT 84103

Shriners Hospitals for Children® — Shreveport
3100 Samford Ave.
Shreveport, LA 71103

Shriners Hospitals for Children® — Spokane
911 W. 5th Ave.
Spokane, WA 99204

Shriners Hospitals for Children® — Springfield
516 Carew St.
Springfield, MA 01104-2396

Shriners Hospitals for Children® — St. Louis
2001 S. Lindbergh Blvd.
St. Louis, MO 63131-3597

Shriners Hospitals for Children® — Tampa
12502 USF Pine Dr.
Tampa, FL 33612-9411

Shriners Hospitals for Children® — Twin Cities
2025 East River Pkwy.
Minneapolis, MN 55414

Use full name of hospital on all references. Do not use Shriners, Shriners Hospitals or SHC when referring to a hospital or the hospital system.

Shriners International The name of the fraternity. Use full name on first reference. For subsequent references, it is acceptable to use the Shriners fraternity or Shriners.

spacing Use a single space at the end of a sentence after a period.

spinal cord injury Use provides spinal cord injury rehabilitation or provides spinal cord injury rehabilitative care when referring to that care specialty offered by Shriners Hospitals for Children®.

Do not use spinal cord injury center or spinal cord injury unit. Do not use rehab; spell out rehabilitation.

If using the acronym SCI, use spinal cord injury (SCI) on first reference, and SCI on subsequent references.

statements

SHRINERS HOSPITALS FOR CHILDREN® FOR NEWS RELEASES AND FACT-DRIVEN MATERIALS: Shriners Hospitals for Children® is a health care system of 22 hospitals dedicated to improving the lives of children by providing pediatric specialty care, innovative research, and outstanding teaching programs for medical professionals. Children up to age 18 with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, regardless of the patients’ ability to pay.

COUNTING OF HOSPITALS FOR SERVICES OFFERED: Nineteen Shriners Hospitals for Children® provide care for congenital and acquired orthopaedic conditions, four hospitals provide acute and rehabilitative care for burn injuries, three hospitals provide rehabilitative care for children with spinal cord injuries, and the cleft lip and palate program is expanding to multiple Shriners Hospitals for Children®. Some Shriners Hospitals for Children® offer care for more than one specialty.

Optional last sentence: To learn about the care offered at each of the 22 Shriners Hospitals for Children®, please visit www.shrinershospitals.org.

DONOR SOLICITATION: As a 501(c)(3) nonprofit organization, Shriners Hospitals for Children® relies on the generous donations of Shriners and the general public to carry out our mission and change the lives of children every day. For more information about supporting Shriners Hospitals for Children®, please visit www.donate2shc.org or call 800-241-GIFT.

RESEARCH: Shriners Hospitals for Children® is committed to conducting research that will improve both the quality of care and quality of life of children.
TEACHING: Education of physicians and other health care professionals is central to the mission of Shriners Hospitals for Children®. Shriners Hospitals for Children® actively provides for the education of physicians and other health care professionals, not only at Shriners Hospitals for Children®, but in other health care facilities and practices across North America.

Other option: Shriners Hospitals for Children® is proud of its role in medical education. In the past 20 years, more than 9,500 physicians have received residency education or postgraduate fellowships at Shriners Hospitals for Children®. In addition, many of Shriners Hospitals for Children®’s staff physicians hold faculty positions at academic institutions, sharing their expertise with tomorrow’s doctors.

Other option: By maintaining relationships with more than 60 medical teaching facilities, Shriners Hospitals for Children® fosters an academic environment committed to providing high-quality education for its medical staff and expert care to all patients.

BUDGETING FUNDS: Approximately 90 percent of the annual Shriners Hospitals for Children® operating budget is spent in direct support of the organization’s tri-fold mission of treatment, research and teaching.

SHRINERS INTERNATIONAL: Shriners International is a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth. There are approximately 340,000 members throughout the world.

SHRINERS INTERNATIONAL AS IT RELATES TO THE HEALTH CARE SYSTEM: Shriners International is the fraternity that founded and continues to support Shriners Hospitals for Children®. The hospitals provide pediatric specialty care to children with orthopaedic conditions, burns of all degrees, spinal cord injuries, and cleft lip and palate. All care and services are provided regardless of the patients’ ability to pay.

temple Refers to a body of nobles in a given location: Mecca Shriners was the fraternity’s first temple. When communicating with external audiences, using (chapter) to clarify the meaning of temple is acceptable: Mecca Shriners was the fraternity’s first temple (chapter).

Temple should not be included in the proper name of a chapter. Instead, Shriners should be used.

Wrong: Mecca Temple was founded in 1872.
Right: Mecca Shriners was founded in 1872.
Wrong: Egypt Temple sponsored a toy run.
Right: Egypt Shriners sponsored a toy run.
Do not capitalize temple. Do not use the term Center.
When referring to the building, use the term temple: Mecca Shriners hosted a fundraiser at their temple.

titles Capitalize formal titles when used immediately before a name. Lowercase formal titles when used alone or in a construction that sets them off from a name by commas.

Wrong: Jane Doe, Chief of Staff, called a meeting.
Right: Jane Doe, chief of staff, called a meeting.
Wrong: Executive vice president John Doe attended.
Right: Executive Vice President John Doe attended.
Use lowercase at all times for terms that are job descriptions rather than formal titles.

SHRINERS INTERNATIONAL: Always capitalize all titles unique to Shriners International: *Imperial Potentate, Imperial Chief Rabban, Imperial Oriental Guide, Potentate, Chief Rabban, Recorder, First Lady, etc.*

Do not capitalize *noble or lady* when not part of a title.

**total patients cared for** Since it was established in 1922, Shriners Hospitals for Children® has cared for *nearly 1 million* children.

**transportation** Do not use any phrasing that promotes free transportation to/from the hospitals.

**Unit** Do not refer to a Shriners Hospitals for Children® hospital as a *Unit*.

**value words** Use words like *inspirational* and *courageous* sparingly. Overuse can cause them to lose impact.

see [disability terminology](#) and [people-first language](#)

**vision statement, Shriners Hospitals for Children®** *Shriners Hospitals for Children® will be the international leader in health care for children and in advancing its specialty areas.*

**Web** Capitalize when used alone. The word is a short form of World Wide Web.

**Web addresses** Do not use *http://* in any Web addresses. Begin with *www.*

**website** One word, not capitalized.