PIN's Standards on Preparing KLD Publications

This two-pager summarizes the main recommended standards for the more time-consuming publications of PIN's Knowledge and Learning Department (KLD), such as guidelines, documents describing lessons learnt, etc. They are intended to **make it easier for KLD advisors** to prepare new publications and contribute to **ensuring their desired quality**. The standards are divided into four main stages 1) deciding on whether to create a new publication; 2) preparing the publication; 3) finalizing the publication; and 4) disseminating the publication.

PIN's STANDARDS	YES
DECIDING ON WHETHER TO CREATE A NEW PUBLICATION	
▪ Are you **able to define the purpose** of the publication? Do other people understand this purpose?	
▪ Did you clearly **define who the intended users are** for the publication?	
▪ It is important that a new publication is only prepared if there is a sufficient demand: if a larger number of intended **users confirm that they want and need** such a publication. Has this happened?	
▪ Preparing a new publication costs lots of time and effort. Can you confirm that you 1) conducted an on-line research and 2) concluded that **no existing publication meets the defined purpose**?	
▪ The quality of PIN's publications impact on how people perceive PIN. Will you be able to **ensure that the technical quality of the publication will not be lower** than the quality of similar resources published by comparable organizations?	
▪ The preparation of publications often takes **two to three times longer** than people initially assume. Considering your expected workload, realistically, will you be **able to allocate the required time**?	
▪ Did you check with the Head of KLD whether **PIN has the funding** required to cover the time you and others spend on preparing the publication? Furthermore, does the KLD budget include the costs of the publication's designing, editing and (if required) printing?	
▪ Did the **Lead Advisor for the given sector confirm** that the publication is required?	
PREPARING THE PUBLICATION	
▪ The content of the publication must be **driven by the needs of the people for whom it is prepared**. Have you asked them what exactly would they like to get from such a publication?	
▪ Have you carefully **reviewed the content and structure of other resources** on a similar topic, so that you gain useful inspiration and ideas?	
▪ Having a clear structure for a publication makes subsequent writing much easier - you know what to write about and the content is more likely to flow smoothly. Before you started writing the publication, did you prepare **a list of contents**, clearly showing the main chapters (topics) and sub-chapters?	
▪ Was this **list of contents thoroughly reviewed by at least several people** who understand the given topic / are experienced in preparing similar publications? Did you **address their feedback?**	
▪ Was the contents **approved first by the Lead Advisor** for the given sector and **then by the Head of KLD**? Only at this point you can start with writing the publication.	
▪ The key aspirations of writing a publication is that people read it. However, most people do not read longer publications. Do you either 1) **make it relatively short** by only including the most essential content only (other content can be in annexes); and/or 2) designed it in a way that makes it **easy to pick and read just one part** of the publication?	
▪ Did you agree with the Head of KLD on a person who is willing and able to act as an **'editor' of your publication**, providing feedback as you go and helping you move forward?	
▪ KLD prefers to avoid 'reinventing the wheel'. When writing the publication, do you **take advantage of already existing resources** (e.g. guidance, lessons learnt, etc.)?	

▪ Did you in the publication explain **for whom** was it prepared and **how / when can it help?**	
▪ Do you extensively **use practical examples** that help people understand what is being talked about?	
▪ Did you meaningfully **integrate in the publication PIN's key crosscutting topics**, such as gender, protection or environment? Contact relevant advisors, they will be happy to help you.	
▪ Does the publication include **links to PIN's resources**, such as IndiKit, KLC and advisors' support?	
▪ Whenever you used an idea or information from an existing resource, do you reference it? PIN strictly avoids plagiarism, therefore, **always include the source** (in a footnote or endnote), using the following format: author (year) name of the resource, e.g. PIN (2017) Behaviour Change Toolkit	
▪ Do you **avoid using long sentences**? Divide a longer sentence into two shorter ones.	
▪ Do you **avoid using paragraphs of written text longer** than a quarter of a page?	
▪ Do you include **relevant photos, charts, tables, illustrations** and other visuals that make the publication look less 'heavy' and increase the likelihood that people will read it?	
▪ Whenever you use an abbreviation, do you 1) **explain it** the first time you use it and 2) include it in an overall **list of abbreviations** included at the beginning of the publication?	
▪ Do you **avoid using jargon** and unnecessarily complicated terms? If you need to use complicated terms, explain them the first time you use them and consider including a glossary of the key terms.	

FINALIZING THE PUBLICATION

▪ Did you **send the draft of the publication for review to a larger number** (e.g. at least seven) of 1) intended users and 2) experts on the topics? This should be both PIN and external practitioners.	
▪ Did you **address the feedback** they provided?	
▪ Did you include in the **second page of the publication** the following information: acknowledgements, publisher (= PIN), name of the author and editor, date and place of publishing, ISBN (only if required), info about copyright, authors of the photos used, and contact e-mail resources@peopleinneed.cz?	
▪ Did you include at the end of the publication a **list of all the hyperlinks** that you included, so that even people who read a printed version of the publication can access the links?	
▪ Was the final **text proofread** by an experienced and diligent proofreader?	
▪ KLD publications need to be **designed by PIN's designer**, following PIN's graphics manual. Did you **agree with her/him** on the work at least 3 weeks in advance to ensure her/his availability?	
▪ Did you check PIN's very useful infographic on **how to avoid the most common mistakes** when working with a designer? Reading and following these tips can save lots of your time.	
▪ When sending a request for designing your document, did you use relevant ToR template to explain what exactly do you need and provided link to high-quality photos and logos?	
▪ Mistakes happen during the design process (e.g. missing characters, words, etc.). Did you send the pre-final version of the designed document to a proofreader for a **second round of proofreading**?	

DISSEMINATING THE PUBLICATION

▪ In consultation with the Head of KLD and your colleagues, did you prepare a list of the ways you (and other people) will **ensure that the intended users receive the publication and use it**? For example: asking HoP / relevant PM to present it to its team; presenting it during RDD meeting; uploading it to Knowledge and Learning Centre (this is **mandatory**); organizing a webinar; etc.	
▪ Did you use all (or the vast majority of) these ideas to promote the publication? Remember – the more people use the publication, the better impact it can achieve!	