

Plakebo Article Submission Guide

Write to Educate. Enlighten. Empower.

Welcome to Plakebo's article submission page! As a non-profit organization, we aim to provide thought-provoking, evidence-based content about health, culture, and the biopsychosocial challenges facing the Caribbean. By contributing, you are helping to shift culture, spark conversations, and address healthcare inequalities.

To ensure your article resonates with readers and trends on social media, follow this guide to create compelling, well-structured, and SEO-optimized content.

Article Structure

1. Story: Captivating Introduction

- **Purpose:** Start with a vivid, engaging anecdote that grabs attention and introduces the article's theme. This should be where most of your efforts are directive. Be creative!
- **Content Suggestions:**
 - Use a real-life example rooted in Caribbean culture (e.g., bush baths, lime juice remedies, or faith-based healing).
 - Paint a sensory-rich picture: describe sights, sounds, and emotions to immerse readers in the scene. The more you read- the better you'll be!
 - End with an element of mystery or a thought-provoking question to pique curiosity. See our blog for other examples. Poetry, Art, Videos are all welcome!

Example:

"Under the golden glow of a Trinidadian sunset, Auntie Mavis brewed her famous fever grass tea, a remedy she swore by for headaches. When her niece felt relief after just one cup, the family debated: was it the tea's ingredients, or their belief in Auntie's wisdom?"

2. Discussion: The Core Analysis

- **Purpose:** Dive deep into the topic, blending scientific insights, cultural perspectives, and critical analysis.
- **Content Suggestions:**
 - Clearly define the subject (e.g., placebo effect) and its relevance to the Caribbean.
 - Explore the history, cultural significance, and evidence-based insights about the topic.
 - Use subheadings for clarity and flow (e.g., "What is the Placebo Effect?", "Cultural Context in the Caribbean").

Placebo articles: A structure

- Incorporate data, expert quotes, or examples to strengthen credibility.
- Highlight ethical implications and real-world applications.

Key Questions to Address:

- How does the placebo effect reflect Caribbean cultural practices?
- Why do traditional remedies sometimes lead to real health benefits?
- What lessons can modern medicine learn from these cultural practices?

3. References: Strengthening Credibility

- **Purpose:** Support your claims with reliable sources and provide readers with resources for further exploration. We can help you with this!
- **Content Suggestions:**
 - Link to peer-reviewed journals, books, and reputable online sources.
 - Include regional or Caribbean-specific references when possible.
 - Format citations consistently for professionalism.

Example References:

- Benedetti, F. (2008). *Placebo Effects: Understanding the Mechanisms in Health and Disease*. Oxford University Press.
- Harvard Health Publishing: [The Power of the Placebo](#).
- Oxford Academic: Cultural influences on placebo and nocebo effects.

SEO Optimization Tips

To ensure your article trends on social media and ranks well on search engines like Google, follow these tips:

1. **Use Keywords Strategically:**
 - Incorporate terms like "*placebo effect*," "*Caribbean health*," "*traditional remedies*," and "*cultural healing practices*" throughout your article.
 - Include keywords in the title, subheadings, and first 100 words of your content.
2. **Write a Strong Meta Description:**
 - Summarize your article in 150–160 characters, including your primary keywords. This will appear in search engine results and attract clicks.
3. **Include Engaging Visuals:**

- Add high-quality images, videos, or infographics relevant to your topic. Ensure they include descriptive alt text for accessibility and SEO.
4. **Break Up Text:**
- Use short paragraphs, bullet points, and subheadings to make your article skimmable and engaging.
5. **Encourage Sharing:**
- End with a call-to-action that invites readers to share the article on social media or join the discussion in the comments. We can help you with this!
-

Content Guidelines

- **Word Count:** Aim for 800–1,200 words for optimal readability and engagement.
 - **Tone:** Use an educational yet conversational (with dialect) tone that resonates with a broad audience. Avoid jargon where possible.
 - **Originality:** All submissions must be original and not published elsewhere.
 - **Respectful Language:** Be culturally sensitive and respectful in all references to our Caribbean traditions and beliefs. We can help you with this!
-

Call to Action for Readers

End your article with a compelling closing paragraph that inspires action or discussion. We can help you with this! Examples:

- *“You know a local healing remedy? Share your story below!”*
 - *“What role does our culture practices play in medicine? Let’s start a dialogue- be ‘Socaratic!’”*
-

How to Submit

1. Write your article following this guide.
 2. Include a short bio (50–100 words) about yourself and your interest in Plakebo’s mission.
 3. Email your submission to plakebott@gmail.com with the subject line: *“Article Submission: [Your Topic]”*.
-

By submitting your article to Plakebo, you’re contributing to a movement to educate, enlighten, and empower the Caribbean community through evidence-based medical education. Let’s create content that sparks meaningful change!