

# How to Generate a Blog Idea?

By Gabriela Ghisi

Something that happens often times: bloggers struggle with writing block. As I told you before, I have my personal blog ([gabynocanada.wordpress.com](http://gabynocanada.wordpress.com)) where I basically write about my Canadian experience, my research and life far far away from home. I must say at this point: I am not an expert. However, I am surprised how powerful a blog is: I have more than 200 accesses each day and some people that I don't know send me messages and try to contact me, asking my opinion about certain issues.

As some colleagues were talking about how hard it is to be a blogger I was thinking to write about this experience and how you can connect what you learn in class with your experiences, generating a post.

First, you need to know what a Blog is. By definition Blog is a type of website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries.

Ok, so coming with this description I believe that it is not hard to write, though. Maybe you should follow some steps – as a guidelines - that can help you (helps me a lot) to write about anything and, in this particular case, about health communication.

1. **Read Differently!** As I told in today's class, once you start to have the concepts and lens of Health Communication you can start to link them with health news and the ideas will flow as you "read differently" those articles.
2. **Read, read, read, read...** Better than a blog or a newspaper, books and scientific journals are always well constructed and have fresh, unique and (usually) statistically significant viewpoints. When you are about to write something that many people can read (and sometimes can reach other audience that you're expecting) you need to read a lot and have at least a few scientific point.
3. **If you can, change your environment!** What I mean by that is TRAVEL, LEAVE! You don't need to go to a different country (as I did) to have new experiences. By going to a new restaurant for lunch or walking in a different neighborhood you can have different experiences, you can learn about that specific place and, as a result, ideas will be transformed in words. For instance, when I take a different subway (or bus) here in Toronto I usually see different health advertisings and that makes me think about how the media advocacy changes in different locations and communities in Toronto.

4. **Be inspired.** Try to find what makes you a better writer or makes ideas come up in your head. Could be a song, a person, a glass of wine. Doesn't matter, as long as you can write what you mind is producing!
5. **Write it down!** Yes, SIMPLE LIKE THIS! One you start to put ideas in a paper or a computer you will see how much easier it is going to be. I fell particularly inspired after class, when all these ideas and thoughts about knowledge and patient education start to show in my mind. So usually after classes (when I can) I write something and then I see to what purpose my write can be used!

Isn't it simple? Hope that I helped you.

Have a great weekend!