



University of Pittsburgh

Graduate School of Public Health
Office of the Dean

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Guidelines for References in Text & Speaking

PITT PUBLIC HEALTH

Concern had been raised with the shorthand “GSPH” causing confusion with GSPIA on campus, and with it having no immediate meaning outside of campus (doesn’t communicate public health). “Pitt Public Health” was adopted to address these limitations and to provide an alternative, shorthand, or nickname for the school. In subsequent years both terms have been used as we phase out the acronym “GSPH”. For consistency’s sake the preferred usages should be:

1. the **University of Pittsburgh Graduate School of Public Health**
(preferred usage for first mentions in official documents)
2. the **Graduate School of Public Health**
3. **Pitt Public Health**
(preferred usage for general use, in subsequent mentions, and as a shorthand or nickname)
4. **the School**
(on subsequent mentions only; useful for official or government documents, for grant applications, and where character counts are strictly limited. Specifically, “the School” is preferred over GSPH where space is tight.)

Please avoid using other abbreviations such as GSPH or PPH.

Similarly, when speaking publicly, please refer to Pitt Public Health, the Graduate School of Public Health, or the school, rather than spelling aloud “G-S-P-H”.

Exceptions may include shortening our name for social media. For instance, the hashtag **#PittPublicHealth** or the abbreviated **#PittPH** may be used. Twitter mentions should use the handle **@PittPubHealth**. (Use of @pittpubhlth has been discontinued)

UNIVERSITY OF PITTSBURGH

According to the University of Pittsburgh Style Guide, this university may be called the University of Pittsburgh, Pitt, or (on subsequent references) the University. These are the only **acceptable references**.

Introduction and Purpose

The name “Pitt Public Health” provides a clear identity for presenting the University of Pittsburgh Graduate School of Public Health. This nickname immediately links the University of Pittsburgh with our school, while communicating our three-pronged mission of public health education, research, and service.

This Pitt Public Health Style Guide provides guidelines about how to use our school name and mark. Please follow these guidelines whenever you’re writing documents on behalf of the school or developing materials for print, apparel, giveaways, or anywhere our mark or name appears.

Referencing the School Name in Writing and Speaking

When using the school name in writing, on the first reference use the full school name, **Graduate School of Public Health**. When necessary to confirm for readers that the school is part of the University of Pittsburgh, use the extended name **University of Pittsburgh Graduate School of Public Health** (do not insert a comma between units). Never combine University of Pittsburgh directly before Pitt Public Health.

On second reference, and generally thereafter, shorten the name to **Pitt Public Health**, or alternatively to **the school** (or “the School” though this capitalization is not preferred under University style).

In official legal or government documents, or in grant applications, use the full or extended school name in the first mention. Subsequent mentions may be either to “the school” or to “Pitt Public Health”.

Examples:

- Today the University of Pittsburgh Graduate School of Public Health released groundbreaking public health research that will affect the lives of millions. Pitt Public Health will work closely with federal and local agencies to implement this new technology.
- The University of Pittsburgh Graduate School of Public Health’s groundbreaking research affects the lives of millions. The school will work closely with federal and local agencies to pursue this work.

Similarly, when speaking publicly, please refer to the school as Pitt Public Health, the Graduate School of Public Health, or the school. Do not say G-S-P-H.

*****Please avoid abbreviating Graduate School of Public Health to GSPH. ****

Effective August 1, 2012, the school decided to phase out the GSPH acronym to avoid confusion among many acronyms in the marketplace (such as GSPIA) and to reinforce the association with the University of Pittsburgh.

Correspondingly, never abbreviate Pitt Public Health as PPH. Spell out these words in their entirety. Exceptions may include shortening our name for social media, e.g., **@PittPubHealth** on Twitter.

REFERENCING THE UNIVERSITY OF PITTSBURGH IN WRITING

According to the University of Pittsburgh Style Guide, this university may be called the University of Pittsburgh, Pitt, or (on subsequent references) the University. These are the only **acceptable references**.

OTHER WRITING RESOURCES

While each of the University of Pittsburgh’s units has its own stories to tell, each is part of a single University. The use of a clear, consistent writing style for all communications reinforces this fact and helps to present the University to its audiences in a consistent and professional manner, making use of the highest standards of written English language expression. The University of Pittsburgh Style Guide is available online at www.communications.pitt.edu/institutional-identity/