Write Your Story

You don’t have to be a public speaker to tell your story. A written story can move people to action too. Pieces that break down complex issues can start conversations, attract allies and influence policymakers.

Thanks to technology, there are many options for getting the word out. Letters to the editor remain among the most widely read features in any newspaper making them commanding tools for advocacy. Web-based platforms, like social media, blogs and e-newsletters also have enormous reach. The style and standards will vary depending on which method you choose. Do your research.

Lead with your most important point.

Don't assume your audience has much background knowledge.

Use everyday words rather than scientific terms and acronyms.

Stick to what you know, never exaggerate.

Build Relationships

Get to know the journalists who cover personal stories and health policy issues; share their work. Be responsive to questions and follow-up.

Find Collaborators

Planning a series of letters to the editor can spark interest and get additional media coverage. An editor will typically publish a selection of pieces that represent all of those received, so even unpublished entries can affect which others make it to print. The more submissions that support a certain idea, the more likely the idea will be covered.

Share Published Pieces

Share your work on your personal social media pages; share it in related groups and communities too. Send your clippings, real or digital, to your legislators.

Think Small

Tweets and photos with text also get your message out. Hashtags and taglines are other great ways to grab readers’ attention.