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Building the **Right to Health** Movement



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Writing Letters to the Editor



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Agenda

- What is a LTE
- Making your LTE EPIC
- Let's write a LTE!
- How to get Published
- You're published, now what?



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Letters to the Editor



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What is a LTE?

- Letter to the Editor
- 100-300 word letter with a single main point
- Has a single author
- A clear and concise message about a problem

Why write a LTE?

- Generates coverage
- Amplify our voice
- Decision makers care

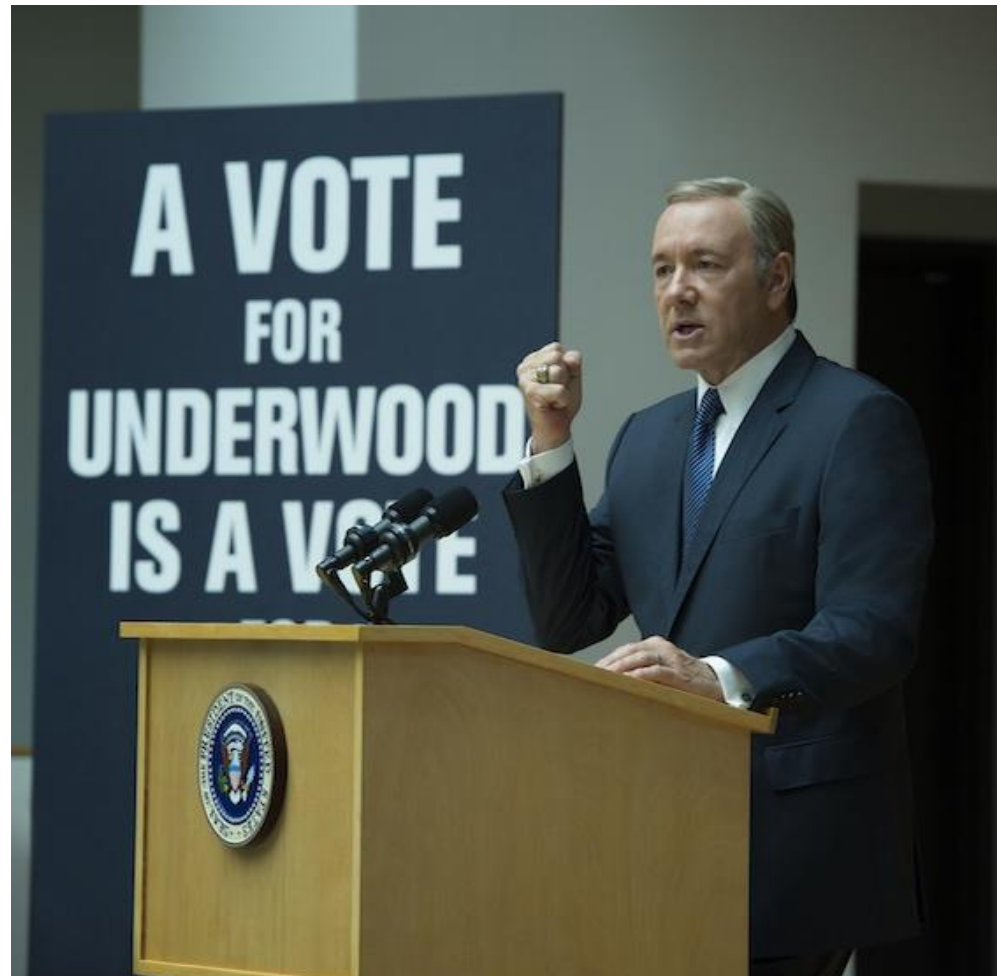




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The power of a LTE right **NOW!**

- Congress is on recess
- Re-election for House (and some Senators)





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Making your LTE EPIC



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Keep your **LTE** **EPIC**

Frame your letter in
the **EPIC** format:

Engage audience

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Letters to the Editor

Letter to the Editor: Lawmakers need to commit to ending HIV/AIDS



POSTED: 02/15/16, 5:38 PM EST

UPDATED: ON 02/15/2016

1 COMMENT

Last Tuesday, President Barack Obama's final budget was released in the morning. Totalling \$4.1 billion, it includes many budget proposals that could spell out changes for the United States over the final year of his term. However, one area in which it is completely lacking is increased funding for global health priorities.



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Keep your **LTE** **EPIC**

Frame your letter in
the **EPIC** format:

Problem statement

Duluth News Tribune

Reader's view: Fight against AIDS requires more federal government money

By Julia Mandsager Komatsu from Duluth on Dec 1, 2015 at 12:11 a.m.



I'm a medical student in Duluth, and I'm writing because today, Dec. 1, is World AIDS Day. According to the Minnesota Department of Health, 7,960 Minnesotans were living with HIV/AIDS in 2014. In the same year, there were 307 new cases of HIV, up 2 percent from 2013. Globally, there were 26.9 million people living with HIV, including 2 million new cases, according to the World Health Organization.

While there have been major improvements in HIV treatment and management, this virus still is deadly. In 2014, there were 64 AIDS deaths in Minnesota and 1.2 million globally.

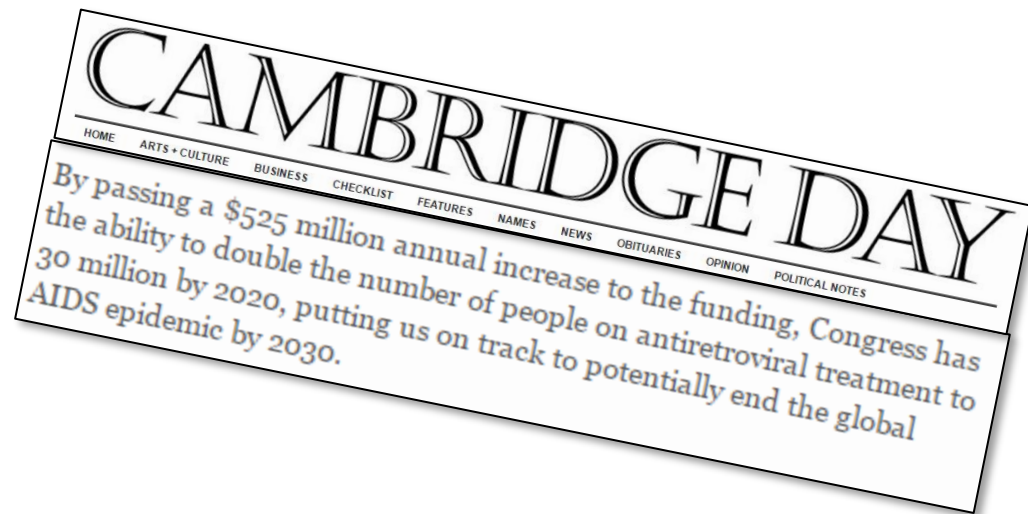


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Keep your LTE EPIC

Frame your letter in
the **EPIC** format:

Inform on solution





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Keep your **LTE** **EPIC**

Frame your letter in
the **EPIC** format:

Call to action





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Is your LTE EPIC?

- Engage audience
- Problem statement
- Inform on solution
- Call to action

EPIC!



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Let's write a LTE!

- **What Publication?**
 - Think local
 - Relationship to target
- **What are their rules?**
 - Length
 - Article Requirements
 - Author Requirements
 - When do they publish?



Letters to the Editor Worksheet

This worksheet was created by Matt Erdos (Advocacy Lead, PIH Engage Boston University) and adapted by the National Team. Thanks, Matt!

A *Letter to the Editor (LTE)* is a letter sent to a publication about issues of concern from its readers. Letters to the editor are typically 150 words (that's short!) and have a single main point and single author (you, not PIH). A letter to the editor should be positive and current to hook in readers, while focusing on a clear and concise message about a problem.

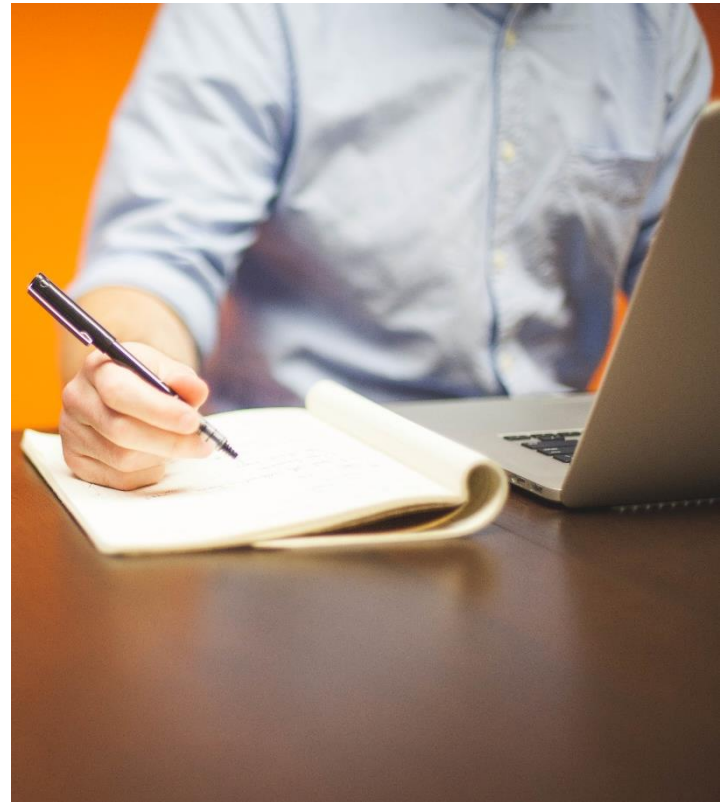
Let's practice!

What is the publication in which you are looking to get published? (Ex. The Daily Free Press, BU Today, Boston Globe, etc.)

What are the publication's rules for submitting Letters to the Editor? (Hint: Use Google!)

What is the problem you would like to discuss? (Ex. Cuts to Global AIDS funding under the Obama administration has scaled back progress towards ending HIV/AIDS)

- **What's the problem?**
 - One sentence summary
 - Be clear
 - Think big picture
- **What's the solution?**
 - Use the rationale for our advocacy asks
 - Write the ask(s) in 1-2 sentences



• **Call to Action**

- Name the target
- Ask voters for something
- Ask target for something





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What's in a Hook?



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Developing a Hook

- **What's the hook?**
 - Respond to an article
 - Respond to current events
 - Be the hook



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Putting it all together

1. Begin with your hook
2. Add your problem
3. Add solutions
4. Add the call to action
5. Check for flow and rules
6. Submit your letter
7. Fill out LTE report form!

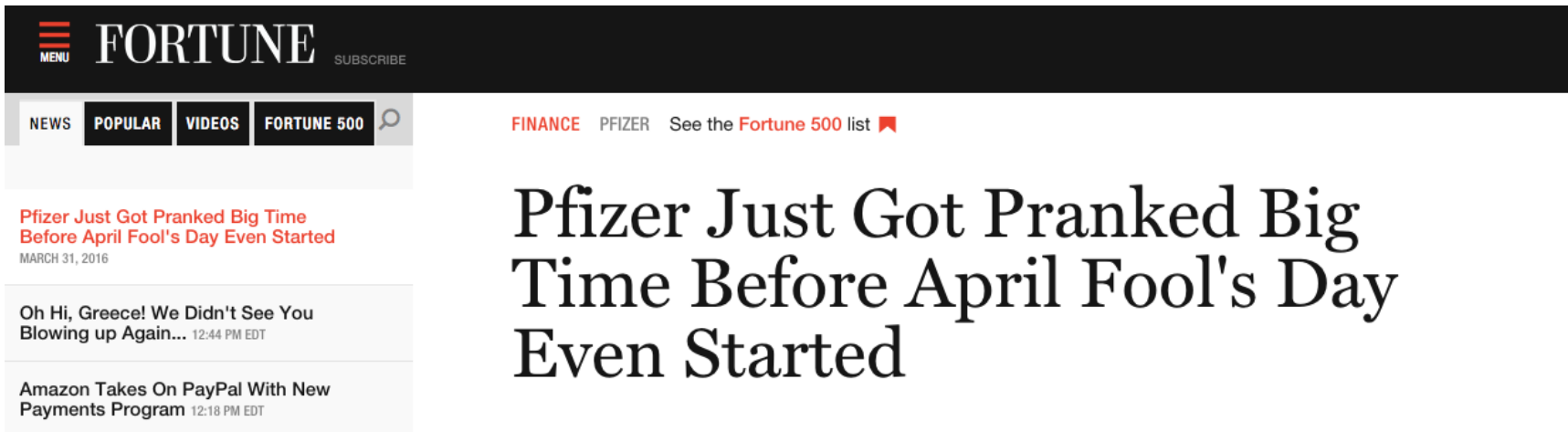


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How to get published

- Relevancy
- Newsworthy
- Big national events
- Days of publication



The screenshot shows the Fortune website interface. At the top is a dark navigation bar with the Fortune logo, a menu icon, and a subscribe button. Below this is a row of category tabs: NEWS, POPULAR, VIDEOS, and FORTUNE 500. The main content area features a large headline: "Pfizer Just Got Pranked Big Time Before April Fool's Day Even Started". To the left of this headline, there is a sidebar with smaller news items, including "Pfizer Just Got Pranked Big Time Before April Fool's Day Even Started" (dated MARCH 31, 2016), "Oh Hi, Greece! We Didn't See You Blowing up Again..." (dated 12:44 PM EDT), and "Amazon Takes On PayPal With New Payments Program" (dated 12:18 PM EDT). The article text is partially visible on the right side of the screenshot.

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Pfizer Just Got Pranked Big Time Before April Fool's Day Even Started

Pfizer Just Got Pranked Big Time Before April Fool's Day Even Started
MARCH 31, 2016

Oh Hi, Greece! We Didn't See You Blowing up Again... 12:44 PM EDT

Amazon Takes On PayPal With New Payments Program 12:18 PM EDT



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Audience

Who do you want your piece to reach?



- If you don't get a confirmation
- If you don't get published
- If you do get published





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**You're published –
now what?**

Share your LTE

Once you're published – share:

- Fill out report form
- With your team
- On social media, #RighttoHealth
- With your **target**





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Next Steps

- Finish drafting your LTE from the worksheet
- Submit your LTE
- Teach your team!
- Share your success