

## **WRITING an OPINION EDITORIAL (OP-ED)**

Below please find guidance and key messages that could be used when writing and placing an op-ed in your local and/or national newspaper.

### **GUIDANCE**

1. It is best to keep an op-ed around 500 words. Go online or call the newspaper to find out the word limit or other submission guidelines.
2. Use everyday language, short sentences, and concise paragraphs.
3. Make sure the op-ed is tied to a news hook—for example, you could time the placement of your op-ed after new prevalence statistics are published or an organization announces a major TB finding. You could also try to place an op-ed around World TB Day (24 March) or make the link to World AIDS Day (1 December).
4. To draw readers in, make sure the first paragraph is catchy and use the last paragraph to bring your argument together.
5. It is important to share your personal story and/or that of your organization's. Putting a human face on tuberculosis will make your advocacy message more compelling.

### **MESSAGES**

1. Tuberculosis (TB) is a curable and preventable disease that kills nearly 5000 people each day, and no region of the world is unaffected.
2. The good news is over 1000 partners in every region of the world have agreed to, and are actively implementing, a plan. The Stop TB Partnership's Global Plan to Stop TB 2006-2015 presents a detailed and feasible road map to: reduce the incidence of TB, halve TB prevalence and mortality rates, save at least 14 million lives, and lay the foundation for TB elimination.
3. A 2007 World Bank research study found that the countries with the world's highest numbers of TB cases could earn about 10 times more than they spend on TB diagnosis and treatment by signing on to the Global Plan to Stop TB.
4. Drug-resistant tuberculosis is not being addressed with sufficient speed or commitment. Everyone is at risk – and action is needed now.
5. Across the world leaders have acknowledged the urgent need to confront the co-epidemic of HIV and tuberculosis. Now countries must take action by getting tuberculosis services to all people living with HIV and HIV services to all those affected by tuberculosis.
6. We know what works. The TB epidemic has levelled off. To continue this trend, and to address threats like MDR-TB and XDR-TB, more investment and political commitment is needed from INSERT YOUR COUNTRY HERE in the basic elements of TB control.
7. We will never eliminate TB without new and more effective drugs, diagnostics and vaccines. Simpler, faster drug regimens that treat all forms of TB; rapid, more accurate diagnostic tools to quickly detect TB; and a vaccine that will be effective in preventing TB in people of all ages are urgently needed.