


ADVOCATE2VACCINATE 2021




# WRITING & PLACING A LETTER TO THE EDITOR

SHOT@LIFE



# Ever read your local newspaper and thought:



**"I could have written that."**

Publications are becoming increasingly audience-driven, including content submitted by guest writers themselves.

**"Why are we not talking about issues like vaccine-preventable diseases?"**

There is a proliferation of news nowadays, but not all of it has equal weight and impact.

**"I have an opinion to share."**

You bring a unique perspective to your local community.



**ANYONE CAN WRITE A  
LETTER TO THE EDITOR**

Letter to the editor: Showing love and kindness

Apr 30, 2020



I appreciated the spirit of the article “Families will grow real memories from virtual, Zoom seders” (April 1 edition). It illustrated the way people in our community are making the best of a difficult situation

While we are all isolated, we can provide groceries to friends who are lonely by ordering from home delivery services. Gavi, the Vaccine Alliance, is one of the world’s child health funders and distributors as well

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Support global vaccine funding

Apr 22, 2020



World Immunization Week will be observed April 24-30. There is no doubt that the ongoing COVID-19 pandemic has upended life around the world in an unprecedented way. If we didn’t appreciate the critical role that vaccinations have had in protecting lives before this life-threatening pandemic occurred, most of us now understand the importance of immunizations as we wait and hope that an effective COVID-19 vaccine will be developed to protect us going forward.



Your Turn  
Katie Lesser  
Guest columnist

Withdrawing from WHO is dangerous

In May, President Trump announced his intentions to “terminate” the U.S.’s relationship with the World Health Organization (WHO). On July 7, Trump followed through with these intentions and released formal notice of U.S. withdrawal from the WHO. Not only is this incredibly irresponsible, it is especially dangerous in the middle of a pandemic that has infected millions of people worldwide. Amid everything that has happened in the past few months, we are still in the middle of a major global pandemic.

The U.S. is the largest contributor to more than 15 public health agency’s budget. The U.S. will contribute to science and global public health efforts to fight against COVID-19. The departure could put the health of American citizens, as it has in the past, at risk. Ignoring the impact of the virus on the U.S. and the world is a sure way to ensure that the virus will continue to spread. Ignoring the impact of the virus on the U.S. and the world is a sure way to ensure that the virus will continue to spread.

The U.S. currently has more COVID-19 cases than any other country. The case count is rising because of the lack of testing and tracing, testing and potential development. The U.S. currently has more COVID-19 cases than any other country. The case count is rising because of the lack of testing and tracing, testing and potential development.

Furthermore, as COVID-19 disproportionately affects Black and marginalized communities, we must stand in solidarity on the public health front to protect and keep these communities safe, especially in this time of massive civil unrest. While we continue to fight against racial injustice and police brutality, we must also fight for the World Health Organization, because they are leading the global response to the COVID-19 pandemic.

As previously mentioned, WHO is at the forefront of scientific and therapeutic development for the

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LETTER TO THE EDITOR: Now is time for our legislators to support vaccination programs

CYNTHIA CHANGYIT LEVIN Apr 9, 2020

MORE INFORMATION

GUEST COMMENTARY: America should act now to end global disease

GUEST COMMENTARY: Key to managing COVID-19 is more public health funding



Ms. Katyal is spot on in her piece “America should act now to end global disease,” printed April 1. I, too, am worried about the possibility of the United States and other nations reducing their foreign aid support to global health programs this year in favor of looking inward only to their own needs.

It’s the coordinated efforts of international partnerships like Gavi, the Vaccine Alliance, that make it possible to distribute vaccines worldwide at affordable prices. Reducing support at



# Why are LTEs important?

**01**

**Reach a large, yet targeted, audience.**

On top of sharing on your own social media channels, online publications can reach larger and new audiences in your community.

**02**

**Local publications are read by elected officials.**

Elected officials' jobs are to represent their constituents: this is another way to get in front of them!

**03**

**Bring new information and perspectives to issues not addressed in a news article.**

Journalists don't have all the facts.

# LET'S DIVE IN.

**STEP 1:** Research your local publications.

**STEP 2:** Write the LTE.

**STEP 3:** Submit.

**STEP 4:** Share your LTE online, and with Shot@Life!



# STEP 1: Research your local publications.

- What are your local publications?
- Which have the largest circulation, audience, or influence?
- Do they accept opinion articles or letters to the editor?
- What have they published about vaccines in the past?

ABOUT > CONTACT > SUBMISSIONS





# STEP 2: Write the LTE

## THREE KEY ELEMENTS



### 01 PERSONAL

Why are vaccines important, and why are they important to YOU?

Use your unique personal & professional experience with Shot@Life to make your case.

### 02 TIMELY

Why is vaccine advocacy important NOW?

What makes the issue timely?

### 03 RELEVANT

Why does it MATTER, and why does it matter locally?

End with a call to action.

STEP 2: Write the LTE

# FIND YOUR ANGLE

- 01 THE COVID-19 VACCINE & THE INFODEMIC
- 02 U.S. WITHDRAWING FROM WHO
- 03 WHY VACCINES & GLOBAL HEALTH WILL MATTER IN 2021
- 04 LOCAL ISSUES & EVENTS





## STEP 3: SUBMIT

Keep it short.

Use a clear subject line such as  
"LTE Submission: HEADLINE"

Follow up.



## **STEP 4: Don't forget the golden rule!**

- Share your published piece on social media
- Remember to keep a copy for your record, and to send to Congressional offices for future meetings
- Let the Shot@Life team know!



NEED SOME INSPIRATION? SEE PAST LTEs AT:

[shotatlife.org/news/](http://shotatlife.org/news/)



# RESOURCES

**A2V Toolkit &  
Talking Points**

<https://shotatlifef.org/advocate2vaccinate/>

**Facts & Stats**

<https://shotatlifef.org/aboutvaccines/>

QUESTIONS? REACH US AT [MEDIA@SHOTATLIFE.ORG](mailto:MEDIA@SHOTATLIFE.ORG)

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