ADVOCATE2VACCINATE 2021



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

STL=JEWISH LIGHT

HOME → NEWS → LIFE & CULTURE → OPINION → MULTIMEDIA → OBITUARIES → DONATE → EVENTS → SUBSCRIBE FOR FREE

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

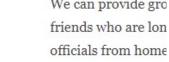
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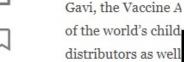




While we are all iso We can provide gro friends who are lon









Obituaries A & E Multimedia Public Notices Calendar Cla

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.



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 espeinfected millions of people worldwide. Amid everything that has happened in the past few months, we COVID-19 pandemic. are still in the middle of a major global pandemic.

The U.S. is the largest tributing to more than 15 public health agency's by the U.S. will contribute to science and global public fight against COVID-19.

of American citizens, as it tracing, testing and poter tic development.

The U.S. currently ha COVID-19 than any other ting ties with the WHO or for Americans during thi MORE INFORMATION more difficult for the WI

ture could also negativel gress made in the fight ϵ disease end polio worldwide, and

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, cially dangerous in the middle of a pandemic that has we must also fight for the World Health Organization, because they are leading the global response to the

As previously mentioned, WHO is at the forefront

Home / Opinion / Letters to the Editor

The departure could pi LETTER TO THE EDITOR: Now ignated toward the imp sures needed to combat a sure needed to combat a su support vaccination programs

the case count is rising b CYNTHIA CHANGYIT LEVIN Apr 9, 2020

and support it needs to c GUEST COMMENTARY; America Global health experts should act now to end global

eradication efforts. We I GUEST COMMENTARY: Key to in two remaining countri 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.



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



Why are vaccines important, and why are they important to <u>YOU</u>?

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

THE COVID-19 VACCINE & THE INFODEMIC

U.S. WITHDRAWING FROM WHO

WHY VACCINES & GLOBAL
HEALTH WILL MATTER IN 2021

LOCAL ISSUES & EVENTS





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!





RESOURCES

A2V Toolkit & Talking Points

https://shotatlife.org/advocate2vaccinate/

Facts & Stats

https://shotatlife.org/aboutvaccines/

QUESTIONS? REACH US AT MEDIA@SHOTATLIFE.ORG

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